

**TREMONTON CITY CORPORATION
ARTS COUNCIL
MAY 28, 2019**

Members Present:

Dave Lasley, Chairman
Tam Zollinger, Co-Chairman
Merinda Brighton, Arts Councilmember
Jason Nessen, Arts Councilmember—excused
Leisl Sorensen, Arts Councilmember—excused
Lyle Holmgren, City Councilmember
Bret Rohde, City Councilmember
Zach LeFevre, Coordinator
Cynthia Nelson, Deputy Recorder

Chairman Lasley called the Arts Council Meeting to order at 11:05 a.m. The meeting was held May 28, 2019 in the Meeting Room at 102 South Tremont Street, Tremonton, Utah. Those in attendance were Chairman Lasley, Co-Chairman Zollinger, Arts Councilmember Brighton, City Councilmembers Rohde and Holmgren (left at 11:55 a.m.), and Deputy Recorder Nelson.

1. Approval of agenda:

Motion by Councilmember Holmgren to approve the May 28, 2019 agenda. Motion seconded by Councilmember Rohde. Vote: Chairman Lasley – aye, Co-Chairman Zollinger – aye, Arts Councilmember Brighton – aye, City Councilmember Holmgren – aye, City Councilmember Rohde – aye. Motion approved.

2. Approval of minutes—September 4, 2018

Motion by Chairman Lasley to approve the September 4, 2018 minutes. Motion seconded by Councilmember Rohde. Vote: Chairman Lasley – aye, Co-Chairman Zollinger – aye, Arts Councilmember Brighton – aye, City Councilmember Holmgren – aye, City Councilmember Rohde – aye. Motion approved.

The following items were discussed out of order.

3. Business:

a. Review purpose of Arts Council

Coordinator LeFevre said we need to review our purpose, what we have done in the past year to meet that purpose, and what goals we can set going forward. He then read their mission statement, which talked about fostering an environment of the arts where it can thrive and become an intricate part of the City. They plan to create opportunities and incorporate art into the lives of others, while creating economic prosperity and a vibrant downtown that adds character and enhances the appearance of Tremonton. Coordinator

LeFevre said I think our murals have been a big part of that and drawing people to those locations. What are we doing to create that economic prosperity and a vibrant downtown right now? Co-Chairman Zollinger suggested a mural day with speakers telling the history of each one. Chairman Lasley said that could be incorporated into City Days. Arts Councilmember Brighton said like a Parade of Homes, but a Parade of Murals. Co-Chairman Zollinger suggested more sculptures. Coordinator LeFevre said Moab does an art walk with different sculptures brought in by artists that are placed throughout the city. People vote on them throughout the year and the winner is bought and displayed. We could do something similar. These are just ideas. We need to consider what we have done so far.

Coordinator LeFevre said what have we done to create an art related event that increases social interactions for residents and encourages visitors to come to Tremonton? One is the Chalk Fair. Chairman Lasley said there are things that are happening that are not spearheaded by this Council and we need to be more involved with the community to promote those. Councilmember Rohde suggested promoting media art and finding those who produce videos that are creative. Councilmember Brighton suggested a film art festival. Councilmember Rohde said that during the movies in the park we could highlight some of those. Coordinator LeFevre said how do we find them? Councilmember Rohde said we have a few good contacts. Chairman Lasley said the stake young men and young women do lip syncs. We could promote that like a festival. Councilmember Brighton suggested including all the arts with a big festival like the one Provo does. They made a bus into an art gallery and have mini, moving art shows. Co-chairman Zollinger said murals appeal to the older generation. We need to see what could involve the younger generation. Councilmember Rohde said it would be cool if we could put a big electronic screen at Midland Square with a video looping art. Arts Councilmember Brighton said we could display that and have some plein air with artists painting during the festival. That way we have digital and visual performances at the same time.

Coordinator LeFevre said the next one to discuss is creating a sense of place and improving the image of Tremonton by providing cultural art opportunities that reflect and promote personality, historic, and cultural identity in the values, which inspire and are unique to the City. My idea is a summer concert series or open mic night. We need to create art opportunities that provide entertainment, enjoyment, and appreciation for the arts. Chairman Lasley said we have the theater above the museum that could be used.

Coordinator LeFevre said they also need to figure out how to promote multi-cultural arts. We talked about that with the next mural. We also need to share the arts with the greatest number of people regardless of race, gender, color, religion, national origin, or disability. Our whole purpose is to try to include everyone. Think about these things and we will go through our responsibilities and more goals during our next meeting.

Chairman Lasley suggested using the buildings at the fairgrounds. If we were to petition with the County, could we use those for a display for a month? Unless we have a place to

display it then it is only one night. Coordinator LeFevre said we could rent it for a month. He suggested using the senior center. Councilmember Rohde said we have a bunch of businesses downtown. I am an owner and would allow a painting to be in my window for people to look at, which helps the local businesses. Chairman Lasley said we would have to talk to the businesses and get 30 to 40 on board or have multiple pieces in each window. The Council agreed to meet again on July 9.

b. Discussion of Chalk Art Contest

Chairman Lasley, Co-Chairman Zollinger and Arts Councilmember Brighton will be out of town during the Chalk Art Contest. Co-Chairman Lasley said we need to wrangle up help to make that work. Coordinator LeFevre said I will have everything ready to go that morning. The volunteers would need help with judging. We could do a peer review where they vote on their favorite—a People's Choice. We could get a Best of Show and break the others into categories (adult, teen, youth, and child). Chairman Lasley said if we can get a judge, I think that is the best way to do it. We could have 1st, 2nd, and 3rd, along with a People's Choice. Arts Councilmember Brighton said with a judge you could announce when that judging would take place and they can come back if they finish early.

Coordinator LeFevre said it is good to do more categories and get more people involved with a better chance to win. The age categories would be children 0-9, youth 10-14, teen 15-18, and adults would be 19 plus. Prizes would be Visa gift cards and we could up the money for more participation. Chairman Lasley said I think Visa cards are a good idea and easier to do because there is no product for us to purchase. They just get what they want. Co-chairman Zollinger asked about the budget. Coordinator LeFevre said that last year we did \$500 for everything. It will be the same weekend and we would not charge, but chalk will be for sale. Chairman Lasley suggested a \$25 prize for the kids, \$30 for the youth, and \$40 for the teens with the adult category having a 1st, 2nd, and 3rd place prize. That gives the adults better incentive to be a part of it. Coordinator LeFevre suggested \$150, \$100, and \$75. Councilmember Rohde said is money really a good reward? I would rather do it for something they can go after like a piece of art. Chairman Lasley said a money prize allows them to buy art supplies for their next venture. Coordinator LeFevre said we could do a plaque too. Co-Chairman Zollinger said if this is going to be an annual thing it would be nice to have the winners listed somewhere.

The Council suggested several artists who could potentially be judges for the event. Coordinator LeFevre said he would be there the day of the event to help. Councilmember Rohde suggested having artists work on an easel to help gather people in conjunction with the contest. Arts Councilmember Brighton said there is no harm in letting people setup. Co-chairman Zollinger said having a judge do the art is a great idea. Chairman Lasley said do we think we can get any vendors. Coordinator LeFevre said as time goes on we will get more established. Chairman Lasley said we need a permanent part of our City webpage showing a history of who won and who the judge was each year. We could get a bio of the winner for more recognition, and then it becomes something other than

just a cash prize. Coordinator LeFevre said I could make a spot for that.

The Council discussed ways they could get the word out about the event. Councilmember Rohde suggested adding a sign at the splash pad. They also suggested the schools and grocery stores. Chairman Lasley said he could do some chalk art underneath the stage at Shuman Park to create awareness. They planned to take fliers about the contest to the library's Summer Reading Kickoff Party.

Councilmember Holmgren and Coordinator LeFevre plan to help the day of the event, June 22, with the help of some volunteers and local artists. Councilmember Rohde suggested using Youth City Council members.

c. Discussion of next Wall Mural

Chairman Lasley said are we behind almost a year on the one mural? Councilmember Rohde said no, he is going to start it this year. The rain has pushed it back. Coordinator LeFevre said it has been prepped and he has the supplies he just needs good weather. We have already paid half upfront. Next year we are planning on adjusting the budget. We should pay for the front half one year and the back half the second year. We will do it on an annual basis and have a rolling log of murals to do. A minimum of one a year, but we could do more small, less expensive murals. We have about \$12,000 a year. The one he is doing now will be completed by August. I do not know the time frame for the next.

Councilmember Holmgren said we need to make sure the Shoshone people agree with the proposed mural featuring their people. I had some discussion with them. This is the one we are thinking possibly to the east of town on a big white wall facing Main Street. We would work with the business there. The Shoshone nation seems willing to help. What is neat about this chief is his attitude for change. His world was changing and his attitude stayed good even though so many things happened in his life. His attitude is what I envision us as today. Councilmember Rohde said I am a little concerned we are highlighting a person. Our murals need to have a standard to them. Are they going to be scenery or will citizens start wanting people? Councilmember Holmgren said we are talking about history here. He is representing a people who were part of this area for hundreds of years. I do not think this is taking one person. Arts Councilmember Brighton said is there a way we can incorporate that picture and make it into more of a group picture so it does include more individuals? Councilmember Holmgren said the purpose is to recognize a people. Perhaps this is where the Shoshone nation can help us come up with what they would like to have. Councilmember Rohde said you could have individuals from the early years up to more modern times. Councilmember Holmgren said this will depend on how they want to be represented.

Chairman Lasley suggested putting a bid out for artists and having them come up with ideas on how to portray that and how to create more than a portrait. The Shoshone people could then approve it. We are not telling the artist how to do it we just give the guidelines. That way we get a better mural in the long run. Councilmember Holmgren

said we need to work with the Shoshone people to determine what else they would like to incorporate (village, scenery or recognizable landscape).

Coordinator LeFevre said our other ideas have been the Candy Bomber or the local amputee who was a gold medalist in the Special Olympics. We do need to come up with a standard or guidelines saying this is what we are going to allow and not allow. We want to see more color since we do not have any colorful murals, expect the new one. We want something that will pop and be vibrant. Councilmember Brighton said you have to find that line between fitting the style of the town and letting in something new. The artist who applied last year did amazing abstracts. He could make something beautiful that we would not come up with here. Councilmember Rohde said that could be the charge of this committee, to come up with the standard of what we want the murals to look like. The Council talked about areas for potential abstract murals. Arts Councilmember Brighton said abstract is not an issue as long as it supports what our community believes in and our history. Councilmember Holmgren said we need to be open to ideas that are going to come along and not throw them out if it is the right fit. Art does not like to follow rules. Coordinator LeFevre suggested coming up with those standards in their next meeting.

4. Reports & Comments: None.
5. Adjournment

Motion by Councilmember Rohde to adjourn the meeting. Motion seconded by consensus of the Board. The meeting adjourned at 12:14 p.m.

The undersigned duly acting and appointed Recorder for Tremonton City Corporation hereby certifies that the foregoing is a true and correct copy of the minutes of the Arts Council held on the above referenced date. Minutes were prepared by Jessica Tanner.

Dated this ____ day of _____, 2019.

Linsey Nessen, CITY RECORDER

*Utah Code 52-4-202, (6) allows for a topic to be raised by the public and discussed by the public body even though it was not included in the agenda or advance public notice given; however, no final action will be taken.

Follow-up items for the Council

Coordinator LeFevre would make a quarter page flier to promote the Chalk Art Contest at the library's event, as well as in other areas throughout the City. Several of the art representatives were asked to talk to the artists they knew to find a judge for the contest.

The Council was asked to think of guidelines for murals, as well as their goals and how they can better accomplish their purpose as the Arts Council. This will be discussed at the next meeting.