



## INITIAL POINT GALLERY SUBCOMMITTEE MEETING

Parks and Rec Conference Room, 33 East Broadway Avenue Meridian, Idaho

Friday, January 20, 2023 at 3:00 PM

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### MINUTES

#### VIRTUAL MEETING INSTRUCTIONS

#### ROLL-CALL ATTENDANCE

- Lizzie Taylor
- Natalie Schofield, Chair
- Hannah Scoville

City staff present was Arts and Culture Coordinator Cassandra Schiffler.

#### APPROVAL OF MINUTES [ACTION ITEM]

1. Approval Initial Point Gallery Subcommittee Minutes from 8-26-22  
L. Taylor moved to approve the minutes, H. Scoville seconded, all ayes

#### DISCUSSION ITEMS

2. **Presentation:** Idea for Expanding the Gallery Audience: "Initial Point Gallery: Maturing with Our Community" ~ *Lizzie Taylor, Arts Commissioner*  
L. Taylor has been in communication with some of the local senior living facilities and she is trying to work with these communities and their "Lifestyle Director" staff to get the word out about Initial Point Gallery.
3. **Brainstorm:** Initial Point Gallery: Identifying Target Audiences and Improving Attendance, Exposure, Programming, Marketing and Outreach Efforts  
The committee discussed having posters printed and committee members can put up posters in places like the Co-op, senior center, Zamzows, Quality Art and Michaels. out about Initial Point Gallery. C. Schiffler will have posters printed and ready at the Parks and Rec front desk to distribute. The committee also discussed looking into Idaho Poster Distribution to get pricing and see if that's a viable option.  
N. Schofield suggested contacting teachers to see if they might offer students extra credit to come to the gallery and report on it. The committee agreed that it's a great idea. N. Schofield said she'd write something that could be sent to teachers.

4. **Discuss Other Potential Visual Arts Ideas and Projects:** City Artist-in-Residence, Found Object Art Display, Paint-In Event, Gallery Demos and Artist Talks

The committee discussed other ideas including having an artist designated to be an honorary City artist (L. Taylor didn't like the "artist-in-residence" title as the artist as this would not be a residency program). The artist could curate an exhibit at IPG and could do some programming. This artist could be the Tammy de Weerd's Awards in the Arts recipient.

The Paint-in event was discussed in conjunction with the August Plein Air show. Artists could get a stamp on the Thursday before the install, do the plein air painting, and have works delivered on Monday. C. Schiffler will discuss with PAPI. The gallery has hosted artist demos and talks before, but they have not been well attended in the past. The recommendation was to do the demos or talks during the opening reception.

## **ACTION ITEMS**

5. **Planning:** December 2023 Exhibit [ACTION ITEM]  
out about Initial Point Gallery. Due to not being selected for the Idaho Humanities Council Spark exhibit, there is not a show scheduled for December 2023. The committee reviewed several options for shows. L. Taylor recommended partnering with the Capitol Contemporary Gallery for the December-January 2023 show. H. Scoville seconded, all ayes
6. **2023 Initial Point Gallery Subcommittee Chair Elections** [ACTION ITEM]  
N. Schofield nominated L. Taylor for Chair. No other nominations were received. H. Scoville motioned to approve L. Taylor as Chair; N. Schofield seconded. The motion to appoint L. Taylor as Public Art Committee Chair was passed with all ayes.

**NEXT MEETING - March 17, 2023**

## **ADJOURNMENT**

L. Taylor moved to adjourn, H. Scoville seconded, all ayes