



## MERIDIAN ARTS COMMISSION MEETING

City Council Chambers, 33 East Broadway Avenue Meridian, Idaho

Thursday, April 14, 2022 at 3:30 PM

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### MINUTES

#### ROLL-CALL ATTENDANCE

<input checked="" type="checkbox"/> Lizzie Taylor	<input checked="" type="checkbox"/> Patrick O'Leary
<input type="checkbox"/> Jessica Peters, Vice Chair	<input checked="" type="checkbox"/> Jenifer Cavaness-Williams (joined at 3:40pm)
<input type="checkbox"/> Natalie Schofield	<input checked="" type="checkbox"/> Thomas Vannucci
<input checked="" type="checkbox"/> Bonnie Zahn Griffith, Chair	<input checked="" type="checkbox"/> Raeya Wardle
<input checked="" type="checkbox"/> Bobby Gaytan	

City staff present were Arts and Culture Coordinator Cassandra Schiffler and City Attorney Emily Kane.

#### ADOPTION OF AGENDA

L. Taylor made motion to adopt agenda; seconded by P. O'Leary

All ayes

#### APPROVAL OF MINUTES [ACTION ITEM]

1. MAC Meeting Minutes from March 10, 2022

B. Gaytan made motion to approve minutes; seconded by L. Taylor

All ayes

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

2. Approve Monthly Financial Statement

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

All ayes

#### OLD BUSINESS [ACTION ITEMS]

3. Discuss and Consider Sponsorship Request for Huckleberry Star Theater Group

B. Zahn Griffith stated she had a conversation with Leslie Mauldin about another local company who may be looking for sponsorship.

P. O'Leary inquired if there was a specific dollar amount the Huckleberry Star Theater Group requested.

B. Zahn Griffith confirmed no specific amount was requested.

C. Schiffler confirmed the Commission's "Performing Arts" line item has a total budget of \$7000 and \$6000 has already been designated for the Treasure Valley Children's Theater.

L. Taylor stated while she has no objection granting a sponsorship to the Huckleberry Star Theater Group, she would prefer they request a specific sponsorship amount for the Commission's consideration.

B. Zahn Griffith stated she thought the Huckleberry Star Theater Group had no expectation of the sponsorship amount and would not have known the amount left in the Commission's budget.

C. Schiffler confirmed that the Huckleberry Star Theater Group was mainly looking to let the Commission know about their organization and did not have an expectation for a sponsorship amount. C. Schiffler stated that since the Commission has multiple performing arts groups requesting sponsorship, in the future the process will be to release a call for projects with a specific sponsorship amount listed.

P. O'Leary inquired if there is a history of past Commission sponsorships for reference.

B. Zahn Griffith stated that in the last six years she can only remember sponsoring the Treasure Valley Children's Theater and that was because it was the only group to request a sponsorship.

E. Kane noted that the reason the Treasure Valley Children's Theater receives a specific amount is because this group is part of the Commission's Strategic Plan because they provide a performing arts opportunity to Meridian youth, but because the market has grown and other companies have developed it is important to release a Request for Proposal so everyone has an opportunity to bid for the sponsorship. E. Kane clarified that essentially the City cannot give money away so the funds are not an actual donation but are in fact a purchase of performing arts opportunities. E. Kane confirmed that the Commission could choose to purchase deliverables from the Huckleberry Star Theater Group.

P. O'Leary reviewed the marketing items the Huckleberry Star Theater Group would in turn provide for a sponsorship and inquired if this was sufficient in order for the Commission to consider a monetary contribution.

E. Kane stated since the Commission is not really looking for marketing opportunities, a monetary contribution consideration needs to be tied back to the Commission's Strategic Plan and specifically what benefit or performing arts opportunities are the citizens of Meridian receiving if City money is invested in this theater group. E. Kane clarified that the Huckleberry Star Theater Group has a Meridian mailing address but is actually located in an unincorporated area of Ada County.

P. O'Leary inquired if the Commission needed to request data on how many children and adults are going to benefit and how many locals are going to be participating before the Commission can consider whether or not to provide a monetary contribution.

E. Kane stated that legally is it not necessary to get this amount of detail though the Commission can certainly request this information but that there would be a written agreement outlining deliverables and expectations such as auditioning Meridian youth and adults for a play and listing the play's specific date, if the Commission chose to award money to this group. E. Kane stated that the Commission can choose to award money and delegate the writing of the agreement to C. Schiffler and E. Kane without requiring the Huckleberry Star Theater Group to provide a list of deliverables or can choose to not award money to the Huckleberry Star Theater Group and move forward with a Request for Proposal process where deliverables can be outlined for applicants.

P. O'Leary made a motion to move forward with the Huckleberry Star Theater Group. B. Griffith inquired whether a specific amount was necessary.

C. Schiffler stated that yes, a specific amount or no amount should be recommended at this time. P. O'Leary asked what would be left for another group if they award money to Huckleberry Star Theater Group. C. Schiffler clarified that 7,000 is the budget line item, 6,000 went to TVCT, and 1,000 is what remains. C. Schiffler recommended that they Commission does not consider any additional groups at this time, as it will likely open up the possibility of additional groups coming to the Commission with a similar request, which is why this will be handled as an RFP in the future. C. Schiffler stated that the Commission could choose any amount or no amount at this time and recommended to inform the Huckleberry Star Theater Group and any future groups of the Request for Proposal opportunity in the future.

B. Zahn Griffith confirmed at this time the Commission only has one formal request for sponsorship and that is from the Huckleberry Star Theater Group.

L. Taylor stated that she would not recommend awarding a grant to the Huckleberry Star Theater Group so as to avoid any arbitrary awarding process and to move to the Request for Proposal process.

P. O'Leary agreed with L. Taylor and withdrew his initial motion to award monies to the Huckleberry Star Theater Group. P. O'Leary made a new motion to table the Huckleberry Star Theater Group sponsorship request and to let the group know the new process. P. O'Leary requested that C. Schiffler send the Huckleberry Star Theater Group a letter informing them of this decision and providing information on the Commission's new Request for Proposal process.

L. Taylor seconded the motion.

All ayes

## REPORTS

- 4. Update: Initial Point Gallery:** Current Exhibition and April 1, 2022 Opening Reception for 'Abstract' show, Upcoming WASD Student Art show in May with Opening Reception May 6, 2022, Call-to-Artists for 2023 ~ Natalie Schofield

C. Schiffler stated that N. Schofield is not in attendance but that C. Schiffler would cover an update on the Initial Point Gallery under the Arts and Culture Coordinator Report agenda item.

**5. Update: Events and Outreach Subcommittee:** Community Art Party, Art Week Planning, Mayor's Awards in the Arts, Concerts on Broadway ~ Jenifer Cavaness Williams

J. Cavaness-Williams stated that some Parks and Recreation Department staff were in attendance at the last Subcommittee meeting and the meeting attendees brainstormed ideas of 1) how the Commission can work with the Parks and Recreation Department staff to bring the focus of the Community Art Party back to its original intent which is to connect the public with the Meridian Parks and Recreation art instructors and make the event art-focused, and 2) how the Commission can work with the Parks and Recreation Department to cross-promote and encourage movement of people between the Community Art Party on Friday at Kleiner Park and the activities planned for Art Week. J. Cavaness-Williams stated the Subcommittee reviewed the prior year's list of classes and what was successful to determine what would be offered this year and reviewed a list of classes that will be offered this year. J. Cavaness-Williams confirmed the Meridian Library District's unBound location will be offering free art classes the Saturday of Art Week.

J. Cavaness-Williams stated the Subcommittee discussed the Mayor's Awards in the Arts and are proposing rotating the school zones from which to pull the reward recipients for the Student award and Educator award only, and that the Excellence and Supporter Award Nominations could be from anywhere in Meridian. A special selection committee for selecting the awards with four Commissioners will select the awards.

J. Cavaness-Williams confirmed all Concerts on Broadway have been booked and reviewed the list of musicians as well as discussion of partnerships for opening acts.

J. Cavaness-Williams confirmed the Subcommittee discussed designating a Subcommittee member to report to the Commission and she was selected.

**6. Update: Public Art Committee:** Approval of Tully Skate Park Project, Recommendation for Seeking Outside Consultant for Completing Public Art Plan with Budget Amendment, Updates on Meridian Mural Series at unBound, and Recommendation to move forward with the Pool ~ Bobby Gaytan

B. Gaytan stated Key Detail is starting preliminary sketches for the Meridian Mural Series at the unBound Library location.

B. Gaytan stated the Subcommittee is recommending moving forward with a mural at the Meridian Pool and that Garrett White (Meridian Parks and Recreation Department) confirmed there is support for a mural at the Meridian Pool. B. Gaytan noted there will be a complete redesign fee of \$1000 for Sector 17 to redesign a mural for the Meridian Pool.

B. Gaytan stated the Subcommittee discussed edits to the Five Mile Creek Pathway Trailhub Request for Qualifications and Request for Proposal and these were submitted to C. Schiffler so the final Call should be ready by the next Commission meeting.

B. Gaytan stated the Subcommittee voted to recommend seeking professional help to complete the Public Art Plan.

B. Gaytan stated the Subcommittee discussed a new project presented by C. Schiffler which is the Tully Skate Park mural. B. Gaytan stated the project would include a professional muralist working with a local student and that the Subcommittee identified an artist but need to work out the details and logistics of the project.

**7. Arts and Culture Coordinator Report ~ Cassandra Schiffler**

Presentation given by C. Schiffler (attached).

**8. Update: Annual Report to City Council ~ Bonnie Zahn Griffith**

B. Zahn Griffith stated she gave a 10-minute presentation to City Council highlighting the Commission's work in 2021.

**NEW BUSINESS [ACTION ITEMS]**

**9. Information about Opportunity for Meridian Residents and Organizations: City Neighborhood Grant Application ~ Molly Medenblik, Community Relations and Policy Advisor**

M. Medenblik presented the City's Neighborhood Grant to the Commission (see attached flier).

Commission Feedback and Questions:

- **L. Taylor** – Who maintains granted projects? *This is taken into consideration as part of the application process and applicants are being encouraged to maintain their own projects.* What provisions are built in to ensure a quality end-result of awarded projects? *Finance, Legal, and City Council are all involved to ensure quality projects are selected.*
- **B. Zahn Griffith** – Are there many applicants? *No, not at this time.*
- **P. O'Leary** – Is the Tully Skate Park Mural an appropriate project to apply for grant funds? *Yes, but need to determine who would actually apply for the grant.* If the Commission's Public Art Subcommittee identified an artist, the artist could apply? *Yes.* Will this be an annual funding opportunity? *M. Medenblik hopes so but is not sure at this time.* Would funding for a project consultant or a feasibility study qualify? *Probably not, because the money going to a consultant or to pay for a study is not a direct benefit to the citizens but anyone is encouraged to apply.*
- **B. Gaytan** – Are there any specific ideas the City would like to see? *The City does not want to provide recommendations because the main focus of the grant is to involve the community and learn what the community feels the City needs. The grant conditions are relatively open to allow for creative proposals.*

**10. Approve New Call to Artists RFQ + RFP for Five Mile Pathway Trailhub and Project Budget ~ Cassandra Schiffler, Arts and Culture Coordinator**

C. Schiffler stated that the call was attached to the meeting packet, the public art subcommittee had made edits and approved. C. Schiffler noted that the project budget still totals \$50,000, however the Request for Proposal stage would award \$1000 to each

individual who passes through the Request for Qualifications stage to pay for the proposals, so the total budget would be \$54,000 if the Commission approves.

L. Taylor made a motion to approve the proposed Request for Qualifications, the Request for Proposal, and the project budget of \$54,000; seconded by T. Vannucci.

All ayes

**11. Discuss and Approve New Project for Tully Skate Park Mural ~ Cassandra Schiffler, Arts and Culture Coordinator**

Presentation given by C. Schiffler (attached).

Commission Feedback:

- **B. Gaytan** – Stated the \$1500 stipend for a student award might be too high but the professional stipend amount is fair. Recommends having a student class come to the installation to demonstrate and have the experience be available as an opportunity with the schools.
- **J. Cavaness-Williams** – What do muralists charge? *The unBound Library mural is a total of \$6300; the Sector 17 is \$8k - \$10k; and the Meridian Cycles mural was around \$4k but these are larger spaces.*
- **B. Zahn Griffith** – Recommends the student stipend being half what the professional muralist is awarded. *This would be \$1000 to the student and \$2000 to the professional plus \$500 for supplies which would total the original proposed budget amount of \$3500.*
- **P. O’Leary** – Could a class registration be paid for the student? *This may complicate the process.* Could more than one student be selected? *This may complicate the process.*
- **R. Wardle** – Recommends paying the selected student something to show students they can make living as an artist.
- **T. Vannucci** – How are we partnering the professional with the student? *The professional leads the project and will be part of the selection process for the student artist.* Is the Commission identifying a dollar amount based on the value of the relationship between the professional and the student or is the Commission identifying a dollar amount for the professional and for the student? *The current project structure is the Commission is selecting the professional and the student muralists.* Should the professional be allowed to select the student(s) to mentor as part of this project rather than the Commission selecting the professional and student and hoping the dynamics between the two are appropriate? *The professional will be on the selection panel for the youth artist.*

J. Cavaness-Williams made motion to approve the \$3500 project budget (\$2000 to the professional muralist, \$500 for supplies, and \$1000 to the student muralist) and a student muralist selection process that includes the selected professional muralist; seconded by R. Wardle.

All ayes

**12. Discuss Selection of Mayor's Awards in the Arts Recipients and Organize a Selection Committee**

C. Schiffler stated the Events and Outreach Subcommittee recommends four Commissioners serve as the Selection Committee.

L. Taylor volunteered to serve on the Selection Committee.

B. Gaytan volunteered to serve on the Selection Committee.

B. Zahn Griffith volunteered to serve on the Selection Committee.

C. Schiffler stated she will reach out the two absent Commissioners to see if one of them might be interested.

L. Taylor made motion to approve the selection of the recipients of the Mayor's Awards in the Arts be delegated to a Subcommittee made up of Commissioners with the stipulation that all absent Commissioners be given a chance to volunteer; seconded by J. Cavaness-Williams.

All ayes

**NEXT MEETING - MAY 12, 2022**

**ADJOURNMENT**

L. Taylor made motion to adjourn the meeting; seconded by J. Cavaness-Williams.

All ayes

Meeting adjourned at approximately 5:10 PM

# ARTS & CULTURE COORDINATOR REPORT

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MERIDIAN ARTS COMMISSION REGULAR MEETING

APRIL 14, 2022



# Initial Point Gallery

## Current show:

- Abstract theme (see announcement)
- Opened April 1<sup>st</sup>, runs through May 5<sup>th</sup>
- Opening Reception was a great success with around 75 attendees

## Upcoming show:

- West Ada School District Art show
- Award winners to be announced April 21 at the WASD show (White Cloud Auditorium)
- Poster design in progress
- Install: Friday May 6, 9:30
  - Volunteers encouraged to help with hanging
- Reception Friday May 6, 4:30-7:00pm
  - Raeya Wardle to host





# Initial Point Gallery

*Call to Artist for 2023 Exhibits  
now open!*

Deadline: June 1, 2022

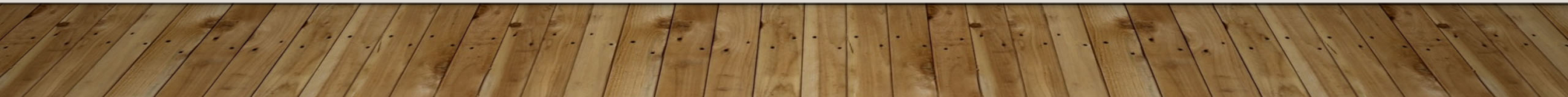
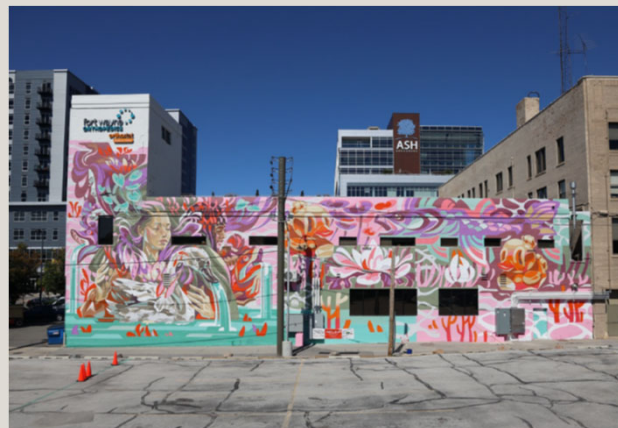
Online Submission Form:

<https://meridiacity.org/mac/macmenu/artists-application>

**PLEASE SHARE!**

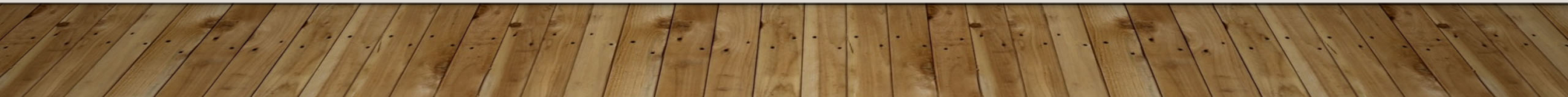
# KEY DESIGN MURAL AT UNBOUND LIBRARY

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- **The design stage of the mural at the unBound library is underway.**
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- Key Detail has delivered three initial designs and the library will review them and give feedback and recommendations. We hope to have the final design completed in a few months.
- We hope to see this complete this summer!



# SECTOR SEVENTEEN MURAL UPDATE

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- West Ada Recreation District (WARD) has shown interest in the mural at the pool.
- The Memorandum Of Understanding (MOU) between the City and WARD is drafted and will be presented for their next agenda and board meeting.

# PUBLIC ART PLAN

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- The Public Art Committee recommended seeking outside consulting for completing the Public Art Plan, and recommended requesting a budget amendment from the City
- After reviewing full Public Art Plan needs, the City has extended the strategic plan timeline for completing the Public Art Plan. This is to allow MAC and the Arts and Culture Coordinator time to continue to develop current practices and goals and to research and develop options, costs, needs, and goals for plan completion.
- I will continue to research and develop options for consulting to complete the plan, as well as work on implementing best practices in the field.

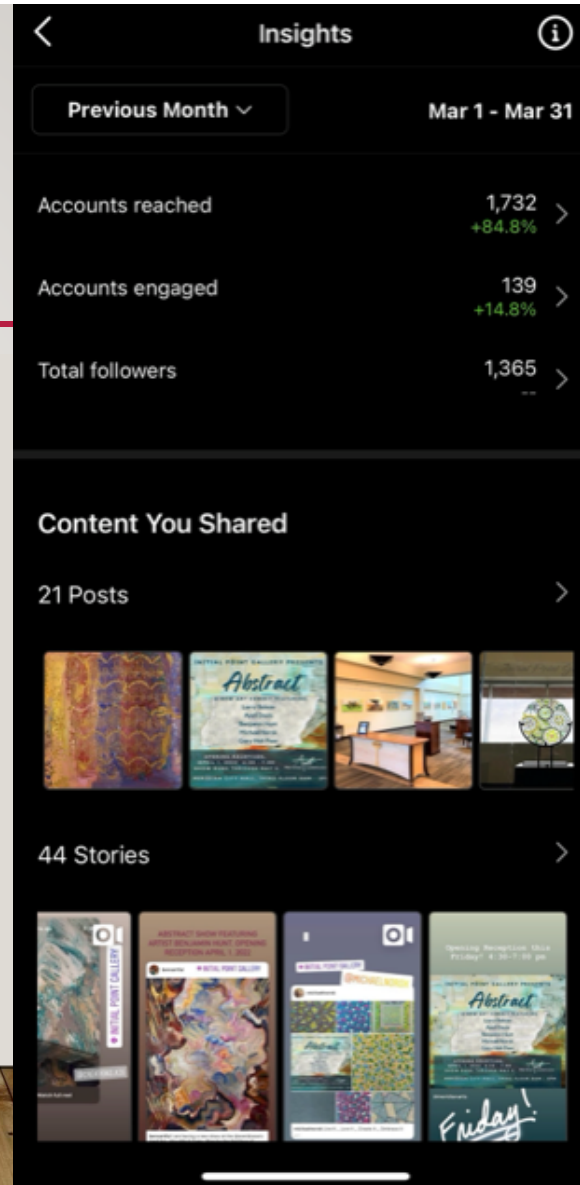
# TRAFFIC BOX UPDATES

- Our three year master contract with Signs Etc. expired, so I'm working on the bid process to contract a vendor for the vinyl wraps (Signs Etc. will be invited to bid.)
- I'm working to map and identify locations to propose and request MDC sponsorship for wraps. Box proposals must be in one of their districts
- Cleaning, maintenance, and assessment report for traffic boxes
  - 26 downtown boxes complete
  - Need to identify which of remaining 50 boxes to finish
  - \$1,800 approval will not cover all boxes, and cleaner has added a \$5/box transportation surcharge for boxes spread out in the City



# MEDIA RELATIONS AND SOCIAL MEDIA

- MAC Featured in the Meridian Lifestyle magazine with a two-page spread
- City email communications for IPG show openings
- Initial Point Gallery Spring and Summer schedule and the call posted in the Meridian Parks and Rec [Activity Guide](#)
- Social Media: 21 posts and 44 stories in February
- Feel free to continue to submit ideas and posts to me (Send image + wording + hashtags)





# Initial Point Gallery in the Meridian Parks and Rec Summer Activity Guide

## Arts & Culture

### Get Up Close with Art

Did you know there's an art gallery located on the third floor of Meridian City Hall in downtown Meridian?! The **Initial Point Gallery** features a rotating selection of art created by local, regional and national artists.

The gallery is free and open to the public during Meridian City Hall's regular business hours, Monday through Friday, 8:00 a.m.—5:00 p.m., excluding major holidays.

Opening receptions are generally held for each new exhibition. The public is invited to attend these events to view the art and meet the artists; admission is free.

Learn more about the gallery and Meridian's other artistic endeavors by visiting the Meridian Arts Commission webpage at: [www.meridiancity.org/mac](http://www.meridiancity.org/mac).

#### Initial Point Gallery Summer 2022 Exhibit Schedule

##### April 1—May 5

Larry Balsam, Benja.m.in Hunt, April Davis, Michael Norsk, Gary Holt Peer

*Opening Reception: April 1, 4:30-7:00 p.m.*

##### May 6—June 1

West Ada School District Art Students

*Opening Reception: May 6, 4:30-7:00 p.m.*

##### June 3—June 30

Rachael Teannalach, David English, Ryan Wise, Lisa Bowers, Leslie Bosch

*Opening Reception: June 3, 4:30-7:00 p.m.*

##### July 1—August 4

Kathi Hozer, Amy Larsen, Josh Udesen, Lyn Fraley

*Opening Reception: July 1, 4:30-7:00 p.m.*



#### Call to Artists!

Artists who wish to be considered to have their artwork featured in Initial Point Gallery during 2023 are encouraged to respond to the Meridian Arts Commission's current Call to Artists.

Information and application instructions are at: [meridiancity.org/mac](http://meridiancity.org/mac).

The application deadline is June 1, 2022, at 5:00 p.m..

#### Artist Spotlight: Rachael Teannalach



Contemporary landscapes by Boise artist Rachael Teannalach will be featured in Meridian City Hall's Initial Point Gallery in June of 2022.



ARTICLE BY EDITORIAL STAFF  
PHOTOGRAPHY BY MERIDIAN ARTS COMMISSION

# Empowering Creativity

GETTING TO KNOW THE  
MERIDIAN ARTS COMMISSION

Struggling cities or schools must often make the tough decision to push art aside in order to fund more pressing matters. This is especially difficult because art is one of the few things that lifts us up during trying times.

The Meridian Arts Commission (MAC) is committed to creating an exceptional quality of life by celebrating the history and culture of the city. Since its establishment in 2006 the Meridian Arts Commissioners who are appointed by the Mayor have been dedicated to engaging residents by creating opportunities to experience or create art. They empower artists to create great work, ensure children can learn creative skills, establish venues that are dedicated to art experiences, and much more.

In 2020, MAC implemented a five year strategy to support the challenges of promoting community art and addressing community engagement. For more information on how you can become involved, stop by the Initial Point Gallery on the third floor of Meridian City Hall or visit [meridiancity.org/mac/](http://meridiancity.org/mac/)



Artist Kobi Miller



Artist Kobi Miller



Artist Marissa Green



Artist Mary Monica Smith



Artist Tim Taylor



Meridian Art Walk Club Art



Student artists, West Ada School District



Artist Wyatt Burkholder



Artist Fred Chubb

# CONCERTS ON BROADWAY AND ART WEEK

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- I am working to get agreements in place with bands
- I am planning to gather a few quotes for audio companies
- I am going to meet with the City's Special Events Coordinator and Marketing Coordinator to help brainstorm and plan some of the logistics (Temporary Use Permits, Food Trucks, marketing, Beer and Wine vendor)
- I met with Natalie Plummer, the influencer of Hello Meridian with nearly 40,000 followers. Hello Meridian shares many of our posts, and may be interested in being a media sponsor for the concerts and Art Week.
- I am continuing to work on Art Week's outline. Several classes are penciled in. I will need to get agreements in place.

# UPCOMING PROJECTS AND PRIORITIES

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- I have been working diligently on the revised RFQ + RFP for the Five Mile Creek Pathway Trailhub to create something that will hopefully serve as a template for our future calls for big public art projects. I look forward to finalizing and advertising the call nationally, and seeing who applies.
- I am drafting a request to MDC for sponsoring the traffic box wraps and Concerts on Broadway and will be presenting to their board
- Tully Skate Park Project
- Designing and marketing the WASD show announcement
- Bidding and contracting a vendor for the traffic box wraps
- Marketing the IPG artist call
- Working through design stage with MLD and Key Detail for unBound
- Looking into the possibility and process of getting an intern



# Neighborhood Grant Application Open



**Meridian City Council has allocated \$50,000 for Neighborhood Grants to be awarded to Meridian residents and organizations for projects that bring Meridian neighbors together and improve the community. Applicants may apply for Neighborhood Grant funds in any amount up to \$50,000 and may request funds for more than one project. Applications are due by May 13, 2022. All residents and organizations in Meridian are welcome to apply!**

**APPLY NOW**



[www.meridiancity.org/neighborhoodgrant](http://www.meridiancity.org/neighborhoodgrant)