



EVENTS & OUTREACH SUBCOMMITTEE MEETING

Parks & Recreation Conference Room, 33 East Broadway Avenue Ste 206 Meridian, Idaho

Wednesday, October 13, 2021 at 3:30 PM

MINUTES

VIRTUAL MEETING INSTRUCTIONS

To join the meeting online: https://teams.microsoft.com/l/meetup-join/19%3ameeting_MWI5NGZjNTUtNGNiZi00YzBILWFjMDctNjJhYzRmNTU5ZDli%40thre%20ad.v2/0?context=%7b%22Tid%22%3a%22b844df29-8272-41a9-9862-5a8e63e5f93a%22%2c%22Oid%22%3a%2241e2fc1d-e723-4cd9-9cd3-c847775577fe%22%7d

ROLL-CALL ATTENDANCE

Leslie Mauldin, Chair Thomas Vannucci
 Maria Tzompa arrived at 3:40pm Jenifer Cavaness-Williams
 Michelle Glaze

DISCUSSION ITEMS

1. Follow-up Discussion from August 2021 Meridian Arts Commission Meeting: Roles & Responsibilities

A. Belnap reviewed the powerpoint and major points of E. Kane's presentation to the Arts Commission from August 2021. She also introduced a document of responsibilities related to the projects the Events & Outreach Subcommittee is involved in. The Subcommittee and A. Belnap reviewed the document and the distribution of responsibilities together. The Subcommittee members added their thoughts and adjustments were made. See attached document for edited version. A. Belnap will combine this list with other Subcommittee responsibilities and the Commission will review it again at the next Commission meeting in October.

NEXT MEETING - TBD

ADJOURNMENT

T. Vannucci made motion to adjourn, seconded by J. Cavaness-Williams

All ayes

Events & Outreach Accomplishments (past 12 months)

- Coordinated the first ever Ornament Drop in December 2020
- Hosted Concerts on Broadway 2021
 - Including the first ever multi-group concert
- Hosted Art Week 2021
 - Established new partnerships:
 - Meridian Arts Foundation- Art Sip
 - Meridian Parks & Recreation- Community Art Party
 - Main Street Market- Saturday Art Market

Generalized list of Events & Outreach responsibilities:

III. Events & Outreach Committee

A. Art Week

1. Building an outline of events and activities for the week
 - Identifying potential partnerships (see below)
2. Attending and participating in events & activities
3. Determine marketing strategy with other City communications employees
4. Art Drop
 - a. Managing communications
5. Free Art Classes
 - a. Selecting instructors
 - b. Determining instructor payment amount
 - c. Communicating with instructors
 - Inviting instructors
 - Scheduling classes
 - Supplying materials
 - d. Managing registrations
6. Chalk Art Competition
 - a. Establish format of competition, i.e. competition categories
 - b. Determining prize amounts
 - c. Managing registrations
 - d. Supplying materials
 - e. On site preparations
 - f. Select judges for competition
7. Saturday Art Market
 - a. Communicating & contracting with CheRee/Main Street Market
 - b. Creating & coordinating vendor registrations
8. Community Partners' Events
 - a. Decide whether/which to partner with (e.g. Art Sip, Community Art Party)
 - b. Hosting Initial Point Gallery tour

- Concerts on Broadway
 - Selecting dates & times for performances
 - Scheduling all spaces necessary
 - Contacting & contracting with sponsors
 - Selecting performers/emcees (via Subcommittee designee)
 - Finding suitable groups
 - Contacting groups
 - Contracting/negotiating agreements with performers
 - Contracting and/or coordinating with all parties involved
 - Sound production
 - Food truck
 - Main Street Market
 - Meridian Parks & Recreation
 - Determine marketing strategy with other City communications employees
 - Identify new ways to market Concerts on Broadway
 - Managing advertising avenues

- Creating signage for event
- Attending concert series
- If necessary, discuss how to refresh or rejuvenate the series

- Partnerships with other organizations
 - Identify other community events to participate in
 - Work with event organizers to identify effective ways for the Subcommittee to contribute or participate in their event/activity
 - Coordinate with event organizer to carry out plan