

**Murray Arts Advisory Board**  
**Minutes for April 15, 2014**

Attendance: Brandon Beckstead, Shauna Hart, Jenny Simmons, Scott Mooy, Stephanie Pollei, Wendy Richhart, Mary Ann Kirk (staff)  
Excused: David Christensen, Kim Lewis, Alisa Brousseau

1. Minutes for March 18, 2014 were approved with some clarifications provided by Scott Mooy.
2. Storytelling program attendance at various event/activities was 5521 (234 attended workshops and residencies, 50 single classroom instruction, 3478 intro assemblies, 1242 students watching judging process, 169 parents/family watching local judging, 296 city festival, approx. 39 judges, and 13 artists/instructors.) Just under 500 attended Forever Plaid. The ballet free matinees involved 4 schools (McMillan, Parkside, Horizon, Longview) and an assisted living center (about 400 people). Mary Ann noted that a dog got into the cafeteria at RJH during the week Forever Plaid was performed. Since school was out, we don't know how it got in. They are checking the security tapes. Mary Ann noted that this should be the responsibility of the district building supervisor.
3. Board members were asked to help with the art show and cemetery storytellers. Wendy and Jenny will help judge Murray's Got Talent. Mary Ann noted that only 3 people had registered for Murray's Got Talent. Wendy was worried the auditions were not on the facebook page. Mary Ann said it was recently posted, sent in flyers through schools, and included in the Murray Journal. Board members wondered if we should have done it similar to Missoula and allowed people who attended school in Murray, not just Murray residents. But that is focused on schools. We really want more adults. Jenny wondered if the winner could perform at other events. Mary Ann said we have stated the winner will perform at the Murray Fun Days talent show. She wasn't sure if additional performances would draw more contestants.
4. The proposed budget for the city includes funding for a schematic design for an amphitheater remodel. It did not include new lights for the parking lot. Mary Ann will try to figure out how to address this safety issue which was recommended by the city safety personnel. Mary Ann said she met a group of people from Saratoga Springs who are building an amphitheater and wanted to look at ours. They were exploring the idea of a vinyl festival type tent cover. Mary Ann thought this might be an interesting possibility with much less expense.
5. Mary Ann noted that an outside theater group from Utah County has rented Murray High during July to run two musicals. Mary Ann expressed frustration that the school district was renting the facility when they told us they were not going to allow outside use during the summer. We will also need to evaluate our own level of programming as outside programming is developed with the potential performing arts center. Jenny was worried about audition participation when the outside group was auditioning the same week and location as Shrek. Mary Ann called the outside group but they didn't think it was competing. She noted the outside group was not well respected in Utah County so she is not sure how it will affect our shows. Brandon thought the group will struggle financially.

6. Mary Ann invited board members to donate to Murray's Heart to Art Campaign. We list donors on our programs and newsletter and it is nice to see board members participate.
7. Mary Ann spoke with Miss Murray staff about other attire other than float dresses and they still did not like the idea. Janet Towers from the Mayor's office agreed and she had some dress ideas that could work. She will be working with them. Stephanie said she and her daughter who was a former queen pulled out pictures of previous parades and they thought that it looked strange where the queens used other attire on city floats.
8. Mary Ann invited board members to the Mtn West Conference on May 1. She could pay for the registration fee if they are interested.
9. Murray's Got Talent potential criteria was reviewed. Stephanie suggested we combine poise and stage presence (20 points) and include audience appeal as part of overall impression (20 points). Other categories are physical appearance (10 points) and talent (50 points). Brandon noted that talent does not always equate to a good performance. Scott wondered how you evaluate "talent." Mary Ann said the judges should be able to judge skill level for the different mediums. Mary Ann asked Brandon if he would be a judge. Board members liked the idea of Wendy Smedshammer. Mary Ann needs to confirm with Lynn Chatterton as another judge. The MC will announce the performers and the judges will interact after each performance. Everyone needs to think of people who would be good contestants and talk to them individually. Stephanie wondered if we could get David Archuletta as a surprise. Mary Ann was going to try to get him for July 4 in 2015. Brandon said he is working on this in his job and wished us good luck!
10. Mary Ann reviewed summer advertising. She has printed brochures, signage, ads in Valley Journals and Utah Family Magazine. She will do a radio show that is aired on several different sister stations. The major newspapers don't do articles like they use to. She also does social media through email and facebook. She added a family night rate on Mondays for Oliver and Urinetown. Board members thought KSL deals is a good advertising mechanism even though we don't get much revenue. The Home Town Values magazine only had 15-20 people use the coupon. Board members thought this probably wasn't worth the money. We may want to look at a senior magazine. Mary Ann has done Prime Times in the past. There are lots of calendar locations like KSL and Now Playing Utah. Mary Ann tries to get the major ones. Mary Ann has done KSL live TV talk shows but she didn't know if it really drew people to the event. Mary Ann has provided free on-air ticket give-aways, but you have to pay for an ad to do that. Wendy wondered if we could give free popcorn or something for free. Mary Ann said we don't run the concessions. Mary Ann might consider adding a discount coupon in the Murray Journal. One suggestion was to offer a discount for those who bring a can of food for the food bank. Mary Ann said that some groups have activities with the show like taking pictures with the actors. But everyone agreed this adds additional work and might bring in revenue but not extra people. Mary Ann wondered if discounts really bring in additional people. Shauna asked why Hale Center Theater is so successful. Mary Ann has tried to get companies to buy a block of tickets but this takes a lot of time. Everyone agreed there is a lot of competition and things to do. Scott thought we were doing everything we should be doing. Even the LDS church has problems getting people to attend events even when they give free tickets. It is really word of mouth through those who are participating in the program.