

The Murray Arts Advisory Board
Minutes for February 8, 2022

Attendance: Matt Jacobson, Clark Bullen, Christy Anderson, Nancy Buist, Haley Oliphant,
Jeff Evans, Robert Wyss, Jeff Evans, Peter Klinge
Staff: Katie Lindquist, Lori Edmunds, Bruce Holyoak
Guest: Julie DeLong, Pathway LLC

- I. The minutes for January 11, January 25 were passed as written.
- II. There were no citizen comments.
- III. There were no board reports
- IV. Staff reports –
 - a. Resident on Display: Julie Jacobsen will be on display February through end of March.
 - b. Arts Education update: Storytelling has started and continues. At this time we have the following schools/locations participating: Liberty, Woodstock, HJH, RJH, Viewmont, MHS, McMillan and Senior Rec Center. Afterschool Musicals have been scheduled and performances will take place in March. Katie will send a calendar to board if they would like to attend. Schools participating: Grant “Alice in Wonderland”, Horizon “A Year with Frog and Toad”, Liberty “Hickory Dickory Rock”, Longview “The Lion King”, and Parkside “Wizard of Oz”. Cemetery Tours are scheduled for May and only three schools have registered at this time.
 - c. Murray Theater update: Lori said she would let Julie do her share and then comment with any other information she had to share with the board.
- V. Business:
 - a. Lori introduced Julie DeLong from Pathways Associates, LLC., to the board. She showed them photocopies of the advertising materials. Inside the folder would be a 4-page brochure and Right Brain Design, a Murray company, would be doing the printing. There was an opening sheet, then naming opportunities with a nice quote from former Mayor Ted Eyre with stepped cut sheets that included *Frequently Asked Questions*, *Ways to Give*, *Benefits of Giving*, *Naming Opportunities*, and *Project at the Glance*.
Clark – asked about the aqua color. He was confused about the color and Julie said she used the color from the renderings of the architect in 2017, FFKR.
Cami – She said she had worked with Pathways a few times and on the Eccles Theater. Cami wondered how these folders were going to be distributed. Julie explained that she and Dave with the Mayor’s Office will set up meetings with donor prospects. She said that she and Dave would be meeting with Mayor Hales to set up phone calls with funding prospects to see if the prospects would agree to meet with her and Dave. These will be face to face meetings. Only these prospects will get the folders as these will be naming opportunities meetings.
Clark – He noted that the funding opportunities added up to \$5 million and the funding gap was only 4.5 million if all donations come in. He asked if we would need be looking

for individual donors. Clark felt it was important for the community to have a buy in experience with the theater. Julie explained that each campaign is designed to meet the funding gap and they do leave wiggle room as nothing can be predicted exactly but there will be a community phase. Cami said that when they did the Capitol theater, they ended up with more money and did a public offering on the seats. Cami said it is best to have the big dollars come in first and bring the public in at the end. Julie said that we are in the 1st phase and the community phase will come in toward the last. She said that before Covid, we made a list of names with this group. She had that list and asked the board if they were connected with any of the names, she was unsure how to determine the priority of those on the list. She asked the board who they knew on the list, what they know about them, and if they would be interested in the theater project. Also, what if any was their level of interest in the project. She reminded the board that this was really confidential and to keep this information in this room. She also said that monetary gifts can be made over a three-year period.

Peter asked what the update was with the funding from Salt Lake County and wondered about funding from the State. Lori said that we had been given the funding from Salt Lake County again, which was \$3.5 million. Murray City has proposed \$2 million, and she told the board that she and Kim along with Mayor Hales and Tammy Kicuchi from the Mayor's office attended the BEDL (Business, Economic Development, and Labor) committee meeting with the support of Senator Gene Davis' and asked for \$2 million. Peter said that would make Pathway support the rest of the gap. Julie stated that Pathway is working on the philanthropic support and will help any other way they can on the Government side and suggested that due to the escalated cost of the project perhaps we could reapproach the TRCC (Travel, Recreation, Culture, Convention) committee where funds originate from the State Tax Commission. Julie reiterated Pathway's job is to work on the philanthropic side. TRCC is where we received the original \$4.5M.

Robert – Robert asked about in-kind donations and gave the name of a few companies that may want to help.

Julie thanked us for our time and left the meeting.

b. Summer schedule – 2022

Lori told the board that the amphitheater schedule was almost complete, and she was just waiting for a couple more contracts to be returned. She added that the information for Murray Fun Days was on the copy of the brochure that each member had been given. She said that they would need to discuss the cost of a summer season pass which she will put on the agenda for March.

c. Bylaw amendment

Lori reminded the board that they learned from previous training that we cannot talk about anything that is not on the agenda and we cannot represent the art board outside of this meeting. Christy said at that meeting, that some of them wanted to do more than come to the meeting each month. Lori suggested that the board vote to amend the bylaws to include forming committees and allow Zoom meetings. She told the board they will need to make a motion and vote on the changes. The changes will include meeting on the second Tuesday of the month instead of the third Tuesday of the month and the time change from 7:00 PM to 6:30 PM. Also, the attendance wording will be changed from "if three or more meetings are missed, the Mayor's office shall be notified" to the board must attend 80% of the meeting required in a year or the Mayor's office may be required.

Lori said she would put some verbiage together and have the board discuss and vote next month.

Nancy –asked if volunteers would need to be listed as a committee assignment and Lori said no but that we were told by our legal office that we needed to have all our volunteers listed somewhere with a waiver form filled out and signed. Matt said he would share the form the Salt Lake Arts Festival uses. Matt called for a vote and the vote was unanimous to make add Zoom meetings and Committee assignments to the bylaws.

Clark – asked if we need to make the bylaws clear on how the board members represent themselves outside of these monthly meetings. Matt felt that it did not need to be in the bylaws and Haley agreed. Clark reminded us that we could vote to send someone from the board to represent us somewhere.

Lori said that also on next month's agenda, she would like to do something to thank the Arts Council and we would also need to talk about the Local Grant applications.

Matt said that one of the grants did not have a requested amount. Lori will check on that.

Clark – wanted to know if we needed to thank the Salt Lake County for the theater grant. Lori said that she always sends a thank you note whenever a grant is funded.

Lori then updated the group with the information that CRSA was working again with us and said she will keep us updated. The theater could be done in about a year. Lori said she would be asking for extra funding for employees and programming funds.

Robert – asked if the City felt we would be financially ready for the theater and Lori reiterated that she had all the faith in the world that Pathway would be successful with the campaign.

Peter asked who the builder was, and Lori said an RFP for the builder would be released around May. She reminded the board that during Covid, all of our contracts were canceled and we had to rebid everything when we started the project again.

Robert wondered about the sound system with CRSA and Lori said that we had uncovered some information and would have that update next meeting.

Clark – Said that Matilda has a lot of kids and wanted to know if we could advertise for auditions in schools. Katie said she would put auditions into Peach Jar and see if the district would send it out to the parents. Clark suggested we advertise in dance schools. Katie reminded the board about the submissions for Matilda through video submissions. Robert told Katie about a website for auditions. Katie will add that to her auditions advertising.

Matt called that meeting to a close and adjourned us until March 8, 2022