

Murray Arts Advisory Board
Minutes for September 17, 2013

Attendance: Scott Mooy, Jenny Simmons, David Christensen, Elaine Judd, Alisa Brousseau, Sharon Whitney, Stephanie Pollei, Mary Ann Kirk (staff)
Excused: Brandon Beckstead, Shauna Hart

1. Minutes for August 20, 2013 were approved with two minor corrections. As a followup from last meeting, Mary Ann reported that the amphitheater lights in the parking lot were out because the parts that are missing are no longer available. The whole light pole needs to be replaced which is a budget issue. It has been listed on the budget requests for several years, but will be moved up in priority since it is a safety issue. Mary Ann also received a call from a patron who saw someone nearly fall on the amphitheater steps and suggested we install hand railings. It probably would be required in today's code. This will also be included in the budget requests for next year.
2. Brandon will present his information for a ukelele festival next month. Mary Ann has reserved all the pavilions at the east end of Murray Park for a daytime festival. A Polynesian concert could follow as the Murray Arts in the Park opening production in June.
3. The upcoming calendar was reviewed with the Winter Series Kickoff featuring Murray Symphony on October 19 and two Halloween activities. Mary Ann will need help with phone calling for Haunted Tales but we can give out assignments at our next meeting. The Murder Mayhem storytelling tour activity is being planned by the History Board. It will be held in the downtown area under awnings with two on the west side and two on the east side and includes historic murder related stories in Murray geared to adults. Suggestions were made to emphasize they are true stories, how long the tour/walk is, and provide "guides" to the various sites. Jenny suggested they could be "grim reapers" or "undertakers" carrying a lamp. A guide would make it easier to guide the patrons to the various locations without having to have a map. Mary Ann thought that was a good idea and will try to recruit some additional volunteers. Jenny asked how we will be advertising it. We will be sending out flyers, emails blasts, and press for the Murray Journal and major newspapers and possibly some radio coverage on KSL. History board member, Ian Wright, is the son of Doug Wright and maybe can get a live announcement. Jenny asked if we are going to have copies of the stories. Elaine suggested we could print it in a little booklet. Mary Ann is not sure about that idea but we will have copies of the stories for future use.
4. The storytelling project is going well with all schools participating including 9 elementary, 2 junior highs, and 2 high schools, and the Heritage Center. The city festival will be at the library with puppet shows to draw more public attendance.
5. The county requested additional information for the performing arts center related to parking and Murray's intended use for the facility. Mary Ann said the city responded that the parking was based on Murray's parking ordinance for the MCCD district but was willing to discuss additional parking if the county required it. We also indicated that the junior high will not meet all of our facility needs. Mary Ann also communicated with Phil Jordan that she was willing to share potential donors that she had approached and perhaps they could work with Pathway Associates who did the fundraising feasibility study.
6. The school district received \$50,000 from Eccles Foundation and Mary Ann has suggested the district now go back to the Sorenson family to see if they are willing to put in an additional \$75,000 as they had indicated was a possibility.
7. Mary Ann reviewed some artwork she has had in storage and didn't know what to do with.

A small oil painting was a head painting by a handicapped person. It was given to us by Lenore Schow who taught disabled individuals at the Activity Work Center. Stephanie suggested to donate it with the picture to the Festival of Trees for the silent auction. Mary Ann didn't know if she could include the photo without the permission of the individual. She didn't know who the artist was because the artwork only has

her first name, Kristy. Mary Ann will try to contact the activity center to see if they know who the person is or would like to hang it.

A watercolor by 11 year old Andrew Bracken which won the national PTA reflection contest over 20 years ago used to hang in the library but they took it down. Board members suggested we contact the family if they wanted it or possibly it could hang at the district office or in a school library. We could hang it with our art exhibit but Scott felt that should be reserved for those paintings we have purchased from our art show.

A watercolor on a tissue collage by a sophomore student at Cottonwood High was purchased from the secondary art show to use for a potential fundraising event for the performing arts center. Mary Ann said CHS purchases student artwork each year but this was not selected. Since we did purchase the artwork from the secondary art show, board members thought it could be displayed with our other artwork.

A Matt Madsen oil painting used to hang in the Heritage Center. Board members suggested we find another city building to hang it, or put it in the museum if room or keep it in storage.

8. Potential Community Art Awards were reviewed. The board had decided to focus on funders. Mary Ann researched consistent donors. Ed and June Higbee have contributed since 1994 - since almost the beginning of the Heart to Art Campaign except for one year when they were on a mission. Kathleen and Leroy Faerber have contributed since 1997 except one year. June has also helped with storytelling at the cemetery, judging for the literary competition, and serving as a hostess for the art shows for many years. After discussing the pros and cons of one or two awards, board members agreed it might be nice to focus on one award winner this year, the Higbees, who have given both time and money to the arts. Mary Ann will check with their schedules to see if they can attend a city council meeting. The National Arts Month is typically held in October or November. Mary Ann said the city council probably doesn't realize that we have residents who donate to the arts every year.
9. The Arts in the Park financial summary was reviewed. Mary Ann noted that our season sales were slowly going up after a large drop several years ago and we did not have as many new patrons which actually means more of our past patrons continued through both years. Mary Ann felt that was a good trend. Our expenses were slightly lower but the revenue was significantly lower. The lower revenue was largely due to the fact that last year we had a very large production, Joseph, with seven performances compared to a small production this year, Doo Wop, with only three performances. The overall attendance was also lower because of this same situation. Most everything else was similar although Mary Ann did spend more for advertising this year. She also purchased more amphitheater equipment which was needed, including extra body mics to serve as backups for ones that were damaged during the summer due to the hot weather.
10. An advertising summary was reviewed. We lost some potential revenue for KSL Deals, Home Town Values discount ads, and Pass of All Passes. However board members felt that advertising in multiple ways was important. Mary Ann said they she ran KSL Deals only on the first weekend and she did have a larger audience than the last weekend so that did seem to make a difference. Elaine noted it is nice to have a good audience. We did have a larger audience for that show than the year before although Little Women was a smaller cast.

Mary Ann noted that the Murray Journal is having financial problems. We depend on that advertising source. There is a new journal starting in the Cottonwood Holladay area that is direct mailed. We may need to move that direction if the Murray Journal doesn't make it.

Mary Ann also noted that the recreation program is hiring a consultant to manage social media including facebook, twitter, and blogging. Mary Ann didn't know if people would look for recreation programs for our arts info. Board members felt that we should continue our own facebook page but feed additional information to the recreation managers which can enhance our own numbers.

11. David reported that the writing club felt that the literary workshop did not generate enough audience. We

tried to get students but we only had one student attend. Mary Ann didn't feel this should be the focus anyway. Scott felt that high school kids get information through many other sources that are easier to access. Board members suggested the club design some topics and we can advertise their monthly meetings. David will get this information to Mary Ann for the winter newsletter going out in late December.

12. Will Saxton has agreed to direct Oliver if he can use his own students for volunteer tech. MHS discontinued the tech class and Will would like to use this as a training program similar to an unpaid internship. Luke will be there to supervisor the facility and provide assistance where needed, but Will Saxton will be in charge of all production staff including the tech crew. Mary Ann liked this idea because it will provide potential amphitheater tech in the future. Will is also trying to reserve MHS for rehearsals without a fee if he acts as the supervisor. Mary Ann didn't want it to be a Murray High show but he will attract many current and former Murray High students.

The Arts Council is looking at Shrek or Aladdin.

Jim Smith has requested Urinetown as his first preference, followed by Pippin and West Side Story. Urinetown has a strange title but is actually a clean show with great music. Hale Center Theater in Orem had to add two nights. Mary Ann felt that if people support it in Orem, it should be fine in Murray. It provides a lighter show to balance with the show Oliver. Elaine said it is a new show. We just need to include a subtitle to clarify the storyline. Jenny said it is a show that musical theater people love. Mary Ann said it will also be something people will audition for. We have not had as many people audition the last few years.

13. Stephanie reported that Miss Murray Pageant tried to incorporate all of our suggestions. McCall Gray is the new queen and is a delightful young lady. She sang *Popular* from *Wicked*. Danielle Smith was 1st runner up and Taylor Smith was 2nd runner up. They had seven contestants and focused all of the scholarship funds on the top three winners. They matched all of our funding and will submit the financial summary. The queen's platform is on Alzheimer. The pageant focused on service by having the girls display posters and they interviewed the girls and created a video they showed at the pageant. Mary Ann asked if we could get a copy of the video. She suggested it should also be attached to their website. They announced the winner of an Outstanding Teen which was not a pageant but was an essay contest. They had an outside judge for this award. This was not an official part of the Miss Murray Pageant. Stephanie agreed we don't need another pageant. They had about 20 entries for the Little Miss Program which celebrated its 10th year. Stephanie indicated Leesa Lloyd was worried that they would have to pay for the facility as an outside group. Mary Ann said that the pageant is considered a city activity since we provide scholarships. In the future, the pageant should get the city rate but it does need to provide the insurance. Mary Ann noted that she has always paid for a supervisor and tech where needed. Stephanie noted that the Miss America Pageant was embarrassing. Mary Ann said that the locals should voice their concern to the state and the state should put pressure on the national level to change their focus because it is losing support.
14. The Murray Arts Council is tentatively planning to produce *Forever Plaid* at Riverview. Mary Ann wanted to know if we should provide funding for the facility for two days of rehearsal and a one week run during spring break. We haven't given them a grant but sometimes help with facilities. Scott asked if it would include Murray people. Mary Ann said they pick from whoever auditions but we could encourage them to recruit Murray people. It is a very small cast. But if it is in Murray, residents will attend. She suggested they be part of our winter series. Board members felt that if they want support money, they should be part of our season. We can revise our season flyer and notify those who have already purchased the season pass. Mary Ann will communicate that requirement to them.