

**Murray Arts Advisory Board
Minutes for September 25, 2014**

Attendance: David Christensen, Shauna Hart, Brandon Beckstead, Alisa Brousseau, Kimberly Lewis, Scott Mooy, Wendy Richhart, Mary Ann Kirk (staff), Nancy Boskoff (consultant), Ted Eyre, Doug Hill, Jim Brass, Diane Turner

Excused: Jenny Simmons

Visitors: Lynn Chatterton, Bridgett Stowell (agenda item #3)

1. Minutes for July 15, 2014 were approved as written.
2. Assignment sheet was distributed for upcoming projects for literary competition, Haunted Tales, Cemetery Storytelling, and Juried Art Show.
3. Board members discussed a proposal by Sandbox Theater Company to produce the show we typically produce ourselves in June as part of the Murray Arts in the Park amphitheater season. The staff from Sandbox is comprised of individuals we have contracted individually with in the past. It would create a similar situation as the Murray Arts Council. We would provide audition space, rehearsal facility after May 1, the amphitheater performance space, tech, and promotion support including advance ticket sales. But they would handle all other expenses including staff, production supplies, royalty and program. They will be responsible to operate the gate and will receive all gate and advance ticket sales except season ticket sales. They must also provide insurance. Mary Ann did not know if we could allow them to run the concession stand because we have created a collaboration with a group who runs the park concession stand. We would have to speak with them. This proposal is only for this year. This will be detailed in a contract. They are pursuing rights to Little Mermaid or Peter Pan. Scott asked if the facility has ability to handle a fly system. Mary Ann said we can "fly" and have done so in the past. But they will have to cover the grid in case it rains which would impact the flying system. Bridgett said they have spoken with our tech crew and think they can address that issue. Board members asked how this would impact us. Mary Ann said it would actually be easier for her since she would not have to operate the gate. Board members supported the proposal.

Mary Ann also asked for input regarding our August show for 2015. The director suggested Camelot or West Side Story. He preferred Camelot since he had a potential lead who is a TV anchor and could potentially provide some extra marketing coverage. Board members felt comfortable supporting the director's preference.

4. Mary Ann introduced the consultant from the ZAP program who was hired to conduct assessments regarding the arts in their community. Those attending the arts assessment discussion introduced themselves. Nancy Boskoff explained the new ZAP program that provided local grants for staffing and a cultural arts assessment service. Murray did not qualify for the staffing grant since we already had that in place, but we could participate in the arts assessment component. Nancy opened with a description of 'public innovators' by consultant Rich Harwood. He said the three characteristics of these community leaders are: "Deep affection for your community, highly pragmatic, and willing to take risks (and calibrate those risks)." She suggested those are important qualities for those who are trying to make a difference in their community. She explained that to achieve success, an organization has to be realistic, at the same time creative and willing to take calculated risks.

Those attending were first asked to use six words to describe their community. Each individual was then asked to rate or “score” specific questions related to the arts in Murray and then the group discussed some of the key items identified in the process. Three final goals were chosen to focus on for the coming year.

The goals for 2014/15 adopted at the Murray Cultural Arts self-assessment are:

- To develop a plan for marketing/public relations/branding to build audiences and a stronger identity for Murray as a vibrant center for the arts.
- To develop a long-range plan for Murray Cultural Arts staffing needs, that also addresses succession issues, for both paid professional positions and for program/event volunteers.
- To maintain a focus on cultural facilities -- existing, in development, and proposed -- so that Murray Cultural Arts can serve as an informed advocate and provide professional expertise in the planning processes.

Other issues discussed included playing an active role as community leaders, maintaining the strong arts education program in partnership with the school district, and focusing on board member recruitment.