

**OREM ARTS COUNCIL MEETING
APRIL 15, 2016 – 12:00 P.M.
OREM CITY CENTER – CITY COUNCIL CHAMBERS**

MEETING MINUTES

Attending:

Orem Arts Council: Cassandra Barney, Cindy Clark, Cody Clark, Cody Hale, Barry Merrell, Carole Miller, Kate Monson, Nancy Petersen, John Reinhard, Adam Robertson, Joseph Sorensen and Ray Smith

Staff: Charlene Crozier and Christie Nuttall

Absent: Mark Seastrand (City Council Representative)

Conducting: Cassandra Barney

1. Review and approve meeting minutes from March 18, 2016

a. The minutes from the March 18, 2016 meeting were reviewed. Mr. Robertson corrected page 1, line 9 to reflect that he was present. Mr. Sorensen made a motion to approve the minutes. Ms. Clark seconded the motion. The motion was approved unanimously.

2. Notes of recognition or appreciation from the Arts Council

a. A thank you note was written to Peggy Philbrick for her service on the Arts Council.

3. Update on filling Arts Council open positions

a. Ms. Carol Miller, new member, introduced herself to the Council.

4. Create! Supported by Orem Arts Council – events

a. Continued.

5. Review of Arts Council mission

a. Ms. Barney asked where Arts Council members could access prior meeting minutes. Ms. Crozier gave directions: orem.org, meetings and minutes. She also gave further information about the history of our Arts surveys and results. Ms. Crozier said they discussed holding a charette, but it seemed that community meetings were functioning as a charette. She said one of our challenges is that Debby Lauret was interested in being a liaison from the Arts Council to the City Council in terms of planning and zoning, and State Street development, in that economic development role, and then she was elected to the City Council. She was going to be spearheading a lot of that. Ms. Crozier said from the surveys you see what people are interested in. Some of it already occurs there so they could expand that. Classes, activities for families and low cost or free opportunities seemed to be what the people wanted. There is good information there. Whether it falls to groups locating there to provide those services or outside groups

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presenting in the Arts District is the question. Ms. Miller inquired what the Arts District is. Mr. Sorensen said it is part of the new State Street development. The City developed a plan for different zones all along State Street, and one of the zones is the Arts District. Ms. Crozier explained the City undertook a master planning process for the whole length of State Street. There would be specific nodes along State Street, such as the Civic node which encompasses the City Center, the Downtown node is by University Place, and 400 South to 800 South is the Arts District node. The City went through a multi-year planning process, and did consult with the Arts Council. There had been talk about an Arts District prior to that planning process. The Colonial Heritage Festival was interested in having the area designated as an Arts District to facilitate grants. Those already in that area, especially residents, wondered about the future as their residences became vacant or changed. Though the City purchased some of the residences at one point, they found it cost prohibitive to transform private residences to museum or public space. The funding for the comprehensive purchase of all homes around Scera Park is just not there. There are always opportunities for expanded parking and different things like that. The biggest challenge with anything related to the Arts District now is future funding of district specific features, activities and events. That is the challenge of the community, of individuals within the community and groups within the community, how to fund these great ideas. How do we fund identifiable art projects, botanical gardens, etc. Ms. Crozier said that while there are a lot of great things, it might be helpful in approaching the City to identify what the priority of the Arts District is. It always comes back to funding. Ms. Barney said Arts Council members had an assignment to write down what they thought the Arts District would look like, and research other arts districts, asking the question, "how do you know this is an arts district; what elements do they have?" She said she thinks that is still a good idea. She said there were differing views from the Arts Council: some members wanted it to be more commercial, some wanted it to be a place for more opportunities in different arenas. She suggested we discuss this next month. Ms. Crozier suggested members make notes of what they see while traveling this summer. She suggested they just snap a photo with their phone of the identifiable arts presence. As members encounter a fun, funky or cool area, determine what contributes to that feel. Some places, big or small, have a more identifiable arts presence than we have here now. More signage, more directional way finding can contribute to that. Mr. Sorensen said with that one of the things he has seen in the past is, whether arts or whatever kind of district, the feel tends to be organic, and for whatever reason, artists populate it. He said there must be some kind of tangible return; if the City puts money into this Arts District to get it started, there has to be a reason to attract the people who are going to keep it going. Those are the artists, the museum owners, the gallery owners. If the artists aren't there, it will fail. As we look at these arts districts, we need to find out what the elements are that are going to attract those people once the City has kicked it off. Ms. Clark mentioned she

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thought all the apartment buildings were supposed to be in the south of Orem, yet they are cropping up all over the City. She said it doesn't seem like there is a district for apartments, so is the City really going to do an Arts District. Ms. Crozier said the City is keeping the apartments on the major corridors for both transit and livelihood of these corridors. Having them focused there keeps them from locating within established residential areas, and keeps the City vibrant. Their construction is driven by zoning and property owners who want to develop. Many people have complained they are building apartments on prime commercial space, but the space has been sitting empty for 40 years. She said most the apartments are coming on line and they are filling. Most are paying rents that are higher than our mortgages. They are being filled by young people who are coming from this valley, older people who are tired of yards, or people with multiple residences. Research shows that university towns have a draw. Ms. Crozier said we can have Mr. Stocksdale talk to people individually or collectively about the layout of the different node areas. She said she thought the Arts District area was focused there because there is some art happening there now. Ms. Barney asked that we discuss this again next month.

6. Areas of expertise/responsibility

a. Ms. Barney brought the discussion to responsibilities, to the duty of the Arts Council, and what our job is. Those duties include: to act in an advisory capacity to the City Council, to promote the cultural arts in Orem; be an advocate for the role of cultural arts in civic life; strengthen local artistic and cultural resources by encouraging grants and fundraising on behalf of the arts in Orem; encourage artistic development by recognizing outstanding achievements and contributions in the arts in Orem; provide a forum of communication and information sharing to benefit the arts and cultural arts environment in Orem and assess the cultural needs in the community and make recommendations to the City Council. She said it sounds like we are an advisory committee and we are here to support the arts, yet the tangent we've taken in the last couple of years is to provide, ie, Orem Arts Council creates, or gives you more opportunities. She said she knows there are people on the Council who have said they don't understand why we are spending our time providing more activities, when we have so much going on already in Orem. Ms. Barney asked for input about whether we are doing our job.

Mr. Sorensen said our mission statement talks about all these things that ultimately add up to facilitation. He sees the Arts Council as advisors and facilitators. We advise the City Council and facilitate the community to have artistic endeavors, to encourage that. We are not paying for or creating arts, but facilitating by making connections in the community, like we discussed last meeting. There are established organizations like Hale and Scera, and then some up-and-comers. We should be helping those others,

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finding them and helping them so they can exist here, rather than go to Provo or Salt Lake. Ms. Peterson said as they have been trying to get entertainment for Summerfest, people come out of the woodwork, wanting to perform. She said she imagines it would be similar with artists wanting some opportunity to show, engage in, and appreciate other kinds of arts. She said she feels facilitation is a huge area that has been untapped. Ms. Barney agreed the facilitating is important, and also the look and the identity of our community, which unifies people. She said she thinks those are two areas we should be focusing on. She said we often have great ideas, but they don't go past this meeting. She said we talked last time of making a list of what is available in our community and how we can connect with them. She said she made a list of general resources: stores that are art related, schools, big business that can contribute and help facilitate, gallery/museum space (Scera, Woodbury) events, needs (do we need after school programs, do we need City identity), and artists. She asked what would happen if each member took a section, such as schools, etc., and then put it out on the table, asking how we can facilitate these things. Ms. Monson said she had written the same idea. Mr. Reinhard asked how we can help when we find an event that is already going on. He asked if we just give moral support, because we have no money. Ms. Barney said we can facilitate with publicity; we can put it on the website. We can also ask how they need help, such as with trash pickup after their event. Mr. Reinhard asked what help we can actually give. He said he cannot just go to the City and say he can make it happen because sending someone out costs money; it comes out of someone's budget. We need to know what we can actually offer. Mr. Sorensen said in that advisory role, we could advise artists, as well as the City Council. We have the connections, the roots in this community. He said we could help advise them because of the knowledge in this room. Mr. Reinhard said it would be nice to gather all this knowledge in a data base. Ms. Monson said we should be facilitators, not presenters. She agreed the Council doesn't have things to offer, but said it would be nice to have an Arts Council member express support to these organizations. She said it would be nice to have an Arts Council member show up, introduce themselves, let the organization know they enjoyed the performance, that they will tell the other Council members about their organization, and want to find out when the next performance is. That is an important way to facilitate. She said it also speaks to the organic nature of building an arts community – that part of building an arts community is supporting the arts in the community. It gets momentum going, people want to attend. That's where we can be helpful as a board that can do specific things, and offer connections. Ms. Monson said if we had a specific list of assignments, we'd love to do that. Ms. Crozier said she has the last list: Arts District visioning and development (Ms. Lauret was going to focus on that), design, grants (Mr. Bernhard committed us to the Create! series as a way to obtain grants), historian, photographer, marketing, Orem Arts Council Presents, professional series, sponsors, Summerfest (Ms. Philbrick), university liaison (Ms. Escalante for UVU),

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website and social media (Mr. Clark). Ms. Barney noted Mr. Clark and Mr. Sorensen were going to do the website.

b. Ms. Clark said Orem has the storytelling festival as our identity. She said we have storytelling going on throughout the community, even the Orem Stories Art project went with it. She felt that drama goes with stories, that if we had a theme to tie it together as an identity for Orem, storytelling would be a good identity. Ms. Barney agreed. Ms. Barney suggested we should have story portraits, rather than banners, hanging from the light posts. She said we should keep going with the storytelling theme. We need to make an appointment with the mayor about where we should go, what we should do with it, as an advisory committee. She said we've got this arts district idea and a theme, and she believes art unifies a community.

Ms. Clark left the meeting at 12:28

Ms. Barney asked how we decide who is interested in doing what on the list. She gave the categories again. She asked if anyone was interested in a particular category. Mr. Sorensen said, while putting together the Summerfest performances, he noted they were very large organizations, and would like to have seen more small, up-and-coming artists, who might not otherwise get the chance to perform. He would like to have seen more individual artists or small dance groups apply. He asked how we could help local artists who don't have a lot of publicity get into the larger events. Ms. Miller asked how these artists are finding out about the Summerfest application process. She said we have a valuable free tool with our Orem City newsletter going out to every home, where they can see there's an opportunity to perform. She expressed concern that the word is not getting out. She said she is paying attention and she isn't seeing it publicized. She said when she hears about an activity, she mentions to her classes, and they often respond that they hadn't heard about it. She said they are not seeing it and she is not seeing it, so we have got to get it out there. Ms. Monson said a big part of it is having people come and just introduce themselves to the arts groups and individuals. Ms. Barney said the biggest service we could do is be a liaison to the groups. Mr. Robertson said we need to get a monthly calendar, and assign Arts Council members to reach out to the artists, like the Ms. Monsons of the world, and say did you know there is an Orem Arts Council, and then ask how can we help you. He said we then need to be that answer. He said if moral support is all they need, that is great. He said if they come back and say we have this need, there are lots of groups out there looking to perform service, if we can bring them together. He said we live in the most charitable area in the country. Ms. Barney asked that everyone bring their calendar to the next meeting. Mr. Reinhard said he would like to interact with the schools. He said he doesn't read the City newsletter, but does read the school stuff – if there's an event going on with the schools, they are really good about communicating it. Ms. Miller asked if there could be

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a colorful insert calendar of events in the City newsletter, separate from the newsletter itself. Ms. Crozier said it all comes down to funding. Ms. Miller said schools are great for publicizing to the younger set, but older people don't have the schools, so it needs to be out there for the senior members of the community too. Mr. Smith asked, with OAC moving this direction, whether we still want to hold the Create! Jazz event. He has invited six schools for the Jazz Jam Session. Ms. Barney, Ms. Crozier, Ms. Monson and Ms. Peterson said we should go forward with it. Mr. Merrill said at the bare minimum the Orem Arts Council website should become the center of arts in Orem, meaning you would have organizations that would contact us to publish their calendar. That way they would come to us, we would not have to go to them. If the web site became a focal point, even if it's a middle school putting on a play and we put it up, and people actually know there is a website opportunity to see what's happening, the community would use it to inform people. Ms. Barney said, more than needing a logo to identify ourselves, we need to connect with the arts community. Mr. Smith said the Jazz jam session will be May 9. He asked that we schedule the stage and get publicity for it. Ms. Crozier informed the Council that we are accepting applications for the Stage at City Center Park through today, so encourage anyone who may not have already applied, to apply. Mr. Nathan Robison will schedule a meeting for Mr. Smith, Ms. Peterson and Ms. Crozier after April 25-May 2, to evaluate applications. Ms. Peterson said some of those who wanted to get into Summerfest would be good for this; some of those bands are big. Mr. Robertson said we still need to be more aggressive, more engaging with them. He said we tried a passive approach, making an OAC web site they would dive into, and nobody populated it. Mr. Merrill agreed, and said as we approach them and meet them, they'll be more likely to come to us with their activities for the calendar. Mr. Robertson suggested we could take the information down and post it for them. He said the larger organizations provided information, but the smaller organizations didn't have time. He said we need to reach out and pull them in too. Mr. Merrill said we could contact them monthly, with members letting us know about events, such as Mr. Reinhard finding out what's happening at the schools. We could have a person approach the galleries to find out when they would be changing shows. Ms. Monson said that is a good way to be accountable, so we don't forget about it. Mr. Reinhard offered to do schools and also help with the media website. Ms. Monson asked again that all members bring their calendar with any events, including especially those smaller artists or performances, to our next meeting. Ms. Barney and Ms. Miller clarified we should focus on Orem events only, not Provo. Ms. Peterson said we have about 30 contacts who are very interested in performing, and said we should ask them Mr. Robertson's three questions. Ms. Barney said there are venues to perform in. Mr. Sorensen said most of them are Orem bands, with the bigger ones not necessarily in Orem but near and with ties to the community. Ms. Monson said some are close to Orem, though not located within the boundaries. Mr. Reinhard asked if performing artists want their own small event or to gather with a large group in a festival. Ms.

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Monson said most artists are comfortable in both situations. Her dance group performs in non-traditional spaces all over Utah. They would participate in a festival if the opportunity came up. Mr. Robertson said it's ok if they're from outside Orem, but we need to facilitate those who perform here. He said in Provo they have opened all the doors and floodgates to get artists to come and we should do the same here. They should feel welcome. Mr. Reinhard asked if the Provo people are going to commercial places or public places. Mr. Robertson said both. Ms. Crozier said the Timpanogos Music Festival people are moving to UVU this year because they didn't have enough room to grow at the park. It was a local grassroots group, and then they applied for CARE funding. They were hoping to attract more of the rooftop concert series type audience, because that is not necessarily where we have found the audience at the stage at City Center Park. There's always a balance, but they wanted to capitalize on a need or deficiency they saw. There are always folks with good ideas out there, who need to bring them to fruition. She said we got hammered by people who wanted to use the summer stage for karaoke. We traded services with one organization to completely reduce their costs to use the stage, but they still didn't quite get it off the ground. She said they tried to tweak things with food trucks to make them more user friendly, also to invite a food element. These things are often hit and miss. There's nothing wrong with trial and error.

7. Lists of Arts venues and resources – turn in for future compilation/discussion

a. A few members submitted lists to Ms. Crozier.

8. Other

a. Mr. Sorensen distributed a copy of the Summerfest calendar to the Council. He said these are some of the bands Ms. Peterson was talking about. They are big enough to draw a crowd, and we need to be sure we connect with them. The majority have been doing this for years. He said they did try to mix in newcomers, for example Whitney Lusk, a local who is 16 years old and amazing, and has been on a voice reality show recently. He also mentioned Slack, and the Will Baxter band. They tried to bring in different styles, different people, but also the core artistic elements of the community as well. Ms. Peterson said Ms. Philbrick's dream was to have descriptive information about each group in the program, giving their bio and website. Mr. Sorensen and Ms. Peterson are trying to get that done. Ms. Barney complimented them on their work. She then asked if everyone would talk to some artist this month and bring that information back to the next meeting. Ms. Monson said she would talk with the Woodbury Gallery.

Ms. Monson and Mr. Smith left the meeting at 12:45 p.m.

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Mr. Robertson asked if the Timpanogos music group could be invited to our next meeting. Ms. Crozier said she will find the organization name for the group. Ms. Barney encouraged members to look for a new member from the Latino community, which would help us draw in that community. She also suggested we draw in other types of artists. Ms. Miller said the Utah Valley Yarn Spinners Guild tried to get space in Orem but were shut down, so now meet in their homes. Borders used to let them meet there once a week. Ms. Barney said those are the kinds of things we should be liaison for. Mr. Robertson said we should invite a group every month, and get all of them - not just the majors - to know who we are and for us to know them. He said there is something to us going to them, but also something to inviting them to come to our meetings. He said we could have a time limit, they wouldn't have to make a presentation, we should just have a dialogue with these groups. Maybe Timpanogos music could be our first one. Then, in a year's time we'll be able to see what we did. Ms. Barney asked if Mr. Robertson could make a list of groups we could invite. Mr. Robertson suggested all the members should put together a list.

9. Adjournment

- a. The next meeting will be held May 20, 2016 at 12:00 p.m. Ms. Crozier asked the members to consider which hours and days they can help with Summerfest, which is June 10 and 11.
- b. Mr. Robertson made a motion to adjourn. Ms. Peterson seconded the motion. The Council voted unanimously to adjourn. The meeting adjourned at 12:58 p.m.

Approved: May 20, 2016

Christie Nuttall, Associate Librarian