



## Arts Council Board Meeting Minutes

November 13, 2025 – 5:30 to 7:00 PM

Art Room at SSL Community Center –2530 S 500 East

*\*in person meeting with hybrid option*

### 1. Attendance and Introductions

- a. Members Present: Brad Slaugh, Sharla Bynum, Erik Ostling Meranda Hawkes, Britney Helmers
- b. Members Absent: Cherie Wood, Charlotte Bacon
- c. Others Present: Sharen Hauri, Jenny Diersen
- d. Introduction questions for Board from Britney:
  - i. What is your name and what you do for work
  - ii. How long you have been on the arts board
  - iii. What is your favorite program that the arts council runs?
    1. Responses: MuralFest and Craftoberfest
    2. Events that bring people together
  - iv. Upgrades / Areas of Improvement / Anything you would change / What is missing?
  - v. What do you think of when you hear the word “artist”?
- e. Meeting was led by Britney in place of Cherie

### 2. Review Public Comment - Britney Helmers

- a. Zero public comment submitted

### 3. SSL Arts Council New Business - Britney Helmers (Stand in for Cherie Wood)

- a. New Business
  - i. *ACTION ITEM*: May 15, 2025 meeting minutes
    1. Motion by Eric, Seconded by Sharla, voted unanimously to approve.
  - ii. *INTRODUCTION*: Britney Helmers - Executive Director, SSL Arts Council (15 min)
  - iii. *DISCUSSION*: South Salt Lake Arts Council Roadmap - Britney
    1. Marketing, Website and Social Media Strategy
      - a. I am not sure that people even know we exist
      - b. The CIZ logo is an outgrowth, but is it a good direction? A conflict?

- c. Hone in on bridging gaps to make the connections - do they know it is the arts council when they attend MuralFest, for example?
    - d. Expanding notion of art - breweries, etc
    - e. Expand where murals or arts are displayed. Art on dumpsters? Decorate a mailbox competition
    - f. Can we create Facebook events? Sharla will share
    - g. Are we collecting enough information from event attendees
  - 2. Programs– assessing and improving.
    - a. Brad- let's get people invested and do something organic such as StreetFest
    - b. More opportunities to get the neighbors invested
    - c. Workshops for local artists - how to apply for Mural Fest and share samples of great applications.
  - 3. Historic Scott School- lets do a tour and brainstorm
  - 4. Strategic Plan – we have a Vision for Success
- iv. *DISCUSSION*: Signage for Murals
  - 1. RFP being put forth by the RDA and paid for by the RDA
  - 2. Concerns and Questions
    - a. We want to give more opportunities to artists / creators - send to people (something like this)
- v. *ACTION ITEM*: Returning Board Member Vote
  - 1. Erik Ostling to be voted on as returning board members
    - a. Motion: Sharla, seconded by Brad - motion passes unanimously
  - 2. Meranda Hawkes to be voted on as returning board members
    - a. Motion: Sharla, seconded by Brad - motion passes unanimously

**4. Report items - Britney Helmers (10 min)**

**a. Financial Report:**

- i. Current Financials to be reviewed at next meeting

**b. Grants and Fundraising**

- i. Received the Google Ads grant - \$10k
- ii. ZAP - \$36,100 - up from last year
- iii. TRCC - \$1 million for Water Tower Plaza - will have more information on this project in the near future. To be Complete by summer of 2027
- iv. UDAM Creative Aging Class - \$1,800
- v. Utah Tourism Grant - \$12,700 - Jenny is leading implementation - to market Craftoberfest and MuralFest nationally

**c. Programs: Britney Helmers (Stand-in for Jody Engar)**

- i. Season of Culture - November 20, 2025
  - 1. Important to highlight diverse cultures in our community
  - 2. Can this be a Facebook event?
- ii. Mural Fest:
  - 1. Timeline: Announcing Call for Artists on November 24, close on December 18
  - 2. Charge artists to apply? Options - range of costs, local artist discount.
    - a. Brad - would like to give examples of proposals - to inspire people to up their game. A proposal class or seminar?
    - b. Would like an Arts Advisory board to help review these.
    - c. Board support for charging out of state artists \$25 and making it free for Utah artists
    - d. Show incentive to the locals
  - 3. Growing the boundary beyond the CIZ / downtown? Board support for this. This would help people grow their awareness of MF and the AC. We can also encourage private properties to DIY.

**5. Attachments**

- 1. Meeting Minutes May 15, 2025
- 2. Financial Report as of November 5, 2025 - postpone to next meeting

**Arts Council Schedule 2025 – *Italicized dates/times are tentative***

January 9	5:30-7:00 pm	Board Meeting – Topic: Strategic Planning
March 13	5:30-7:00 pm	Board Meeting – Topic: FY26 Budget
May 8	<i>6:00 – 8:00 pm</i>	Mural Fest – Artist panel and National Mural Awards
May 10	<i>4:00 – 8:00 pm</i>	Mural Fest
<i>May 15</i>	<i>5:30-7:00 pm</i>	<i>Board Meeting (proposed additional) Topic: Strategic Planning</i>
August 14	5:30-7:00 pm	Cancelled: Board Meeting – Topic: <i>Fundraising</i>
<i>August 21-24</i>	Day + Evening	Grid City Music Fest
October 4	1:00-6:00 pm	Craftoberfest
November 13	5:30-7:00 pm	Board Meeting – Topic: <i>Annual Meeting</i>
November 20	5:00-7:30	Season of Culture at Historic Scott School
November 24	All day	Call for Artists: Mural Fest 2026 goes out