



# MEMO TO MERIDIAN ARTS COMMISSION

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## Topic: 2024 Art Week Recap

### Art Week Activities, Classes, Events:

1. *Monday, September 9 – **Watercolor Painting with Grandparents***

Attendance: 16 registered attendees (30 max)

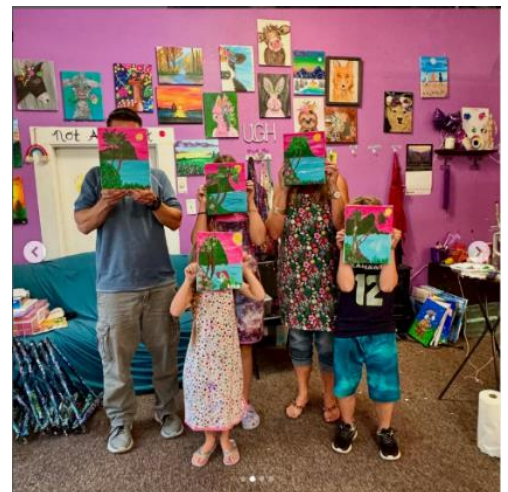
This class was almost cancelled due to low registration. The minimum needed to hold the class was 10, and only 4 had registered. In an effort to keep the class, emails promoting the event were sent to both the Arts Commission and the contact list of City Hall volunteers. Because of efforts to promote the class, we were able to get up to 16 registrants by the end of the deadline. The Idaho Watercolor Society had planned on the class being more of a grandparents with teenage grandchildren class, but it was mostly grandparents with young grandchildren. Their lesson was slightly more advanced because of this, but it was a fun time. Shaun Muscolo (Arts Commissioner) reported this info.



2. *Tuesday, Thursday, September 10 & 12 – **Art Week Paint Party with Angry Easel***

Attendance: 9 & 28

Michelle Brotzman stated: "Art week was great at The Angry Easel. We held 2 classes at our studio. One was on Sept 10th where we had 9 painters (painted a Hawaii scene) and the other one was Sept 12th and had 28 people sign up (painted a hummingbird)"



3. *Tuesday, September 10 – **Writing Workshops with Dana Long at unBound***

Attendance: 8 total

"There were a total of 8 participants in my writing classes during Art Week. They were all enthusiastic and engaged, and we had a lot of great dialogue while exploring differences between writing coaches and developmental editors, and learning how to maintain positive mental health as writers. The feedback was positive and gave me a couple of ideas for more topics to explore in the future. Overall, the writing related classes were a success. Participants left feeling inspired and motivated to continue their writing journeys.

Thanks again for asking me to participate this year. I enjoyed it immensely." – Dana Long

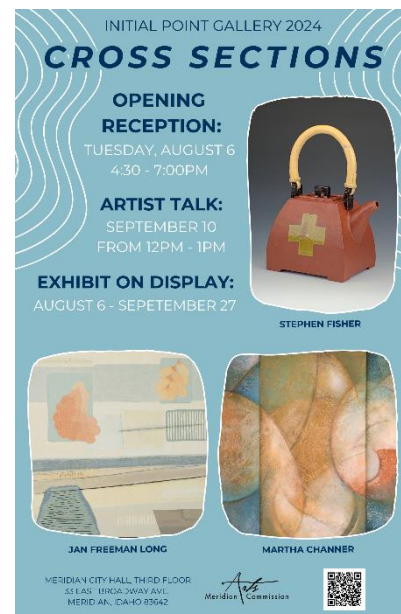
4. **Tuesday, September 10 – Cross Sections Artist Talk at Initial Point Gallery**

Attendance: 10, 2 non-involved individuals

This event was sadly not well attended, as only 2 individuals who were not involved with the commission or related to the artist showed up. The low attendance could be due to individuals instead attending several lunches held by Martha Channer in the month leading up to the official Artist Talk. The talks themselves were successful and captivating for the audience. Those in the attendance had many questions for the artists and the event went over a few minutes over the 1-hour time. The artists had a lot of fun diving into their thought processes and seemed to really enjoy the event.

5. **Tuesday, September 10 – Drinks and Demos at Idaho Art Gallery**

This event seemed quite popular, as many people were seen coming and going. There were 4 artists actively painting (mostly landscape scenes) during the event, and it was really interesting to see the art being created live. Those in attendance participated in lively discussions about the art and their own processes. Snacks and drinks were provided.



6. **Wednesday, Thursday, Saturday, September 11, 12, & 14 – Line Dance with Randy Lattimer**

Attendance: 0 Wednesday, 3 registered Thurs, 2 registered Sat.

Wednesday class cancelled due to lack of registrants.

7. **Wednesday, September 11 – Minimalism v. Maximalism with Martha Channer**

Attendance: 15 attendees

Event was well attended; more chairs were needed. Martha provided an engaging discussion about what minimalism and maximalism is and how it came to be. She had a slideshow and handouts that showed examples of both art forms. Martha made sure to engage the audience with questions and ask their opinions or theories on certain aspects of both art forms. The audience seemed to have a lot of fun with participating in the discussion. Idaho Art Gallery plans on continuing the series, and had the audience write down what they'd like to hear about next. A coupon was given to attendees for 10% off any art piece purchased that day. Snacks and drinks were provided.

8. **Friday, September 13 – Watercolor Painting with Ms. Crystal at Little Pallets**

Attendance: 10 registered attendees

Crystal Paulson stated: "Watercolor taught by Ms. Crystal with Little Pallets for Meridian Art Week was a great success! The students were eager to participate and learn watercolor techniques to create fun, colorful snow cones."





9. *Saturday, September 14 – **Belly Dance Workshop with 1 World Dance***

Attendance: 2 registered attendees

10. *Saturday, September 14 – **Drum Circle with Jenifer Cavaness Williams***

Attendance: 3 registered attendees

11. **ALL WEEK: Art Drop**

*There were fewer art pieces than in past years, are those that were dropped seemed to be found rather quickly. Cassandra and other City Staff observed many people looking for art pieces throughout the week, but not many pieces of art out and around compared to past years. Michelle Brotzman dropped a few dozen pieces! Weather was off-and-on rainy and cold, Shelly Houston (Marketing) was hesitant to drop her art pieces off due to rain.*



**Community Art Party September 14, 10am-2pm:**

**Attendance: Estimated:** 600 - 700 Arts commissioners in attendance remarked during the event how much livelier the Art Party was this year compared to previous years. They stated that it seemed there were more people coming and going than previous years.

**Notes:** The Art Party was moved from Downtown Meridian to Kleiner Park due to growth and last year's location issues.

**Some positive outcomes:**

Family friendly environment, the community mural, chalk art, hands-on activities like letterpress, painting, rock painting, and instrument petting zoo was very popular. Andrew Nemr's tap dancing performance was also a hit.

Vibrant event, lots of people, fun, music, focus on the arts, interactive, many different types of arts activities.

The weather was slightly chilly in the morning, but warmed up and was a pleasant 82 with clouds and a light breeze. Children were seen visiting the Splash Pad located at Kleiner Park which was a good outlet for the heat. The bandshell also helped keep performers cool and out of the sun.

The "teams" category for chalk art were stationed around the bandshell, and enjoyed having performances to watch while drawing. One family team that has participated in the chalk art competition for 5+ years said they love the new location, and enthusiastically said they thought this was the best year ever!

Several vendors were very happy about the set up help, and said that though the event they were able to: "receive many newsletter sign ups", "made new connections", "hand out advertisements", "gained one new student", "lots of interest in our classes", "promoted our upcoming events"

Channel 6 coverage: <https://www.youtube.com/watch?v=4c9xuXZSjdU>



### Some challenges:

- This was a very busy weekend for events (Hyde Park Street Fair, Pride, Indian Creek Festival)
- The chalk art certificates were left at City Hall, but were brought just in time for the winners
- There were 14 teams for the team category chalk art competition which made judging difficult.
- Story Story Night's free activity had trouble gathering an audience
- The side paneling for the 20x20 tents was not installed, so the sun was a bit of an issue at certain points of the day.
- Community mural became a mess, young children didn't want to paint in the lines and muddied the paints quite a bit. Next year a recommendation is to plan on having a separate blank panel specifically for younger kids to mess up.



### Selected Feedback:

"This was a fantastic event at Kleiner Park. So many different types of art represented, good information about groups, and fun activities. Having the stage for performing arts was wonderful. Lots of room for the beautiful chalk art. I used the opportunity to place a couple dozen Art Drop items and felt they reached a wider audience." - Hamilton Louise on Facebook

"Looks super fun! I wish it had been later in the day like it has been in the past—Saturday mornings are too busy and we couldn't make it" - thedaybrighteningcommittee on Instagram

"We had a lot of fun at this party (heart eyes emoji) thank you for all who stopped by our booth (heart emoji)" - Tutu School Eagle

"This year was the best it's ever been." - Chalk art family participants

"The balloon arch was the best I've ever seen! The event was very welcoming!" - Chalk art participant