



MEMO TO MERIDIAN ARTS COMMISSION

Topic: 2025 Art Week Recap

Art Week Activities, Classes, Events:

1. *Monday, September 15 – Line Dance – Beginner*

Attendance: 2

This class was almost cancelled due to low registration. The instructor said he would be at Homecourt to see if anyone stops by just in case, since he would be there regardless. A few unregistered people showed up and took the class.

2. *Monday, September 15 – One-Hour Paint Session with Angry Easel*

Attendance: 28

Michelle Brotzman reported that the class teacher said, "It was a hit with the kids!" They had 30 sign-ups and 28 people attend. Michelle called it a win!

3. *Tuesday, September 16 – Intro to Hand Drum*

Attendance: cancelled due to registration.

4. *Tuesday, September 16 – Watercolor Demo at Initial Point Gallery*

Attendance: 24

The event was fairly well attended! There were four artists that participated in sharing their watercolor process with onlookers. Commissioners Shaun Muscolo and Brecken Bird hosted the event and provided cookies and lemonade for attendees. People seemed to really like this event, and many said it was easier to discuss with the artists and ask questions than it is at a regular gallery opening. The artists also seemed to enjoy getting to discuss their work more in depth.



5. *Wednesday, September 17 – Country Swing Dance*

Attendance: 2

The same people that showed up for the line dancing class returned for this one. The instructor thought it was good.

6. *Wednesday, September 17 – Pottery Hand-Building*

Attendance: 4

Instructor Crystal Paulson said, "Class was a lot of fun. We had 4 participants, the project was creating turtles with a hidden compartment under their shell. The students are excited to have their turtles dry so they can paint them at home."



7. *Thursday, September 18 – Writing Trailhead – A Trail Guide to Getting Your Book Written*

Attendance: ?

Instructor said that she had a great time sharing with writers about the journey of writing and that the students were interested and engaged.

8. *Thursday, September 18 – Intro to Stop Motion Film*

Attendance: 3

This class had low registration, but Sarah Alford decided to continue with the class since the participants seemed excited. The class went shorter than scheduled since there were so few students, but it was still a decent time. Students were able to make a short stop-motion animation using clay and the app: Stop Motion Studio.



9. *Thursday, September 18 – Belly Dance Workshop with 1 World Dance*

Attendance: This class was cancelled due to the instructor not communicating on where they wanted to hold their class.

10. *Friday, September 19 – Public Art Walking Tour*

Attendance: 3

Cassandra Schiffler had three young men show up for the walking tour. It lasted 45 min. and ended at the Quick-Draw Competition.

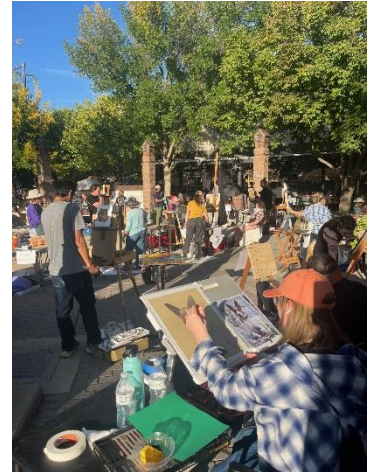
11. Friday, September 19 – Kindermusik – It's Music Day!

Attendance: Cancelled due to low registration.

12. Friday, September 19 – Quick Draw Art Competition

Attendance: 250; Artists participating: 70

1st year event hosted by Idaho Art Gallery. Artists created live on-site works that were available for purchase, and the top artist took home \$1,000 CASH. Hundreds of people attended, many new artists competed, Claire Remsberg won 2nd and Tony Adamson won the 1st place award.



13. Saturday, September 20 – Drawing Class

Attendance: This class was cancelled due to low enrollment. Three signed up, but the minimum was six.

ALL WEEK: Art Drop

We noticed a big drop in participation this year. This used to be the biggest piece of Art Week, and many people participated. The Commission should discuss strategies to re-engage this program.

Community Art Party September 13, 10am-3pm:

Attendance: 800-900 people.

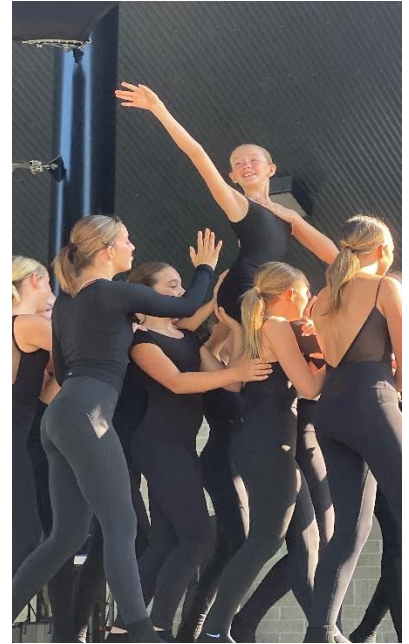
There were more vendors and more people than last year. There were also a lot of quality vendors, booths, interactions, performances. There was a nice mix of interactive activities and art to buy. Attendance felt more consistent throughout than in past years.

Successes:

- Family friendly environment, the community mural, chalk art, hands-on activities like letterpress, painting, rock painting, street poetry, and the opera singing was very popular.
- Vibrant event, people, fun, music, focus on the arts, interactive, many different types of arts activities.
- The tables with umbrellas in front of the bandshell were a really nice addition and well-received.
- The chalk cube for the kids was a really helpful tool to keep kids busy and keep the community mural looking good.

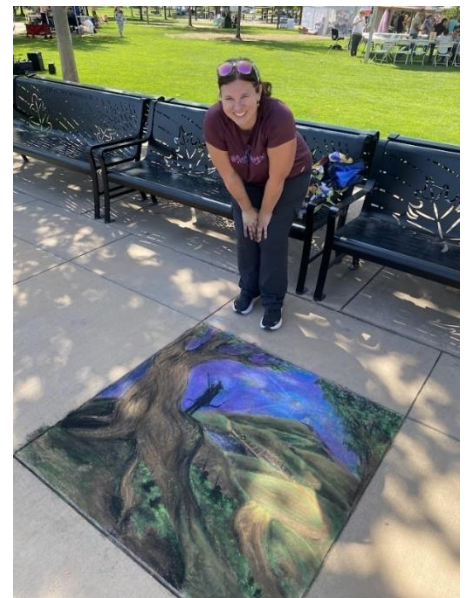


- Setting up the mural the night before helped with set-up time.
- The decorations on the bandshell wrapped around the pole were nice and simple. Could maybe do all four poles next year.
- People seemed to really like the Robin Hood theme and followed the focus for chalk-art and other activities.
- Having a signature performance was good and tied the whole event together. That performance was very well attended.
- Having an Emcee helped add energy and information about performances and what was happening.
- Maps, loading zones, and staff with carts really helped the load-in. People were very happy to have park staff with carts to help them carry stuff from their cars to their designated spot.
- The decorations were really popular and the balloon arch is a crowd favorite.
- The magnet craft was good for kids. Hands-on activities in general were a hit.
- The Aerial performers were very popular. The stilt walker was also really cool.



Suggestions/challenges/room for improvement:

- House music should play between every act.
- Look at dates that do not compete with other valley events.
- Need to get off the weekend of Hyde Park, can't schedule same time as Art in the Park or Potato Days.
- Have more art seller vendors so they are more successful.
- Possibly moving the event up towards the front of the park so there is more traffic.
- Food vendors should be improved.
- Stay with more vibrant colors.
- Perhaps more surprise activities. Creative, unusual interactions.
- Determine an anchor activity with a bigger draw. EX: Band and beer. Semi-recognizable band that isn't a cover band? Bigger performance like LED. Cover bands do bring more crowds though. Built to Spill? Magic Sword? DJ's?
- Silent Disco with drinks.
- Photo Booth or photo area.
- Considering 12-8 next year.
- All vendors should be required to have a canopy. It stands out and looks odd if there's just a table. Possibly asking for a high price from a vendor, then we can provide a table or canopy.
- Set-up was easy with City Staff, Park Staff, and Volunteers from Linemen College. However, six Linemen College Volunteers were scheduled to come back and help tear down, but only one showed up. Tear down took much longer since there were many fewer people.
- We need to secure volunteers for all day or for tear down specifically.



Selected Feedback:

The Hanke Family was one of the participants in the team category for the Chalk Art Competition. Vinnie Hanke sent us this: "I wanted to thank you for a lovely event on Saturday. My family and I were super impressed with the organization and resources. We had a great time playing with chalk and stretching our art skills."

Rebekah J. Fry from Treasure Valley Arts said, "Thank you so much for letting Treasure Valley Arts participate in the community art party this past Saturday. It was easily one of the best vendor experiences that I have ever had. Thank you to all the park staff/volunteers for helping us get all of our stuff to and from our cars and for a great event vibe in general. It was a very successful event for us as a business. Please let me know when this happens again and any other arts/music related events that we could attend and/or help promote to our audience. We would love to help grow the arts community in Meridian!"

Treasure Valley Ballet said, "Thank you for organizing this fun community event. I appreciate how kind and helpful everyone was."

One Community Resident complimented, "This was a great event and such a good thing for Meridian to continue doing. I liked that the signs at each booth displayed what was a free activity. More music performances would be awesome, like Meridian Symphony Orchestra."

An Artist stated, "We love the chalk art contest and participating in it. I think top 3 prizes for each category would allow for more winners."

An Arts Organization left the comment: "The tables on the lawn in front of the bandshell were a fabulous idea!!! We had a fair-sized audience. Alos, having a volunteer stay at our booth while we performed really eased our thought. I'm not sure how many performers also have booths, but having an attendant while we were all gone, gave us peace of mind." Additionally, "We got great exposure. We recognized people who stopped by our booth last year (repeat attendees) and had 3 singers come to rehearsal afterward, so it benefited us in growth potential."

Andrew Nemr said, "This year I was encouraged to bring students to perform and EVERYONE enjoyed the opportunity. It's a great way to start the season!"

Another Arts Organization stated, "It was a great opportunity to connect with other artists and community. Had a lot of great conversations with people who had never heard of us before, so hopefully that helps us expand our audience. Having ample staff around with carts was SUPER helpful getting set up and broken down. We were very grateful to have so much help to speed the process along."

One participant said, "We received well over 100 new email subscribers."