

Murray Arts Advisory Board
Minutes for February 21, 2017

Attendance: Deborah Daines, Becca Spjute, Wendy Richhart, Kevin Westenskow, Michael Wall, Clark Bullen, Lori Steadman
Mary Ann Kirk, Lori Edmunds, Jennifer Broschinsky (staff)

1. Minutes for January 17, 2017 were approved.
2. Past month activities included Broadway review at CHS, and Murray Concert Band (170 attendance) and Community Choral Fest (approx. 100). Mary Ann explained the choral fest is designed to educate students on community choral opportunities after they graduate. Murray High director invites a local choir and we pay the director to do a workshop with the students during the day and then they provide a combined concert in the evening. Mary Ann noted the school district reported the lights were left on and the shells were left up and broken after the concert band. Mary Ann said she is paying for tech and supervision so they should be turning off lights and taking down the shells. The band said they put up the shells like they normally do so they are not sure how they could have been damaged. Mary Ann is working through this situation with the district facility person. The band does not want to put up the shells at all if they are going to be blamed for damage. The district person does not want her afterschool staff responsible for the equipment either. Hillcrest principal will provide the school policy going forward.
3. Mary Ann and Lori attended the Arts Day at the Legislature where they met with multiple legislators and thanked them for their support of the arts. She noted the arts community passed out a report that shows Utah is #1 for patrons attending live music and dance and #2 for visual art attendance in the US. We think the amphitheater will be funded through state funds that will be flowed through the county. We have about \$6000 donations for the art piece. She encouraged board members to find 10 people who would be willing to donate \$100. Our goal was 200 donations.
4. Upcoming events were reviewed and assignments made.
5. The final float design was shared with some modifications from our last discussion to highlight home and local sites.
6. The final Arts in the Park series was reviewed. Mary Ann got permission to produce *The King and I* with name restrictions. They would not let us use the name in the media. So she has received permission for *Carousel*. Joshua Creek will be the opening concert on June 10.
7. One Voice Children's Choir has requested to be part of our local series. This would give them access to school facilities at a lower cost. Mary Ann thinks they have a much broader mission than performing for Murray residents. She said we need to be careful about these types of requests. Board members agreed it was better to invite them to perform but not as a collaboration as a local organization based in and for Murray residents.
8. Budget and goals were discussed. Our budget is tight as we bring on new staff. We absorbed part of the staffing costs from our programming budget. This coming year will also have some unusual costs because the Arts Council is producing their play in June so we will be producing 2 musicals in 2017 and 1 in 2018 which is one more than we normally do in one year. This leaves us with no money to produce a Halloween play in the Murray Theater. Mary Ann thought we

could still do something in the fall like a storytelling event. Kevin suggested haunted houses could bring in lots of money. Mary Ann said that takes a lot of staff and she didn't want to go that direction but there are other less expensive options.

Mary Ann answered some of the questions that were asked about grant requests last month. Both the symphony and band were worried about music equipment needs going forward but it isn't needed immediately. Kevin asked who owns those instruments and if they keep a list of inventory. Mary Ann said they own it and they do keep an inventory. The facility expense listed on the band budget was a storage unit for their music, not rehearsal facilities. Mary Ann told them to explain their budget and requests in more detail next year. She recommended their grants stay at the same level as last year. Because of the tight budget, board members decided to reduce the school district music specialist request to \$30,000. Wendy thought now was a good time because of the changes in administration. It could be reduced further to ween them off city help over time or possibly go back up depending on the quality, services, and school vision provided in the future. Grant recommendations were finalized to include \$2500 symphony, \$2500 band, \$1000 MHS art fest and a cost share of \$30,000 for the music specialists.

9. With that \$10,000 reduction, she asked what the board would like to use the funding for. Ideas include:
 - Restore some of our marketing budget
 - Neighborhood art van. Mary Ann needs to check on the cost. We could charge but Mary Ann thought she would have it free for the first year. We would schedule it in different parks each month in the summer. Clark wondered if Wheeler Farm would split the cost or if we could do it at Murray Park to see the interest level. Mary Ann wanted to bring it to neighborhoods through the city. Wednesdays would be a good day.
 - Halloween event could include storytelling or an art show. Clark wondered if we could have one longer show in the summer and winter for more serious actors.
 - Candy windows. Lori said it could feature different themes. She didn't know if it has a specific purpose yet. Mary Ann said the goal would be to draw people to businesses that need exposure, provide opportunities for local artists, or draw people to our own programming. Clark suggested this would work better when we have some newer businesses we want to draw people to and a restored downtown with more windows and parking. It could possibly be designed in the Murray Theater windows and added to an art show or production in the theater. Kevin said it could be the start of a tradition. Board members thought we should wait as the downtown redevelopment moves forward.
 - Resident on display would feature local artists each month. City Hall does have a good exhibit space. The hospital could be another good location. This is not a large expense. We don't sell the artwork but we can put out their business cards. Mary Ann said artists have requested an opportunity to display their artwork. Kevin suggested it could include other art forms. Board members liked this idea.
 - Art festival was suggested that features many different art forms. Mary Ann suggested this takes a lot of time and man power. We tried a similar event for several years but it didn't bring many people.
 - Chalk art festival could be staged as part of Fun Days in front of the Park Center. Wendy suggested the plaza in the new amphitheater. Board members liked this idea.
 - A mural project could be done as a public art project. This could incorporate Murray history. Lori described a project she did in South Jordan that included a children's art piece. It was a \$70,000 project.

Mary Ann and Lori will review these ideas and bring back our suggestions next month.

10. Mary Ann passed out a summary of annual events and wants board members to look at what they can provide help with if Lori needs help. She also reviewed our short and long term goals.

2016-2017 (in progress) – short term goals

Implement succession plan for retirement with 1 new full time staff, train new staff

Maintain program baseline

Summer/winter series

Summer camps (band, drama)

Arts-in-education residencies, performances (i.e. storytelling, Missoula, Arts Power)

Visual art exhibits (adult and secondary)

Literary/music competitions

Organize folk art/dance residencies in all schools. Produce city wide dance festival for MHS centennial celebration.

Complete amphitheater upgrade and new public art project in amphitheater plaza

Continue to identify new marketing strategies

Encourage STEAM focus for school district

History related projects (historic home tours, museum tours, cemetery tours, exhibits)

2017-2018

Complete schematic design for Murray Theater if city funding received

Implement after-school youth musicals

Hire new director, January 2018 – maintain programming with smooth transition to new staffing

Seek collaborations, volunteer coordinator, and other supporting networks to support staff responsibilities

Evaluate all programming for need, effectiveness, staffing capabilities.

Begin plans to adjust programming ideas identified in evaluation.

Increase museum programming

Identify and implement a few visual art projects

Seek city funds to replace/repair public art and historic signage (Costco mural, Jordan River Parkway historic signage)

Acquire new location for museum and prepare for move

2018-2019

Implement new programming ideas.

Seek funds for Murray Theater upgrade

Plan visual art related activities such as visual art residencies in schools, neighborhood workshops.

Raise awareness of Murray's visual art collection in city hall/public buildings

Install city art collection in new city hall

Budget for art care maintenance

Move museum prior to new city hall completion

2019-2021

Continue to implement related changes from 2017-18 evaluation

11. Board members wanted to visit the Murray Theater. Mary Ann will arrange that for our next meeting set for March 21.