

Murray Arts Advisory Board
Minutes for January 21, 2014

Attendance: Brandon Beckstead, Wendy Richhart, Shauna Hart, Kim Lewis, David Christensen, Scott Mooy, Alisa Brousseau, Jenny Simmons, Mary Ann Kirk (staff)

1. Minutes for November 18, 2013 were approved as written. New board members, Kim and Wendy, were welcomed and board members introduced themselves. Mary Ann noted how the board represents many different talents and strengths. Mary Ann reminded board members that the board meetings are held the 3rd Tuesday of every month. Attendance at meetings is the main requirement but Mary Ann will pass around assignment lists for board members to sign if they are available but it is totally optional. Mary Ann explained the board is advisory but they are her eyes and help provide the vision for the arts. She is the administrator who is responsible for the budget and programs.
2. Recent activities
 - a. Steve James Assemblies, Woodstock 500 people (150 kids), Liberty 250 people (75 kids), Horizon 200 people (60 kids)
 - b. The City purchased a 1st place small amateur watercolor on canvas art piece from the adult art show which is now hanging in City Hall near the museum.
 - c. Symphony Christmas concert had 452 in attendance.
 - d. Missoula had 60 people audition and cast. Cast represented 1 high school, 3 jr high schools, 8 elementary schools (6 in Murray), 2 charter schools, on-line and home school. A total of 296 attended the performance.
 - e. Human Rights Concert was attended by about 200 plus the students who filled the first 5 rows. There was no outside group performing with them that probably affected the attendance. Wendy and Scott thought it was a lovely performance. Wendy also felt that the school calendar included a day off on Tuesday which could have affected attendance.
 - f. Storytelling workshop included 13 people. David attended as the volunteer coordinator. David said the attendees really liked the storyteller. Storytelling residencies are currently going at four schools.
3. Mary Ann invited board members to attend Arts Day at the Legislature with her on February 4. Shauna, Kim, David, and Brandon were interested. Mary Ann will send out an email and board members need to let her know if they want to attend.
4. Winter Season pass patron numbers remain fairly low with 22 patrons. We peaked in 2008 with 60 people. It includes all school year activities by our local art organizations and major school productions. This option is fairly easy and inexpensive to administer so Mary Ann doesn't mind maintaining the pass with smaller numbers. It largely serves seniors who want to attend local events. It also provides a unified advertising mechanism for the local art programs. The pass has typically been much smaller than our summer season patrons.
5. New board officers were elected. Brandon will serve as chair and David will serve as vice chair. Mary Ann said that the chair represents the board to present awards and address the council on issues or concerns.

6. Grant applications were reviewed. The Miss Murray Pageant application was given to the Mayor's office and they have asked Mary Ann to put \$4400 in her budget for the upcoming fiscal year. Mary Ann will funnel their application to the Mayor's office in the future. Board members thought that was more appropriate. Scott said the Miss Murray spoke at the Human Rights Day concert and noted her service project was recognized at the state level. Board members were happy the service component was being emphasized. Mary Ann explained the granting process to new board members. These are city funds that are given to local art agencies to help them operate their services for our community. She explained that the Murray Arts Council is different than the Murray Arts Advisory Board. The Murray Arts Council produces a show in the summer and sometimes one in the winter. They have not applied for a grant because they have been able to cover their expenses with a ZAP grant and Murray's willingness to provide facilities and help with summer tickets and advertising. Applications from Murray Symphony (\$2500), Murray Concert Band (\$2500), Murray High Art Fest (\$1000), and Ballet Center (\$2500) were reviewed. Scott noted there were several places in the budget where revenue or expenses decreased or increased significantly. He wasn't concerned about the amount each group was asking for but would like to know why some of the budget items had changed significantly. Board members agreed it would be helpful to add a question that asked for an explanation if a line item changed more than 10% from year to year. Shauna felt this would let the organizations know that we are thoughtful in our review of their application and expect them to be accountable for public funds. After a brief description of each application, board members made a recommendation to approve the following:

Murray Symphony (\$2500)

Murray Concert Band (\$2500)

Murray High Art Fest (up to \$1000 if matching funds are provided)

Ballet Centre (\$2500 performance contract)

Mary Ann asked if the performance contract category was necessary for the grant application process. She pays other groups to perform and we operate the gate to cover the costs. But in the instance of the Ballet Centre, we pay them a smaller amount than what the performance is worth, but they operate the gate and take the gate revenue to cover the remaining costs. This type of performance would cost us double what we are spending plus the time to operate the gate. In addition, they provide two free matinee performances of their fairy tale ballet and Mary Ann buses students to the performances. Board members suggested we use a process which takes the least amount of time and paperwork. Mary Ann suggested she could work out a fair contract amount with them to provide the performances and have them bill us. Mary Ann will talk to Doug Hill about this change.

7. Mary Ann received several requests from groups who want to be part of the summer season. Motown Production and Utah Wind Symphony have made requests. Board members thought Motown would be a great concert but the season is full and the only weekend left was July 5. Kim wondered if we could add it in early September or in May in school facilities. Mary Ann said school facilities are booked in May. Mary Ann didn't think the fall would draw an audience because of competing activities related to school and sports. Board members agreed that it could make a strong opening concert for 2015 if the amphitheater could handle the technical elements. Mary Ann was concerned about adding the Utah Wind Symphony because they will likely charge much higher admissions that don't really fit with the costs of our season shows. She will tell

them they are welcome to rent the facility and we could still advertise their concert in our newsletters and social media.

8. Sunday concerts in the Park were discussed. Nanci Shino from the concert band made this suggestion last month and Jenny thought it was a great idea. She felt it would give more groups an opportunity to perform. Mary Ann said she uses many different groups in the various venues and series during the summer. Mary Ann reviewed administrative issues. It adds another project to her full schedule and responsibilities. It would need to start late because of heat and lack of shade which would then require more lighting. It would require more funding to cover performer expenses and tech personnel. Electrical access could be difficult and might require a generator. She was unsure if it would draw an audience. Mary Ann thought the Family Night Series sort of met this need. Board members agreed its location at the senior center gives the perception that it is just for seniors. Mary Ann said she will try to work on wording that could change that. Kim suggested we try a park concert once and see if it works. Mary Ann will talk to city staff.
9. Brandon is organizing daytime workshops for the ukulele festival that includes instruction, on-going performers, and group participation. Mary Ann has reserved three pavilions in Murray Park. She will find a Polynesian group to provide a concert that evening. Kim wondered if there would be food at the festival. She said that the festivals she has attended are all-day events that include food as a key part. There are several vendors that might be willing to provide food. Brandon said that can be problematic because costs could escalate fast with required mass gathering and food handler permits. This will be lower keyed with no fee. We may want to avoid the word “festival” so it doesn’t create a perception that there is food. Jenny wondered if we had a large Polynesian population. Brandon said interest in the ukulele is not confirmed just to the Polynesian culture, although it was noted that Cottonwood High has a large Polynesian population. Mary Ann and Brandon will get together to go over the overall event schedule.
10. Mary Ann asked board members to look at potential wording for the summer musicals. She pulled wording from other communities and venues who have produced these shows. Shauna suggested we add wording that Urinetown is family oriented.
11. The July 24th parade theme this coming year is Pioneers.....Pushing towards our future. She needs to give the designer a few ideas for our theme. David Breitenbecker has been the designer for many years through a bid process. He gives us a discount because we use him consistently and his designs are creative and construction has been dependable. The theme can be unique to Murray. We have focused on schools, the hospital, community anniversaries and celebrations, arts, parks, and history. Shauna wondered if we could focus on the auto or medical industry. Murray to Mars was another suggestion. Mary Ann said imagination and futuristic ideas make it fun. Wendy wondered about the rec center. Mary Ann noted that one of the goals of the Mayor was getting the city more fit. Mary Ann asked how we would illustrate fitness in a creative way. Brandon said this is the job of the designer. Board members agreed this could be a fun theme. Mary Ann will ask the Mayor if he likes the idea. Board members suggested the queens wear something different other than dresses. We could add people with the float to illustrate different types of fitness for our parade and July 24th.
12. Next month we will be talking about goals and the 5 year plan.