

Murray Arts Advisory Board
Minutes for April 13, 2021

Attendance: Matt Jacobson, Peter Klinge, Nancy Buist, Christy Anderson, Lily Ellingson, Halley Oliphant
Excused: Cami Munk, Clark Bullen
Staff: Katie Lindquist, Lori Edmunds

- I. The minutes for March 9, 2021 were passed as written.
- II. Board Reports: Peter reported that he had sent letters to and received comments back from Councilwomen Dominguez, Martinez, and Turner and that previous City Council members had recommended that he read the city General Plan that coincided with our vision for the MCCD. He told the board to read specifically pages 34 – 40 that stated a designated location for an Arts/Cultural Center. This plan was approved in 2017 but didn't have plans for a new city hall. Peter stated that the Arts Advisory Board's goals should and do reflect and are consistent with the goals of the General Plan. He suggested we find a way to connect the General Plan to developers.
Christy said she sent letters to all the City Council members and received responses back from 4 of the 5 members. She had talked with Doug Hill and said he believed the decision makers share your vision of creating a "district destination and environment. But I believe there are 2 areas of disagreement which are Historic Preservation and public involvement. He said he would share her ideas with the elected officials and staff and discuss what the city can do to overcome these areas of disagreement." Christy further explained the process she went through when she created the City logos and though perhaps the City could create a similar process. She said that there were representations from different interest groups and the Mayor selected people to be involved in the process where they can express their opinions/suggestions which created a sense of community, ownership, and buy-in.
- III. Staff reports –
 - a. Resident on Display April/May
 - i. City Hall- Ryan Bench is the artist.
 - ii. Storytelling Residencies- we are all ready to have the city storytelling showcase with around 40 students and seniors participating at Hillcrest Junior High.
 - iii. Fun Days –Lori reported that Funs Days is still moving forward, and we expect a great crowd throughout the day. The Cultural Arts Department is responsible for the parade, the chalk art contest, the daytime entertainment, and the nighttime entertainment.
 - iv. Summer Series – Lori reported that the schedule is full and ready to go. She said that CDC Covid guidelines would carefully be followed.
- IV. Business
 - a. 2021-2022- and 5-Year Goals – Lori said that bullet point 3 may be a bit out of the Arts Advisory Board's purview. This list is to guide the board on goals they should be working on. Peter said the last two bullet points provide a sense of character and are taken from the General Plan. Bullet point 4 provide fair recommendations to the City and

developers drawn from the general plan. It is important to consider design elements to entice people to visit and become more involved in the community.

Haley said all the goals seem to center around the MCCD. There is no mention about how to recover from the pandemic, partnerships, or other activities. She said she thinks the arts Board has turned into a sub-committee of the MCCD project.

Peter said that there is a sense of urgency regarding to the MCCD. Decisions made will affect the location for future programming (theater, mansion, chapel). If we wait, we may not have those building to use in the future.

Lori said that Edlen are setting up 1-2 meetings with residents to create citizen input. Lori will send information on meetings once available.

Haley said to send a representative from the board to address concerns with the MCCD and have regular board meeting focus back on our overall goals and day to day activities. We need to prepare a concrete plan and show we are developing programs, "here is what we are and here is how we can expand". Less emphasis on the design of the buildings and more on programming. Lori will send updated goals to board for review. Peter asked Lori to present 5-year goals to Mayor's office for Review and then send to Mayor's Office and City Council She told the board they should talk to people as individuals not a representative of the board.

Peter wanted to know if the theater is in usable shape and Lori said no. Not much is going on at the theater currently. Peter asked if there is any funding for it at this time because we don't want to lose sight of that vision. Can we start fundraising? Matt asked if the ticket sale from the amphitheater could go towards the theater rehab. Lori told him that revenue from the amphitheater goes back into the City's General Fund.

Peter asked what kind of advertising we do and Lori explained we have monthly ads in the Murray Journal, we post everything on our website, we use Facebook and Instagram, and we send flyers to the school district to send to the student's family email. We also have an email list serve with almost 500 emails and do a couple of mailers each year for our summer series and history newsletters.

Katie told the board that she needs volunteers for the secondary art show on May 3-5.

The meeting was adjourned until May 11, 2021 at 6:30pm via Zoom.

Murray Arts Advisory Board
Mission, Goals, Ongoing and Long-Range Plan
April 2021

The Murray Arts Advisory Board mission is to: 1) promote the development, awareness, and appreciation of, and participation in the cultural arts and humanities in the City; 2) contribute to the socioeconomic fabric and vitality of the community. To carry out this purpose, the Arts Advisory Board is empowered to:

- I. Promote the broad spectrum of the arts in the community including the performing, visual, and literary arts
 - A. Support city staff to plan, implement, evaluate, and expand programs where needed.
 - B. Develop additional programs for children and youth where need is identified.
 - C. Incorporate art activities into regular community events.
 - D. Recruit and utilize volunteers for cultural program development. Designate a volunteer coordinator to manage volunteers effectively.
 - E. Participate in community discussions regarding youth social issues and utilize the arts in solutions to the problems.
 - F. Promote art in public places.
 - G. Develop and improve marketing strategies.
- II. Encourage and support other community-based art organizations which provide cultural arts opportunities for City residents.
 - A. Receive, review, and recommend grants for qualified non-profit organizations within Murray City in accordance with the rules and guidelines established by the Advisory Board, the Mayor, and City Council.
 - B. Collaborate and coordinate events and services with local art organizations.
 - C. Provide general operational training for local arts groups where needed.
 - D. Increase public awareness regarding art related organizations and programs.
 - E. Encourage collaboration between art groups for performances, advertising, etc.

- III. Advocate for the arts as a significant element of the school curriculum.
- A. Encourage and enhance funding for school art related programs and supplies.
 - B. Educate parents and the public about the importance of the arts in the schools.
 - C. Advocate for professional art specialists in the school day.
- IV. Promote resources including staffing, facilities, and funding which support the implementation of year-round cultural arts activities focused for the benefit of City residents.
- A. Provide advice to staff, Mayor, and the City Council regarding the general operation, maintenance, and use of city-owned arts facilities including the amphitheater.
 - B. Upgrade/utilize existing community facilities for rehearsals.
 - C. Conduct annual fundraising campaign to enhance city budget.
 - D. Seek grant opportunities.

2021-2022

- Work with the Mayor and City Council to integrate the Arts mission in the redevelopment and socioeconomic vitality of the MCCD that now anchors the new City Center in the district. Pursuant to the 2017 General Plan the MCCD Initiative # 1, pp 33 to 39, codifies the direction the City and residents developed for what is envisioned in this district. It is envisioned that MCCD will be a center for arts, culture, entertainment, and a variety of activities for all citizens and visitors.
- Plan how to integrate development of key assets the City owns: The Chapel, Murray Mansion, and the Murray Theater. Consider relocation ideas for the City library in MCCD as a complement to the other resources planned for MCCD.
- Determine how best to encourage developers to understand this vision for MCCD and to incorporate these values into their project proposals.
- Find an advisory voice in the design phase of development that provides a strong urban community character that is unique to Murray values.
- Create programming for the mansion, chapel, and the theater.

2022-2023

- Develop and implement program ideas for use of the theater, mansion, and the chapel spaces.
- Find means to proceed with necessary improvements that will enhance the appeal and usability of the Mansion, Theater, and Chapel.
- Explore the needs of a fully functioning theater
- Explore funding opportunities to finance necessary improvements to the Arts buildings such as:
- Develop needed changes for the use of the amphitheater
- Develop and implement a concert series at the amphitheater
- Hire full time museum person to run programming for arts and museums