

Murray Arts Advisory Board
Minutes for April 16, 2013

Attendance: Shauna Hart, David Christensen, Sharon Whitney, Scott Mooy, Alisa Brousseau,
Mary Ann Kirk (staff)

Excused: Elaine Judd, Jenny Simmons, Stephanie Pollei

1. Minutes for February 19, 2013 were approved as written. It was noted that our meeting in March was cancelled because we didn't have a quorum.

2. Board report
 - Concert attendance
 - Murray Concert Band (Feb) - 175
 - Murray Symphony (March) - 368
 - Ballet Centre matinees (March) - 5 schools and assisted living center (500)
 - Literary workshop - 12 attendees, repeat at library again next year, can't charge
 - Arts Power
 - Performance - 9 elementaries (1056), Public (157) - total 1213
 - Library pre activities, 6 libraries, total 667
 - Storytelling festival
 - 8 schools, 1 senior center - 121 in workshops
 - assemblies (3500) and judging/parents (200)
 - 160 attended city festival
 - Total involved: 4019

A school evaluation was done for the storytelling. Three principals gave us feedback with two liking it and wanting to repeat it next year and one school not liking it because they had very little participation. We will repeat this next year.

Mary Ann was pleased with the ArtsPower collaboration with the libraries. She will try to continue to build the library collaboration. Next year she will change one of the shows to a 4 pm performance to encourage more families to participate through the library program.

3. County Performing Arts Center application will be submitted next week. It has been revised with new supporting documents. Mary Ann has strengthened parts in the application about our organization and patron base, emphasized the extensive transportation amenities, and the urban design that would support the facility. Murray City had several professional studies done that show what types of developments this area will include. Mary Ann and Elaine attended a city council meeting last month. The council reaffirmed its intent to apply for the facility rather than endorsing an application from Taylorsville. Shauna suggested we talk about projects that have begun such as the hotel that is moving forward.

4. Mary Ann shared a weekly report of our social media efforts. There was some question if

it was worth it during the winter. The administrator feels that the consistency is important. It is still fairly small but should grow during the summer. The school district has been sharing our posts and may do some more collaboration with our network administrator. The Utah Travel Council often retweets our listings.

5. We will maintain a low key summer advertising strategy. We put an ad in all Valley Journal publications in May. We will still use KSL Deals for some events. Mary Ann has used an oldies station, KDYL, for years which has been marketed to seniors, which is the majority of our season ticket holders. She paid \$500 per winter and summer season for 2 mentions a day which is very good. The station has a new format and Danny Kramer has created an on-line streaming station and possibly a TV station. Board members were not sure how many seniors would actually use the computer or other digital devices to access music. Scott suggested we ask Danny how many hits it is getting. Even though the expense is small, we still need to get something for our investment. Shauna suggested we use the money to focus on a major station. Mary Ann said it typically takes seven touches to motivate people to act. Major stations are very expensive. Shauna thought that even one time would let people know what we are doing. Mary Ann agreed it does help with branding. Shauna suggested we make sure that the ads don't give the impression that Murray Arts in the Park is a concert with people sitting on grass in the park. Mary Ann said that the ads do focus on what the performance is. Sharon wanted us to target more than the seniors. We do pay for ads in the Utah Family Magazine which focuses on families. Shauna suggested the Family Values magazine which includes coupons.
6. The rules for the music competition needed clarification. The rules do not state a time frame for creating, if the same person can win each year, or if the composition is limited to one person. Can it include one person for lyrics and one for the music?

Mary Ann explained the current differences between the various competitions. All of them restrict entries to Murray residents.

The art competition limits the artwork to one person, must be done in the last two years, and artists can win first place in various categories each year. We occasionally use a best of show to free up 1st place awards if a highly gifted artist keeps winning each year. We purchase artwork each year but we never purchase from the same artist since we are trying to feature different artists in our collection. David suggested we include that in the rules so the artists understand that.

The literary competition also limits the work to one person, it must be done in the last two years, and the grand prize award cannot be the same two years in a row because we wanted different people to have the opportunity to attend a writer's conference.

Board members suggested that we limit each entry to one person, must be a Murray resident, and focus on the music portion. Someone else can create the lyrics, but judging will be on the music itself. They could enter the lyrics in the literary competition. We

want to encourage active writing, so it should be limited to music created or revised in the last two years. Because we only have two categories and few entries, it was decided that the winner can be considered each year which is the same as the art show. Scott said that some shows do allow collaboration but we could consider that at a later time. The current rules do include a category for arrangements of previously written music. If someone has written the music outside of Murray and a Murray resident does the arrangement, they could enter as an arranger. In the arrangement category, we have to be careful about copyright issues.

Board members discussed how we get more people involved in the competitions. Mary Ann didn't feel it was our role to focus on the school setting. She felt instruction in the elementary setting was appropriate because they don't get much instruction. But the secondary schools do have good instruction and all levels have plenty of opportunities to compete such as the Reflections program. Shauna asked if they get recognized. She felt that students don't know how to write and maybe we could encourage writing. David felt it could be an extra credit assignment. Sharon preferred it not be something they produce for an assignment. Mary Ann noted that Elaine suggested last time that the teachers could watch for quality work and encourage students to enter. Mary Ann said it is a balance. David wondered how many Murray seniors attend the Heritage Center. Mary Ann said that the large majority of entries are seniors who have more time. But the senior center has a lot of its own programming so it is difficult to get them involved in our competitions. Sharon expressed her appreciation that we do these types of art opportunities for those who are not involved in sports.

7. The five year plan was reviewed. Scott noted we should remove the goal to enhance a collaboration with Young Choral Artists. They are no longer hosting classes in Murray. Mary Ann did suggest we continue to encourage the school choirs. Mr. Scott has been including various elementary choirs at his high school concerts which has been very successful. Scott said that increases a sense of community. He liked the collaborations that Mr. Scott has included with community choirs. Mary Ann said that she helps pay for the community choir and director and it is designed to show the students what they can do after school graduation. We could include a goal that encourages collaborations between groups. Scott also suggested we evaluate the various programs for effectiveness and eliminate what doesn't need to be there. He also suggested we alternate the music and literary competitions each year. This might allow us to increase the prize for 1st place winners. Shauna asked about the old armory building. Mary Ann said it is in the budget request but probably won't be funded. We also asked for amphitheater upgrades. The budget will likely include funding for a new roof.
8. Mary Ann invited board members to participate in the Heart to Art Campaign. It is helpful to have board members listed on the donor form. She sent out letters to past donors that shows who contributed during 2012. Many individuals donated who had not donated in the last year.