

Murray Arts Advisory Board
Minutes for February 16, 2016

Attendance: Wendy Richhart, Lori Steadman, Deborah Daines, Kevin Westenskow, Alisa Brousseau, Becca Spjute,
Carolyn Milne, Mary Ann Kirk (staff)
Excused: Scott Mooy, Bonnie Tollefson

1. Minutes for January 19, 2016 were approved as written.
2. Several board members attended arts day at the legislature. Senator Brian Shiozawa asked why Murray City didn't request funds for some of their major building projects. Mary Ann shared this comment with the Mayor's office. Board members also noted that Beverley Sorenson funds were also available to schools.
3. Storytelling and RDT workshops are in progress. We only had 4 entries for the literary contest. Becca thought it was a bad time of year. But board members acknowledged that they could prepare long before the deadline. Becca asked if we could encourage school kids to participate. Mary Ann said that we have gone into the classrooms but kids have many other writing opportunities and assignments. They don't seem to be interested. Wendy suggested it works if the teachers get involved and have it as part of an assignment. Mary Ann wondered if the change to every other year hurt interest and involvement. Mary Ann isn't worried about having large numbers, but she has typically had 15-20 entries each year. We will consider this for next year.
4. Mary Ann shared a potential float design that wasn't great. Mary Ann had hoped the design would focus on the theme of 100 Years of Inspiring Tomorrow's Pioneers but they went a different route with little Spartan figures looking at pictures of past students. Mary Ann will ask the consultants to create a design with a teacher theme that focuses on how teachers inspire students. Wendy suggested a woman teacher with a bun leaning over a student. It could show the student as he ages and reaches his dreams. Maybe the student could be serving the teacher. Mary Ann said it could also incorporate futuristic icons or inventions. The high school was interested in having current or past teachers walk with the float for the Murray parade. Becca asked why a successful artist has not been selected for distinguished alumni at Murray High. Mary Ann said we could make a suggestion.
5. Arts Place Grant national funding was discussed. Mary Ann reviewed our project. The grant writer did not think Community of Healing worked with the project which was more centered on the armory building. She suggested we use the title of Heart of the Park. Mary Ann said it needs to somehow bring the arts component into the project but not take over the building with art activities. Other ideas were Park Place, Heart Beat, or Art Beat. Board members liked the title of Art Beat in the Heart of Murray. Mary Ann said this art project will work well with our 5 year plan that includes a focus on the visual arts in 2018-2019.
6. As board chair, Wendy will attend a school district board meeting to encourage them to create a district vision for the arts and to apply for Beverley Sorenson funds. We need to be positive but encourage them to be more proactive since the city is giving them \$40,000 a year for music specialists. As co-chair, Carolyn can go with her along with other board members. Mary Ann can help her with key talking points.
7. Revised 2016 goals and a five year plan were reviewed with what has been accomplished this last year. The symphony and band are now operating out of Hillcrest Jr High with their own access and storage space. We have completed the amphitheater design and received county funding to move forward with the construction. The RDT residency will be completed along with our ongoing programming. Long range plans are focused heavily on a succession plan and staffing. Mary Ann asked if and when we should do another community survey. Board members agreed it probably will be best to do it just before or after Mary Ann retires. Board members have suggested a few new ideas including ballroom dancing and afterschool programs. Becca said she has been

volunteering to provide an after-school ukulele workshop at Viewmont but it would be nice to pay people for that service. She also asked about performances inside the hospital. She said her kids have tried to share their musical skills but there doesn't seem to be a good process. Mary Ann said she could ask hospital administrators about that process but she doesn't have time to implement new projects that she needs to administer.

Mary Ann noted a recent city survey that asked residents to rank various services including two questions related to arts/culture and access to entertainment (movies, museums, exhibits). These two questions combined reflected the highest need among that survey section. Wendy suggested we include those surveys results in our ArtsPlace grant. Carolyn said she thought it is interesting that the public perceives they don't have access to the arts in Murray but our attendance is not that high. Mary Ann said there is lots of competition.

8. The following requests were reviewed:

A business who sales books to encourage reading wanted to have a booth at our storytelling festival. They will provide a % of sales to the city. They said they were working with the Library. Board members didn't know if the schools would even allow it. Deborah thought it opened up more work for us. Board members didn't want to go that route this year.

The Sandbox Theater has asked if we could publish their auditions and production of Little Mermaid in July since their rehearsals and performances are in Murray. Becca was disappointed that we didn't have a show for kids. Board members suggested we post their auditions since it provides an opportunity for kids in our community, but not their performances since it is not part of our season.

The symphony wants to buy a few more orchestra shells for the new junior high and wants us to share the cost. They are \$2500 each. Hillcrest brought six old shells from the old school but the stage is much bigger. The school says they are not interested in buying more. Board members suggested the band and symphony work together to purchase them since we have arranged for free rehearsal space and the City pays for the performance facilities. If needed, they could ask the school district to share the cost.

9. Marketing was a key item in the community assessment we completed last fall. A few months ago, Brandon described a successful marketing strategy used by Roots Tech called the "ambassador program." It is designed to utilize people who have a large social media presence to market for us on facebook, twitter, pinterest, blog, etc. without any cost to us. Individuals must submit an application to become an ambassador. They must document their social media presence and agree to post and promote our programs. In return they get free tickets to attend events. Applications are screened carefully. Wendy suggested we give tickets away for school age competition awards. Wendy thought it would encourage the younger age group to attend. Mary Ann said she already does that for the Halloween writing contest. They received free tickets to Missoula. We could explore additional give-a-ways that bring more people in.