

Murray Arts Advisory Board
Minutes for July 21, 2015

Attendance: Wendy Richhart, Kevin Westenskow, Carolyn Milne, Bonnie Tollefson, Deborah Daines, Mary Ann Kirk (staff). Visitors Steve McGinty, Steve Stauffer, Maura Naughton, Vivian

Excused: Alissa Brousseau, Scott Mooy, Brandon Beckstead, Shauna Hart

1. Minutes for June 26, 2015 were approved with a spelling correction for Carolyn Milne and Heath Wolf's names. Carolyn was welcomed as a new board member.
2. Mary Ann reviewed a legal form to use when we purchase artwork for city buildings or display art in the museum. Artists always retain the legal copyright for their artwork image but this form allows us to use the image in advertising and displaying the collection on the web. Artists who were present thought it was clear and appropriate.
3. The plein air art show was discussed and confirmed for September 19 from 9 am to noon and a show and sell from 1-3 pm. The show will be contained between Walden Park and Arrowhead Park unless we need to spread out further. Artists will be responsible for their own supplies and set up. Bonnie or Steve will check with Tom Howard to see if he can do a lecture/demo at noon but if he doesn't want to, many artists will be interacting with the public. Tom will also provide a map that was used in a similar activity. We will suggest to artists where they could set up with easy access. Steve McGinty and Maura Naughton will distribute information through their various organizations to recruit artists. Bonnie will help with her contacts. Mary Ann will provide a \$100 stipend for professional artists to encourage participation. This will be by special invitation. Professionals are defined as those who sell their art professionally and include it on tax forms. We hope to recruit 20 artists but there will be no limit on number of artists since it can be expanded throughout the parkway. We discussed judging or a people's choice award but it was decided it should not be a competition but focus on exposing the art form to the public. The nature center will be open for children activities with chalk art up on the plaza. This will not be a babysitting service. Vivian will arrange for chalk art at the nature center plaza and will provide food at Walden Park. She will also help recruit artists. She will take care of the required food permit. Mary Ann will provide some grids for the exhibit from 1-3 pm where needed. Kevin asked if we should include vendors selling art supplies or art classes. Mary Ann was worried about turning it into a carnival. Steve suggested to keep it simple and promote the art form. Wendy wondered if we could sell the artist work for them. Mary Ann suggested they sell their own art. Mary Ann will work on a flyer for Bonnie and others to distribute through their groups. Bonnie was concerned about getting information to the various groups such as Watercolor Society or the Intermountain Society of Artists. Maura thought they can include things in their email blasts if we miss newsletter deadlines. Murray Art Walk along Jordan River with plein air painters in action were some possible titles.
4. Kevin shared a suggestion to host an art fair to highlight all the art related opportunities and organizations in Murray. He feels that residents don't know what is available such as talent agencies who need actors. Wendy was concerned about talent agencies because they are really interested in money for classes. She thought good agencies already have their own recruiting networks. Mary Ann wondered if we could connect with some other kind of event such as the Murray High Art Fest or Fun Days or encourage people to attend the Utah Arts Festival where many agencies are represented. She didn't think people would come to an event in Murray. She suggested we should work on promoting the various organizations without having

an event but we have to be a little careful about promoting private businesses. Mary Ann sends out many flyers/newsletters through schools and direct mail and email as well as facebook. We include all of the items in the Murray Journal which is direct mailed but many people don't pay attention. Some indicated they don't receive the journal which doesn't seem to include addresses east of 900 East and west of the Jordan River to 1300 West. Mary Ann said the state has a site called NowPlayingUtah that includes events and artists who can register on the site for their services in areas all across the state. Kevin said that Murray has a reputation for being an arts community and he wondered what Murray is doing to promote and educate its residents about those opportunities. Mary Ann indicated that the Mayor's office felt the same way when Mayor Eyre came in to office and we have tried to figure out how to get people to pay attention to what is already out there. She indicated our web site includes all our local art organizations. We don't work with community ed but we could possibly include a link for that although they don't offer a lot of art related classes anymore. The school district does share our facebook postings through their links. The park center also offers a lot of activities such as film making and they distribute their programs through their patrons. Mary Ann suggested we review all the activities we do next month so Kevin and they board is aware and then we can discuss how to better inform the public. Mary Ann did note that sometimes the men don't see some of the things that are coming home through the schools so they might be more disconnected.

5. Summer activities have included Peter Pan (2574), Symphony (320), and ballet (800). We have sold 70 summer season tickets which is higher than the past few years. The brag tag activities have really increased attendance at the museum. Some activities have been more popular than others. Board members liked the float and we have received several awards. It broke down on July 4th so we missed two parades that day.
6. Mary Ann reported that the lights in the amphitheater parking lot were partially fixed but they are still very dim and will be replaced with brighter lights in the fall. New money was placed in the budget. We got some new LED stage lights that will provide more color options for the various groups. We have had trouble with gel lights that pop out. We found one of our old pianos that needed repair. If it is too expensive, we likely will buy an additional piano. Since we didn't get the regional arts center, the county has asked us to submit an application for the amphitheater upgrade and this will likely be on a fast track for funding.
7. The district is responding a little better for facility requests. They are giving the symphony and band a key for direct access to the Hillcrest band room and they won't have to pay for their weekly rehearsals and the school district booked it before August 1. Mary Ann sent a letter for special permission to get in 15 minutes early for Missoula. Steve Hirase is working on that and a request for 8 weeks of rehearsals in May through early July. He may find a different facility. Kevin asked if we asked about a name for the theater. Mary Ann said we are just going to use our own name without asking which will be Theater at 53rd at Hillcrest Jr High.
8. Our Heart to Art Campaign has brought in \$2300 with 28 donations. Most have been \$100 donations which has been indicative of good community support. Last year we had 23 donations for \$1700. She suggested board members donate so it reflects board support but didn't want them to feel pressured to do that.
9. Mary Ann will send out a thank you to volunteers who have helped with projects during the past year and invite them to Camelot or the acoustic music association. The boards and commission dinner will be held on September 22 but board members will receive comp tickets to Camelot.