

**Murray Arts Advisory Board
Minutes for February 19, 2013**

Attendance: Elaine Judd, Alisa Brousseau, Scott Mooy, David Christensen, Brandon Beckstead,
Shauna Hart, Mary Ann Kirk (staff)

Excused: Jenny Simmons

1. Minutes for January 15, 2013 were approved as written.
2. Mary Ann reported that we only had three writers and five entries for our literary competition. She talked with David and we have tentatively decided to give a first and second and a grand prize winner. The grand prize winner has participated in this contest for a number of years and lost in a tie breaker last year. We will need to figure out what to do in the future. This is similar to our music competition and it does give writers a chance to participate but it is unsure if the small numbers actually discourage participation. David visited the secondary schools at various functions but we had no secondary entries. We could open the competition up to everyone but this would change the scope of the competition and cash awards would likely go to non-residents.

Elaine suggested we start in the elementary setting. Mary Ann felt there were already other competitions and many opportunities to write through classroom assignments. We do sponsor the Halloween Literary competition. Board members suggested we provide entry forms to teachers at the beginning of the year, and if they see a good paper, they could give them an entry form and encourage them to submit it. Maybe if they are recognized, this will be an incentive to continue to write outside of the classroom. It doesn't necessarily have to be a money reward. Mary Ann will talk to the schools to see if this might work. Elaine also suggested having the writers workshop at the Heritage Center. David said he has volunteered his services to teach a writing class at the Heritage Center but they already have a class. Mary Ann will talk to the Heritage Center director to see if they could be combined somehow.

No one has registered for the writer's conference yet. Some of David's writers group will attend and hopefully the winners of the competition. They will be invited to share an excerpt from their entry. Mary Ann will provide a small stipend for the presenters.

3. Mary Ann reported that the storytelling activities have involved between 5 and 20 people per school and the Heritage Center had 18 people at their first workshop, for a total of over 100 participants. The secondary workshop starts next week. All elementary schools received a storytelling assembly to introduce the program and many classes heard the first round of judging. Elaine said someone from her neighborhood participated and were very pleased with the experience. Clive Romney and one other professional storyteller will participate with the amateur storytellers. After the storytelling festival on March 23, we can decide if we want to repeat this project one more year before deciding if we want to do it annually and expand it to other cities and school districts in Salt Lake County.
4. Staff Report:
Murray City has spoken with Hale Center Theater about their future plans to expand which would require a large amount of land and financial commitment by the City. We would not have access to the space. It does have economic benefits because they bring in many patrons. Sandy and West Valley, who are much larger cities, are in major negotiations with the Hale Center Theater Board. Shauna thought this could benefit Murray.

ShareTix provided a summary of free tickets we donated for agencies serving special needs and at-risk individuals over the past year which included 274 tickets worth \$2060. This came from unsold seats for summer productions.

A final schedule for the summer season was distributed.

Mary Ann asked for volunteers to help as ushers for March 15 ArtsPower performance.

5. The school district submitted a grant request of \$175,000 to Eccles Foundation. Mary Ann will follow up about the potential additional funding from the Sorenson Foundation. They may give more if the Eccles Foundation provides some funding.

Mary Ann is working through issues related to next year's facility rentals. The symphony and band are going to continue to pay for supervisors at Murray High for their weekly rehearsals. All of the secondary schools are unavailable this summer due to seismic upgrades and other booking issues. Her summer band and Missoula programs will be held in elementary schools. Facility fees will be different for the new junior high. She is slowly developing a better relationship with a new person who is supervising the facility bookings.

6. Board elections for chair and vice chair were held. Scott nominated Elaine Judd as chair. Elaine nominated Shauna Hart as vice chair. No second necessary. Vote was unanimous.
7. Mary Ann asked how the board felt about paying a small stipend to the elementary school choir directors for their time preparing for the elementary choral fest next year to support their effort. Elaine felt that there are so many volunteers in the schools doing various art related activities, that this could create problems. Some of the choir directors are the music specialists who we already share the costs for during the school day. Board members agreed that a city stipend should not be offered.
8. We are now completing the first year of social media contract. It includes facebook and twitter. We have paid for one hour each week during the winter and two hours a week during the summer. Mary Ann felt it was very helpful during the summer shows. She updates and posts events including photos regularly. The manager provides a weekly update on "likes" and public reach. Mary Ann will share information with the board next month. Board members thought it was a good idea to continue and see if it continues to grow.
9. The 2013 proposed float design was shared. Mary Ann thanked the board, especially Scott Mooy, for their input which helped flush out the design. Board members thought the design was clever and liked the theme and description which the power department helped create. Theme will be Pioneering Power, Transforming Our Future. Description will state "Using bold colors of red, green, purple, and orange, Murray's float features Sparky the Power Dog and animated cartoon-like cords carrying bolts of electricity to highlight how power has transformed our daily lives from the past into the future." The announcer will read: "Pioneering reliable power for residents and businesses for the past 100 years, Murray City Power is charging into the future, transforming our daily lives for the next century."
10. General board goals were reviewed including a five year plan. Mary Ann asked board members to think about future goals and projects and she will place this again on next month's agenda. She felt good about what we have accomplished this year and it looks like we are on top of things for this coming year. One of the key topics for the 5 year plan will be succession planning and

making sure we have written policies and procedures in place as Mary Ann approaches retirement 5–7 years down the road. Mary Ann feels her position should be split with someone working on the history activities under her position. Elaine asked if they would have enough to do. Mary Ann said the history part is as involved as the arts but the board doesn't see that because they are only involved with the arts projects. The history board has a long list of potential projects that Mary Ann and a part time museum person have been slowly working on. It would be good to have a part-time person with Mary Ann for one full year before she retires so that someone can help new full time staff continue programming until decisions can be made if and what they want to change in the future.

2012-2013

Maintain program levels on tight budgets
Work with school district on new junior high design to incorporate enhanced art facilities and write additional grants if needed for full funding.
Continue dialogue with county regarding a regional performing arts center in Murray
Implement school and city storytelling festival
Continue new collaboration with Young Choral Artists, school choirs
Evaluate first year of facebook and twitter accounts

2013-2014

Create policies and procedures manual including emergency/succession plans
Funding for new junior high expanded arts facility
Create team with school district and local art groups for scheduling and night time staffing in new junior high facility for community art events.
Request structural/design upgrade needs of amphitheater
Work with county as partner if regional performing arts center moves forward with funding
Evaluate old army building for location/upgrade needs to build sets and additional storage space
Consider city wide art residency (dance, theater, visual arts)

2014-2015

Participate in a new city parks and recreation master plan
Request amphitheater upgrade expenses if not achieved in prior year
Explore new evening program opportunities in new junior high facility (i.e. musicals)

2015-2016

Address issues identified in parks and recreation master plan
Explore 100 year celebration festivities highlighting the arts for Murray High

2016-2017

Review succession plan for retirement, adding staff/split responsibilities of arts and history