NANCY BOSKOFF
DIRECTOR

SALT LAKE CITY CORPORATION
DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT
SALT LAKE CITY ARTS COUNCIL

RALPH BECKER
MAYOR

FRANK B. GRAY
DEPARTMENT DIRECTOR

BOARD MEETING MINUTES
February 8, 2012
Art Barn in Reservoir Park

PRESENT: Allison Barclay, Candice Colby, Laura Dupuy, Rebecca Guevara, John McCarthy, Michael Mack, Bruce Miya, Helen Peters, Brent Schneider

Karen Krieger, Guest

Staff Members

Nancy Boskoff, Kim Duffin, Casey Jarman, Roni Thomas, Kelsey Moon, Amanda Maestas

EXCUSED: Lynn Hoffman-Brouse, Jeanette Sawaya

I. Call to Order/Introduction/Approval of Minutes

A. In Ms. Hoffman-Brouse's absence, Mr. Miya called the meeting to order at 5:35 p.m. Mr. Miya welcomed Karen Krieger, soon to be the executive director of the Arts Council, to the meeting and asked board members to introduce themselves. Ms. Krieger expressed her pleasure in her appointment and the board members reiterated Mr. Miya's welcoming remarks.

B. Ms. Peters moved, and Mr. McCarthy seconded the motion, that the minutes of the December 14, 2011, board meeting be approved as mailed. The motion passed unanimously.

II. Executive Committee

A. Ms. Guevara reported on the planning for the Open House on February 25. She reviewed the plans and thanked the committee members and the board members for their assistance.

B. Mr. Miya referred the board to the 2012 meeting schedule on the reverse of the agenda.

54 FINCH LANE, SALT LAKE CITY, UTAH 84102
TELEPHONE: 801-596-5000 FAX: 801-530-0547
WWW.SLCGOV.COM/ARTS

RECYCLED PAPER

C. Mr. Miya reported that the Mayor's office is forwarding two candidates to the City Council for appointment to the Arts Council board. The candidates are Cannon Tarbet, a resident of District 1, who works at Visit Salt Lake; and Michael Colby, a resident of District 4, who is a lawyer in the Salt Lake County District Attorney's Office. The board members were pleased to hear of this progress and looked forward to meeting the new members when they have completed the appointment process.

D. Mr. Miya conducted a discussion of the proposed transition for the Twilight Concert Series. A number of issues and questions were raised for further discussion.

E. Mr. Miya reported on his conversations with Ella Knight's family in regards to the proposed memorial project for which board and staff have contributed a total of $600. He explained that there is no specific timeline for the completion of the project, and added that Ms. Boskoff has offered to help. He will report back to the board when there is further progress.

IV. Arts Events Discussion

At Mr. Miya's invitation, there followed a lively discussion about various arts activities that board members had attended recently, including dance, theatre, and educational programs. Mr. Schneider noted how rewarding it was to see the Arts Council logo presented at many of the programs, in recognition of support from a City Arts Grant.

V. Staff Reports

A. Mr. Duffin reported on the great success of the Holiday Craft Exhibit & Sale, noting that the total sales of almost $41,000 had broken another record. He gave credit for the success to the program coordinator, the participating artists, the desire to "buy local," and to the relocation to the main level of the Art Barn. There followed a discussion about additional data on the number of purchases, average amount of each purchase, and the average proceeds for each of the more than 70 artists.

Mr. Duffin discussed administrative details within the City Arts Grants program, noting that the General Support and Project Support applications and guidelines will be posted shortly, with the application deadline in June. He reported on the current season of the Guest Writers Series and noted that planning for the next season will begin in March.

He concluded with an update on the Art Barn improvements, most notably the refinishing of the gallery's hardwood floors.

B. Mr. Jarman referred the board members to the newly printed sponsorship brochures for the Living Traditions Festival and the Twilight Concert Series. The board felt that these publications are a professional upgrade to assist with the fundraising process.

Mr. Jarman reported on the 2012 Living Traditions Festival, noting the budget challenges as a result of losing two partners, the NEA and the Utah State Division of Arts & Museums. He reported that we would be submitting a grant application to the NEA for the 2013 Living Traditions Festival, with the expectation that any confusion over the loss of the state folk arts program would no longer be an issue during the NEA review process. He explained that he would be contracting with the two former state folklorists, Carol Edison and Craig Miller, out of respect for their longtime assistance and for their contributions to the authenticity and quality of the programming. Mr. Jarman and Ms. Boskoff discussed their accelerated funding efforts to find additional support for this year's event.

Mr. Jarman announced that the 2012 Brown Bag Concert Series applications are posted and due back in March, noting that this is a longstanding program that supports local performing artists.

On the Twilight Concert Series, Mr. Jarman reported that a national advertising agency with headquarters in Salt Lake is providing marketing services *pro bono*, and that he is actively engaged in the artist booking process which is always a challenge.

C. Ms. Maestas reported on her work with end-of-year tax reporting and craft artist payments. She is also the administrator for the Arts Council's Facebook page.

D. Ms. Moon reported on the arts education categories for City Arts Grants, noting that guidelines and applications are available for Artist-in-the-Classroom (deadline March 30) and Arts Learning (deadline April 13) grants.

As the Arts Council's web administrator, she provided some background on the City's website which has been recently redesigned.

Ms. Moon reported that the Local Arts Index reports, originally to be published for the participating communities in the fall, are promised within the next month. She expects the information to be valuable and will determine how best to use the data once we've been able to review and analyze the reports.

E. Ms. Thomas provided a detailed update on the public art projects associated with the Public Safety Building, announcing that Greg Ragland has been selected for the fourth commissioned project to be located in the plaza garden. She provided background on Buster Simpson's project and the water feature to be designed by the team of Po Shu Wang and Louise Bertelsen.

She added that Flying Objects 3.0 is well underway, with the installation scheduled for June. The twelve Utah artists selected for the project are meeting with the Flying Objects team, which includes the design consultant, engineer and project manager.

She announced that she is jointly planning a public art workshop with the state and county public art program managers. The workshop will take place in the fall and provide information and training for local artists interesting in working in the field of public art.

F. Ms. Boskoff provided a status report on the Arts Council's operating budget. She noted some positive trends, including an increase in the Zoo, Arts & Parks grant for the 2012 calendar year, and a generous unsolicited donation from a local family foundation. She acknowledged the budget challenge for this year is the Living Traditions Festival, reiterating that the staff is working hard to bring in new contributed income for that event. The board has approved a balanced budget for the current year. She said that it may be possible to reach a balanced budget, but it would be wise to consider that there may be an excess of expenses over revenues although to a much lesser degree than in the previous year. She was concerned about leaving the new director with this budget situation, but noted that as of the new year, with additional revenue generated by the Twilight Concert Series, Zoo, Arts & Parks and possibly other sources, the financial stress should be resolved.

She reported on new initiatives in the community including at Westminster College and with the Performing Arts Coalition.

In closing, Ms. Boskoff spoke of her tenure at the Arts Council, noting that those on the board and staff know what a truly remarkable experience it is to be associated with such a wonderful organization, and offered her heartfelt thanks to everyone.

VI. Other Business/Adjourn

Mr. Miya thanked the board, noting the solid attendance at the meeting, thanked the staff for their good work, thanked the Open House committee for their planning, and thanked Ms. Moon for her design of the Open House invitation. He closed the meeting by once more welcoming Ms. Krieger to the Arts Council.

There being no further business, the meeting was adjourned at 7:15 p.m.

February, 2012

TWILIGHT CONCERT SERIES PROPOSED TRANSITION
ADDITIONAL NOTES

SALT LAKE CITY ARTS COUNCIL MISSION:
To promote, present and support artists, arts organizations and art activities in order to further the development of the arts community and to benefit the public by expanding awareness, access and participation.

I. Why This Transition Has Been Proposed

The transition benefits both the Arts Council and the community. The community will not lose a signature and successful program, as the Twilight Concert Series will continue without interruption. The Arts Council will benefit from association with the Twilight Concert Series, albeit in a different relationship, continue to serve the community, and will be able to pursue other areas of programs and services.

The Twilight Concert Series is a program, created and nurtured by the Arts Council, with the ability to sustain itself, thereby freeing up financial, physical and human resources at the Arts Council to address other initiatives that serve the community through the arts. It is rare that an arts program is sustainable, offering a rare opportunity for development and growth in other areas.

As the Twilight Concert Series has grown exponentially, its impact on the operations of the Arts Council has as well. This includes financial stress, day-to-day demands on general operations, general liability, increased tax and employee reporting requirements, and a redirection of focus from other programs and services.

The Arts Council, because of its role in the development of the Twilight Concert Series, will have a significant role to play following this transition, including recognition as founder and primary partner, website presence, and the continued association with a valued program.

The discussion about this transition should include a look at the balance of risk and reward. With the new nonprofit managing the program, all of the risk (general liability, financial, and other) will be transferred from the Arts Council. This shift in risk is balanced by a continued and positive association with a highly successful program that serves the community in many ways.

II. Authority

The Salt Lake City Arts Council, in both the nonprofit bylaws and City ordinance, is authorized and empowered to make program decisions of this nature.

– over –

ART BARN
FINCH LANE GALLERY
54 FINCH LANE
SALT LAKE CITY
UTAH / 84102
TEL 801.596.5000
FAX 801.530.0547
www.slcgov.com/arts

III. Community Response

As the details of this proposed transition make progress, it would be wise to present the concept to the Mayor, and with his guidance, to the City Council. The board and staff can jointly determine how best to proceed with informing the general public.

IV. Financial Impact

The financial details of the transition will need to be spelled out, based on the financial results (both revenue and expenses) of charging an admission fee for the 2012 season.

For the first time ever, the Arts Council had an operating deficit for FY 2010-2011 (approximately $57,000) primarily because of the growth of the Twilight Concert Series. This situation carries with it a serious cash flow problem at the end of the fiscal year; additional costs associated with finance charges; and a decrease in interest earned. The deficit also has an impact with other funding sources that include a review of the Arts Council's financial status as part of the funding process.

Based on the new revenue generated by admission fee at the Twilight Concerts, the initial proposal for transition includes:

The elimination of the deficit;
The rebuilding of the fund balance, which is currently at zero;
The set-aside of contingency funds in the operating budget;
The ability to plan and budget for other program and service opportunities.

V. Program and Service Opportunities

Over the course of the last several years, due both to increased expenses for the Twilight Concert Series and the economy, the Arts Council has been unable to initiate new programs and has reduced service levels for existing programs. Some examples of service level reductions include reducing the Brown Bag Concert Series from 12 weeks to 4; reducing the Finch Lane Gallery exhibition schedule; eliminating weekend hours for the gallery; reducing the Arts Council's contribution to artists' fees for the Guest Writers Series; eliminating components of the Living Traditions Festival like the cooking demonstrations and the Workshop Stage.

These examples are not intended to imply that all of these services will be reinstated. They are examples of the impact on Arts Council resources. This transition could provide the opportunity for strategic planning for the Arts Council, to look at the state of the arts in Salt Lake City and determine how best to move forward. It would also allow the Arts Council, should an unexpected opportunity arise, to take the initiative, continuing to develop high quality, community-responsive programs and services for which the Arts Council is known.