



Meeting Minutes

Cultural Affairs Advisory Board Meeting

March 3, 2022

Call to Order

The meeting was called to order by board chair, Charmaine Donald.

Pledge of Allegiance

Roll Call

Present: John Barrant, Charmaine Donald, Gilbert Lenchus, Myrurgia (Maggie) Pichardo, Carole Simmons, Glinda Townsley

Absent: Martha Martinez

City Liaison: Kevin Pickard, Director of Leisure Services

Open Discussion

Deputy Mayor Jaqueline Guzman attended the meeting. When asked how she communicates with residents, the Deputy Mayor shared that she reaches out to residents through email and social media.

Approval of Minutes

A motion to approve the minutes from the February 3, 2022 meeting was made by Gilbert Lenchus and seconded by Glinda Townsley. The motion carried without opposition.

Old Business

Past Events-

- Tunes & Trucks- The February concert featuring Luna Live was held at City Park. Approximately 500 people attended the event. The crowd was a little smaller but the vendors did well. Some band members contracted COVID-19 and could not attend so replacements performed in their places.
- Woofstock- Approximately 2,100 people attended this year's canine event. There were fewer vendors but the feedback from attendees was positive.
- Classic Car Show- The show featured about 130 cars. Approximately 1,000 people attended the event, an increase from previous years.
- Taste of Sunrise- This year's event sold out the maximum 500 tickets. There was a good blend of small family restaurants and the larger chain restaurants. Charmaine Donald shared that she enjoyed the gumbo twists made by Chef Vicki. Carole Simmons' son and grandson attended and she relayed that the vendors were very engaged and informative. Kevin Pickard relayed that staff is aware of some of the logistics issues and are working to improve them for next year.

Past Theatre Shows-

- Mid Life 2! The Crisis- 155 in attendance
- December 63- Frankie Valle and the Four Seasons- 97 in attendance
- Rhythm of the Dance- Two shows: March 1 with 49 in attendance and March 2 with 80 in attendance

Cultural Festival Updates- Kevin Pickard relayed that the Special Events team is going to move forward with Gilbert Lenchus' talent show idea for this year's festival. Mr. Lenchus shared an example of the Audition information and asked about insurance and photo releases. Kevin Pickard responded that all City registration forms have an insurance waiver and photo release included. The staff is also moving forward with Carole Simmons' idea to incorporate live art into the festival. Staff thought about hiring an artist to create a large interactive sign to use around the city and at future events for photographs. The letters will spell out Sunrise,

with enough space for a person to stand in for the letter “i.” Martha Martinez’ idea to include exhibits representing different cultures was brought to staff, but they are not sure if it could be a possibility for this year.

New Business

Upcoming Theatre Events- The board was given an overview of the upcoming theatre shows including:

- Rockabilly Rockets- Saturday, March 5th at 7:00 p.m. Reserved seating: \$20 per ticket
- The Sweet Delilah Swim Club- Saturday, March 19th at 7:00 p.m. and Sunday, March 20th at 2:00 p.m. Reserved seating: \$18 per ticket

Upcoming Special Events- The board was given an overview of upcoming events including the following:

- Outdoor Movie- The movie “Boss Baby: Family Business” will be shown at City Park tomorrow night, March 4th beginning at 7:00 p.m.
- Earth Day Festival – There will be live entertainment, great food and family-friendly activities at this year’s event, to be held at the Sunrise Sportsplex on Saturday, April 2nd, 10:00 a.m. – 2:00 p.m.

Board Discussion

Glinda Townsley asked if there will be food vendors at the Outdoor Movie. Kevin Pickard responded that staff is discussing the possibility, as the crowds for these movies continue to grow.

Carole Simmons asked if the art gallery is used for events other than art shows. Kevin Pickard shared that the City hosts smaller events such as the Lyrical Lounge and community meetings. Ms. Simmons suggested inviting schools to visit the gallery during school hours and taking pictures of students near their favorite piece of art, or maybe even a character like the Easter Bunny. Mr. Pickard shared that some schools do come for a tour of the facility, but he will explore the opportunity with staff.

Adjournment

A motion to adjourn the meeting was made by Glinda Townsley and seconded by Maggie Pichardo. The motion passed without opposition.

Transcribed by: _____

Karen Gallagher, Board Secretary