

August 20th, 2025 SALT LAKE CITY ARTS COUNCIL BOARD MEETING

(Anchor location: 54 Finch Lane Gallery) 5:30 – 7:00 P.M.

<https://us02web.zoom.us/j/87351967257?pwd=TmsK24oOYIBAQQNGHzqPNDhpWAdChX.1>

ATTENDANCE:

Board Members in Attendance:

- Matthew Coles
- Travis English
- Hannah Nielsen
- Susan Koles Rickman
- Eugenie Hero Jaffe
- Ryan Canter
- Lana Taylor
- Jeff Driggs
- Cuauhtemoc "C-moc" Sandoval
- Matthew Coles
- Sabrina Martinez

Board Members in Attendance Online:

- Kathy Davis
- Caitlin Tursic
- Gabriella Huggins

Board Members Excused:

- Ignacio "Iggy" Rosenberg

Board Members Not In Attendance, Unexcused:

- None

Council/City Staff/Public in Attendance:

- Laurel Cannon Alder, Arts Council Deputy Director
- Lindsey Day, Art Council Office Facilitator
- Susan Campbell, Community Investment and Development Manager
- Dawn Borchardt, Performing Arts Program Manager
- Lynette Wendel, ZAP Board Member
- Mike Akerlow Community & Neighborhoods Department

MINUTES:

Call to Order and Welcome Guests

- Mr. Coles called the meeting to order. Ms. Wendel and Mr. Akerlow were introduced and each board member provided brief introductions as well.

Mission Moment (Future events & SLC worthy recognition)

- The board discussed the latest arts & culture events they have attended around the city and look forward to attending in the future.
- Mr. Coles noted the improved Twilight concert series layout at Library Square.
- Ms. Cannon noted the intention to hold the holiday party following the November 19th board meeting and would be a joint event with the Design Board.
- Ms. Taylor noted she had issues accessing the Green Loop survey and Ms. Cannon noted she would follow up with a corrected link.

MISSION: To promote, present and support artists and arts organizations in order to facilitate the development of the arts and expand awareness, access, and engagement.

Approve Board Meeting Minutes

- No board members had changes to the May board meeting minutes. Ms. Taylor motioned to approve, and Mr. Driggs seconded. Ms. Martinez abstained from the vote, otherwise the motion was carried unanimously.

Management

Program/Administrative Update:

- Ms. Cannon expressed her gratitude for the City's partnership in expanding the footprint for the Twilight concert series. She explained that there are some restrictions that, since Twilight wasn't a grandfathered event, had to be worked through in order to accommodate the needed changes to the layout.
- Ms. Cannon provided updates across several programs including:
 - Noting the recently closed and current Finch Lane Gallery shows.
 - Noted that the SLC Arts Council Instagram page reached 10K followers and the goal is to get verified.
 - Discussed the recent request from the Mayor for the council to help launch a poet laureate program.
 - Gave an overview of the many public art projects in progress including North Temple Murals, Fleet Block engagement, survey on the next phase for the whale, and Japantown citizen engagement.
 - Discussed a great visit from the Bloomberg team related to Wake the Great Salt Lake and how our efforts were called out in their annual report.
 - Noted ongoing engagement with the City Council and that answers to their questionnaire were submitted.
 - Discussed the intention to have more conversations around the next Strategic Plan as the current version goes through 2026.

Performing Arts Program

- Ms. Borchardt provided an overview of several performing arts programs.
- She noted how each of the programs tied back to goals in the strategic plan.
- Living Traditions:
 - This year saw 22k attendees, nearly 1,200 artists, and 200 volunteers.
 - Discussed how the weather and to some extent the Kilby Block party drove down attendance vs. 2024.
 - Discussed that this year saw an increase to artist pay, improved sponsor recognition, a new sensory room and prayer tent.
 - Ms. Taylor asked about the approach to the post-event survey and Ms. Borchardt noted that surveys are crafted by audience.
 - It was noted that the fundraising goal was exceeded by \$5K (\$50K goal) though individual donations were a bit lower than projected.
 - Discussed goals for 2026 which include doing research on other festivals, strengthening the partnership programs and improving revenue producing streams.
 - Mr. Canter asked about scheduling the event to not overlap with Kilby. Ms. Borchardt noted that it will still overlap given our dates are locked with the City. The concern is less on targeting the same audience but more on tapping into the same volunteer/production pool.
- Mondays in the Park:
 - This year saw over 2K attendees across six shows.
 - The program served 127 artists and 12 groups, including four first time groups.
 - It was noted that the program is a great way to highlight both crowd favorites and give newer groups a trail run on a smaller stage vs. Living Traditions.

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- Busker Fest
 - This year saw over 10K attendees up from 8K in 2024.
 - The program served 163 artists and 50 groups.
 - The program increased artist pay this year and included programming in the lobby of the Eccles Theatre.
 - The board discussed how to potentially leverage the data on visitor traffic to partner with local businesses to drive sponsorships.
- Acoustic Music Stroll
 - This year saw over 700 attendees across the three June strolls.
 - The program served 45 artists and 27 groups and we were also able to increase artist pay.
- SLC Twilight
 - This program is still in progress so no final numbers were reported.
 - Discussed improved Library Square layout and improved relationship with Gallivan Center.
 - Noted that 2026 planning will include more research on new funding mechanisms and a focus on improvements focused on the longevity of the program.

Budget/Financial

- Ms. Tursic provided an overview of the June financials. It was noted that in-kind donations are reconciled during the annual audit and that the NEA funds that came in would be backdated. No concerns were noted.
- Ms. Tursic provided an overview of July financials. It was noted that some of the S&S Twilight costs are reflected as well as some foundation donations. No concerns were noted.

Proposed New Board Members

Ms. Huggins provided an overview of the four potential new board members that are being recommended for approval. Ms. Koles Rickman motioned to approve and Ms. Martinez seconded. The motions passed unanimously.

Grant Approvals

Ms. Nielsen provided an overview of the project support, general operating support and artist in the classroom grant applications that were reviewed by the grant review committee. The recommendation was to approve all to receive funding. Ms. Huggins motioned to approve, Mr. English seconded. The motion was approved unanimously.

Public Comment

- No public comments were given.

Other Business

- No other business was raised.

Mr. Driggs motioned to end the meeting, and Ms. Nielsen seconded. The motion was approved unanimously, and the meeting was adjourned.