



MURRAY CITY ARTS ADVISORY BOARD

MEETING MINUTES

April 09, 2024

06:00 PM

296 E. Murray Park Ave

CALL MEETING TO ORDER

Attendance:

Board Members: Cami Munk, Christy Anderson, Matt Jacobson, Pace Gardner, Lindsey Smith, Peter Klinge

Staff: Katie Lindquist, Caitlin Larson

APPROVAL OF MINUTES

1. Approval of minutes for March 12, 2024

At 6:00 Cami called the meeting to order. Lindsey made a motion to approve the minutes for March 12, 2024. Pace seconded the motion and the minutes passed unanimously.

CITIZEN COMMENT(S)

Wendy Parsons-Baker, previously a member of the History Advisory Board. She wanted to know the progress of the theater and asked if we could put a banner up in the front of the theater showing the finished product of the renovation and a finish time.

BOARD REPORT(S)

Nothing to report at this time.

STAFF REPORT(S)

1. Theater update

Katie showed the board the latest pictures of inside the theater. Details about the construction developments such as the roof, stage footings, orchestra pit, and both back and east walls were discussed. She told the board that there is still a water pumping issue and said that the renovation should be finished by the end of December 2024.

The board agreed with Wendy about the appearance of the theater and wondered if the City could do something about it as some residents thought it may be being demolished. Katie then told the board that we are hoping to have help with marketing the theater by possibly hiring a marketer. She also reported on the status of the neon "candy cane".

She then led a conversation about conducting a chair campaign where people could purchase a seat in the theater's auditorium. The conversation aimed at creating excitement and ensuring public engagement and awareness about the ongoing renovations.

BUSINESS ITEM(S)

1. Chair campaign

Katie held a discussion regarding the structure concerning the chair campaign for the Murray Theater. The goal was to make the chair sponsorship appealing to both affordability and exclusivity among potential sponsors. It was debated whether the option to sponsor should be limited to individuals and households or opened up to businesses.

The board considered concerns about ensuring an equal opportunity for community members to participate in the sponsorship and discussed practical limits on the number of seats for sale and the potential for seat renewal or re-sponsorship at a later date. A tiered pricing structure and a limitation on the quantity of seats per household were proposed.

A motion was proposed concerning the chair campaign's structure with prices for different seating options and limitations on the choice of words and characters allowed on the sponsorship plaques. The following is their recommendation:

Chair campaign should be seen as an opportunity for Community Investment instead of a Fundraising campaign.

Pricing Breakdown:

- Row 1: \$500 per chair
- Rows 2-4: \$300 per chair
- Rows 5-10: \$150 per chair
- Rows 11-16: \$50 per chair

Guidelines:

- Limit # of chairs per household/family (1 chair)
- Plaque placed for 10 years
- Ensure tax write-off receipt to those who purchase a chair
- Individuals are allowed to choose specific seats (first come first served)

Plaque:

- 1"x3" size
- Font: Fournier (official serif for Murray City style guide)
- Allow up to 2 lines on plaque with 32 characters per line

Motion to approve the chair campaign structure with pricing for different seating options, a ten-year timeline, and a character limit for sponsorship plaques. Motion made by Peter and seconded by Lindsey. All voted in favor.

ADJOURNMENT

NEXT MEETING

The next scheduled meeting will be held on **Tuesday, May 12, 2024, at 6:00 p.m. MST at the Parks and Recreation building located at 296 E. Murray Park Ave., Murray, UT.**

Supporting materials are available on Murray City's website at www.murray.utah.gov.

The Parks and Recreation Office will use its best efforts to accommodate the disabled. Special accommodations for the hearing or visually impaired will be made upon request directed to the Parks and Recreation office 264-2614 at least three working days prior to the meeting.

Committee members may participate in the meeting via telephonic communication. If a Committee member does participate via telephonic communication, the Committee member will be on speakerphone. The speakerphone will be amplified so that the other Committee members and all other persons present will be able to hear all discussions.

At least 24 hours prior to the meeting, a copy of the foregoing notice was posted in conspicuous view in the front foyer of the Murray City Center, Murray, Utah. A copy of this notice was posted on Murray City's internet website www.murray.utah.gov and the state noticing website at <http://pmn.utah.gov>.