



## MERIDIAN ARTS COMMISSION SPECIAL MEETING

City Council Chambers, 33 East Broadway Avenue Meridian, Idaho

Thursday, October 13, 2022 at 2:30 PM

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### MINUTES

#### ROLL-CALL ATTENDANCE

<u>  x  </u> Lizzie Taylor	<u>  x  </u> Patrick O'Leary
<u>  x  </u> Jessica Peters, Vice Chair	<u>      </u> Jenifer Cavaness-Williams
<u>  x  </u> Natalie Schofield	<u>      </u> Thomas Vannucci
<u>  x  </u> Bonnie Zahn Griffith, Chair	<u>  x  </u> Hannah Scoville
<u>  x  </u> Bobby Gaytan	

City staff present were Arts and Culture Coordinator Cassandra Schiffler and City Attorney Emily Kane. Marketing Coordinator, Shelly Houston was also in attendance for agenda item 12.

Welcome new Meridian Arts Youth Commissioner Hannah Scoville!

H. Scoville stated she attends Renaissance High School as a Junior, is getting her Associates of Arts degree, and she is a violinist and loves art in general.

#### ADOPTION OF AGENDA

J. Peters made motion to adopt agenda; seconded by L. Taylor

All ayes

#### APPROVAL OF MINUTES [ACTION ITEM]

1. Approval of Draft Minutes From the August 11, 2022 Meridian Arts Commission Meeting

N. Schofield made motion to approve minutes; seconded by J. Peters

All ayes

#### APPROVAL OF MONTHLY FINANCIAL STATEMENTS [ACTION ITEM]

2. Approval of Financial Statement

L. Taylor made motion to approve monthly financial statements; seconded by P. O'Leary

All ayes

## OLD BUSINESS [ACTION ITEMS]

### 3. **Recommend to City Council:** 2023 Initial Point Gallery Artists and Exhibits

C. Schiffler noted there is a change to the July 2023 recommendation due to a notification she received that one artist is now unable to show so the group wishes to add a new artist, Dennis Hayzlett, who fits with the show's theme.

C. Schiffler reviewed recommendations for the 2023 Initial Point Gallery artists and exhibits with the Commission.

N. Schofield made motion to approve recommendation to City Council of the 2023 Initial Point Gallery artists and exhibits with change noted for July group show; seconded by L. Taylor

All ayes

### 4. **Update:** MAPS Ordinance Amendment

J. Peters stated she and C. Schiffler presented the MAPS Ordinance Amendment proposal to City Council on August 18, which included the history of the MAPS Ordinance and the importance of removing the current funding cap so that as the City continues to grow, the funding for the MAPS program will also continue to grow to match the demand and interest in public art. J. Peters stated City Council had no questions and were very supportive and ultimately voted to approve the amendment to remove the cap.

### 5. **Update: Mural Projects:** Tully Skatepark (Unveiling Ceremony and Skate Competition November 12), unBound Library (Unveiling Ceremony November 10), Meridian Pool (Design Stage)

C. Schiffler confirmed both the Tully Skatepark and the unBound Library murals are installed and unveiling ceremonies are planned as noted.

C. Schiffler commended B. Gaytan on getting a lift donated for use during the installation of the unBound Library mural and acting as a community host for the muralist.

C. Schiffler stated she has received the Meridian Pool mural design proposals and the design review panel will meet next week to review.

B. Zahn Griffith asked that Commissioners volunteer to speak at the unveiling ceremonies.

#### Commission Feedback:

B. Gaytan stated he will be out of town for the unveiling ceremonies as well as the November Commission meeting.

J. Peters stated she will speak at both mural unveilings.

### 6. **Update:** Five Mile Creek Pathway Trailhub Public Art Project

C. Schiffler stated the selection panel met today but requested the selection panel members not comment on the artists specifically as the four artists have not yet been contacted regarding the final decision.

#### **NEW BUSINESS [ACTION ITEMS]**

**7. Recommend:** Change for Initial Point Gallery Opening Receptions Dates From First Friday to First Tuesday

B. Zahn Griffith confirmed dates will be changed for the 2023 Initial Point Gallery opening receptions from first Friday to first Tuesday and will be adjusted as needed due to artist requests and/or holidays. Openings used to be on First Tuesdays, coinciding with City Council meetings, and were switched to Fridays only a few years ago in hopes of increased attendance and moving the installation dates closer to the opening date. However, Fridays are not bringing in more attendees, and the conflict with Garden City's First Friday event have caused a loss of attendance at many receptions.

C. Schiffler confirmed this change does not require City Council's approval.

**8. Discuss:** Sidewalk Poetry Project and Budget for Development

C. Schiffler stated this potential new project was brought forward to the Public Art Subcommittee by P. O'Leary and the Subcommittee is requesting a budget of \$300 to pay for a two-hour consultation with Public Art Saint Paul to pursue development of this project in Meridian.

J. Peters made motion to approve a budget not to exceed \$300 to pay for consultation fees for this project; seconded by P. O'Leary

All ayes

Commission Feedback:

B. Zahn Griffith stated this is a very cool project and to be efficient she recommends doing a call to writers and developing a repository of poems like with the traffic boxes so when new sidewalks are built in Meridian there is art readily available to select from for installation.

**9. Review, Discuss, and Check In:** Meridian Arts Commission Subcommittee's Purposes, Goals, Effectiveness, and Efficiency

C. Schiffler noted the Events and Outreach Subcommittee chair, L. Mauldin, is not present, but that the following has been discussed with L. Mauldin. C. Schiffler recommended restructuring the Events and Outreach Subcommittee to be a planning committees as needed for Concerts on Broadway and Art Week, which are currently the Subcommittee's focuses. C. Schiffler stated the planning committee(s) would consist of interested volunteers and Commissioners who meet to plan these events but would not require yearly standing meetings or monthly reports to the Commission.

N. Schofield noted the Initial Point Subcommittee meets bi-monthly and that has been working well but will evaluate if that needs to change.

B. Gaytan noted the Public Art Subcommittee meets monthly but could consider a bi-monthly meeting; however, it depends on the Subcommittee's workload and tasks.

Commission Feedback:

L. Taylor stated she prefers the Public Art Subcommittee's meeting to be scheduled but with the ability to cancel, as needed.

B. Zahn Griffith agreed with L. Taylor that this is how the Initial Point Gallery Subcommittee should work as well, even with keeping them scheduled as bi-monthly meetings.

P. O'Leary stated he supports C. Schiffler's recommendation to restructure the Events and Outreach Subcommittee because this group currently handles time specific events so it is not necessary to meet year-round and restructuring could open up the possibility for new volunteers.

## REPORTS

- 10. Update: Public Art Committee:** Sidewalk Poetry Project, Traffic Boxes, Public Art Planning ~ *Bobby Gaytan, Public Art Committee Chair*

B. Gaytan stated the traffic boxes and public art planning are on-going discussions.

- 11. Update: Initial Point Gallery:** Past Exhibit: College of Western Idaho Faculty Exhibit (September Host: Jessica Peters); Current Exhibit: Radiant: Mary McInnis, Jeanette Millward, Hartini Gibson, Melissa Reche (Host: Patrick O'Leary); Upcoming Exhibit: Joyce Green Joann Leone, Ashley Quick, Julie Clemons, Flynn Day Pottery (Host: Bonnie Zahn Griffith) ~ *Natalie Schofield, IPG Subcommittee Chair*

N. Schofield thanked P. O'Leary for hosting the recent opening reception that saw about 30 attendees. N. Schofield reviewed the artists showing in November.

- 12. Recap: Art Week and Concerts on Broadway** ~ *Cassandra Schiffler, Arts and Culture Coordinator*

C. Schiffler stated Art Week overall was really great though the kick-off event was not well attended but the Chalk-Art Competition and Art Party both went really well. C. Schiffler proposed consolidating these three events into one Saturday event with local businesses hosting art classes and activities throughout the week and moving the date so it is not as close to Labor Day and does not compete with Boise Art in the Park. C. Schiffler stated the earlier these events are planned and things set in place the more advertising can be done ahead of time which was a challenge this year.

C. Schiffler stated Concerts on Broadway went well this year with the High Street concert, which was the culmination of Art Week, being the best attended concert. C. Schiffler noted that for 2023 the first concert will fall the Saturday before Labor Day on 8/26/2023; the next concert will be on 9/9/2023; and the last concert will be on 9/23/2023.

C. Schiffler requested feedback from the Commission about having either the 9/9/2023 Concerts on Broadway kick-off Art Week and the Art Party culminate Art Week on 9/16/2023, or have Art Week kick-off with the Art Party on 9/16/2023 and culminate with the last Concerts on Broadway on 9/23/2023.

C. Schiffler thanked Lindsey Arnold (recent Arts and Culture Intern), Shelly Houston (Marketing Coordinator for the City's Parks and Recreation Department), and Renee White (Special Events Coordinator for the City's Parks and Recreation Department) for their assistance with and advertising of Art Week 2022.

S. Houston stated Art Week has great momentum as we continue to build on our strengths and agrees that the event should be moved away from Labor Day weekend to increase participation, especially in the Art Drop event. S. Houston encouraged the Commission to consider the impact of earlier sunsets on Art Week events if event is moved to later in September. S. Houston stated there are now more marketing materials from this event available to work with so that will help her be creative in future advertising for this event.

C. Schiffler stated Instagram was used as a new marketing tool to advertise the Concerts on Broadway series this year and that during the second concert an informal poll was taken on how people heard about the concert and not many people had heard about it from the radio but about one-third had heard about the concert through social media so the Commission may want to reconsider the advertising budget spent on radio ads for 2023.

Commission Feedback:

B. Zahn Griffith recommends holding Art Week the middle of September to avoid conflicts with school starting and last-minute travel plans. *Art Party on 9/16/2023 and end Art Week with Concerts on Broadway on 9/23/2023.*

N. Schofield agrees with consolidating and thinks this will encourage greater attendance on weekends with the opportunity for people to still drop-in to other art activities being hosted during the week as their schedules permit.

B. Zahn Griffith thinks the increase in social media posting from the Commission and Commissioners sharing posts is great.

J. Peters commended those that put on Art Week and the festival atmosphere that was created this year at the Chalk Art Competition and recommends continuing to create this type of atmosphere for future events.

**13. Update: Arts and Culture Coordinator Report** ~ Cassandra Schiffler, Arts and Culture Coordinator

C. Schiffler stated items she would normally cover in her report were covered throughout the meeting agenda.

C. Schiffler encouraged Commissioners to get mural unveiling dates on their calendars.

C. Schiffler noted the following people that are related to Meridian's art programming recently received a Governor's Awards for the Arts:

- Autumn Kersey, Director of the Treasure Valley Children's Theater, received the Excellence in Arts Administration award
- Stephanie Inman, an artist who has created public art pieces for the City of Meridian, received an Excellence in Visual Arts award
- Megan Brandel, Founding Artistic Director of the Open Arts Dance Project, received an Excellence in Arts Accessibility award

## **NEXT MEETING - November 10, 2022**

### **ADJOURNMENT**

N. Schofield made motion to adjourn the meeting; seconded by L. Taylor

All ayes

2022 All Commission Goals

Support the completion of the Meridian Mural Series at unBound library, and the WARD Pool

Support the Five Mile Creek Pathway Trailhub Public Art Project and participate in the selection of artists and project proposals

Program monthly Initial Point Gallery exhibits, host opening receptions, and market yearly Call-to-Artists, with a selection panel for new exhibits

Support Tully Park Skatepark Mural completion in Fall 2022 with youth apprentice

Increase inclusive programming through representation of diverse populations and marketing to underserved and underrepresented populations

Engage the community through Art Week and participate in programming and marketing events

Support Concerts on Broadway Series

Pursue development and completion of a Public Art Plan FY23/24 through researching options for help from professional public arts contractor(s)

Maintain existing Traffic Box Series; select artworks, approve locations, and commission installation of new traffic box wraps

Develop an RFP and use selection process to support performing arts programs through partnership and fiscal support of performing arts projects by organizations like the Treasure Valley Children's Theater, Huckleberry Star Theater, and others

Support the Development of the Discovery Park Phase 2 Public Art Project

Present Tammy de Weerd's Awards in the Arts