



MERIDIAN ARTS COMMISSION

City Council Chambers, 33 East Broadway Avenue Meridian, Idaho

Thursday, March 10, 2022 at 3:30 PM

MINUTES

ROLL-CALL ATTENDANCE

<input checked="" type="checkbox"/>	Lizzie Taylor	<input checked="" type="checkbox"/>	Patrick O'Leary
<input checked="" type="checkbox"/>	Jessica Peters, Vice Chair	<input checked="" type="checkbox"/>	Jenifer Cavaness-Williams
<input checked="" type="checkbox"/>	Natalie Schofield	<input 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

J. Cavaness-Williams made motion to adopt agenda; seconded by J. Peters

All ayes

APPROVAL OF MINUTES [ACTION ITEM]

L. Taylor made motion to approve minutes; seconded by R. Wardle

All ayes

APPROVAL OF MONTHLY FINANCIAL STATEMENTS [ACTION ITEM]

N. Schofield made motion to approve monthly financial statements; seconded by L. Taylor

All ayes

NEW BUSINESS [ACTION ITEMS]

3. Update: Commissioner Appointments ~ 2 minutes

C. Schiffler welcomed newly appointed Commissioners, B. Gaytan and P. O'Leary and asked them to introduce themselves.

B. Gaytan thanked everyone for having him onboard and stated he is looking forward to working with everyone.

P. O'Leary thanked everyone for the opportunity and stated he is looking forward to learning a lot, getting educated and seeing what contributions he can make.

B. Zahn Griffith welcomed the new Commissioners.

4. Presentation and Sponsorship Request: Kevin Nielsen of the Huckleberry Star Theater ~ 20 minutes

Presentation given by K. Nielsen and J. Hessing (attached).

K. Nielsen stated he has lived in Meridian for about 12 years and his local roots include his great-grandfather who was the editor of the Meridian newspaper and owned a dairy farm on what is now Eagle Road; his grandfather was the principal at Kuna High; and his father was born in Nampa.

K. Nielsen introduced Jason Hessing.

J. Hessing stated he is a native of the area, living in Meridian for just over a decade and his children have attended local schools and he has served on the Board of Compass Public Charter Schools. J. Hessing also stated his local roots include one grandfather starting the Boise Motor Village and his other grandfather starting Dunkley Music.

B. Zahn Griffith inquired if the Theater has current sponsors.

K. Nielsen confirmed they do currently have sponsors but are asking for the Meridian Arts Commission to be a sponsor.

L. Taylor inquired about who chooses the productions.

K. Nielsen stated that the producers choose the productions and try to find a Director who is interested in the chosen production and then all five sit down to discuss and take in to consideration male versus female roles and also family-friendly messaging.

P. O'Leary inquired as to this year's budget, specifically the earned versus unearned income projections.

K. Nielsen stated the budget per show is currently around \$25K and the Theater had an approximate surplus of \$6K from last year which was used to purchase the licensing for the upcoming production.

B. Gaytan inquired as to the Theater's marketing and how sponsorships are advertised.

K. Nielsen stated sponsors are highlighted through ads in programs, the Theater's website, Facebook and Instagram accounts, during the curtain speech, and/or posting of banners.

B. Zahn Griffith inquired if there is a tier structure for sponsorships.

K. Nielsen confirmed there is a tier structure: a full-page ad is \$1000; a half-page ad is \$500; and above \$1000 would be a major sponsor which includes a full-page ad, mention in the curtain speech, and being listed at the top of the Theater's website.

P. O'Leary inquired if the Theater is a 501(c)3 organization.

K. Nielsen confirmed they are not currently a 501(c)3 organization because they wanted to stay simple the first few years but they are considering it.

J. Hessing asked P. O'Leary for feedback on the importance of the Theater becoming a 501(c)3 organization.

P. O'Leary stated the 501(c)3 designation opens up funding and grant opportunities and encouraged the presenters to look into local organizations that might be able to serve as an umbrella until the Theater can obtain its own 501(c)3 designation.

E. Kane confirmed that an organization does not need to be a 501(c)3 organization in order to receive a sponsorship from the Meridian Arts Commission.

C. Schiffler confirmed the Theater's sponsorship request would be discussed at an upcoming meeting.

5. Consider Artwork for City Acquisition: Joan Thomas's Meridian Mill Painting ~ 5 minutes

B. Zahn Griffith stated visual of art piece for consideration was included in the meeting packet.

L. Taylor stated she did not agree with the artist's decision to change the sign on the building, as stated in the artist's disclaimer listed on page 2 of the included visual.

B. Gaytan inquired if the City owns any similar artworks.

C. Schiffler confirmed the City does own a similar piece depicting the Zamzow Mill which is on display on the second floor of City Hall.

P. O'Leary inquired as to how this piece came up for discussion as an acquisition.

B. Zahn Griffith explained this piece was on display as part of the December Initial Point Gallery exhibit and the artist had offered the piece to the City as a gift.

C. Schiffler explained the gifts and donation acquisition process:

1. First reviewed by the Arts and Culture Coordinator
2. Moves to the Meridian Arts Commission for review
3. If Commission recommends acquisition, Legal drafts an agreement between the City and the artist
4. The Mayor reviews and makes the final decision
5. Finally, City Council reviews

C. Schiffler explained the City's art collection and how it is managed. C. Schiffler stated at this time the Arts and Culture Coordinator and the Meridian Arts Commission do not have the capacity or authority to manage the collection and this responsibility and management of the collection is currently housed within the City's Finance Department and so art is looked at as an asset (much like furniture and equipment).

N. Schofield asked for clarification of her understanding that the Commission is not purchasing the piece and that the piece is being offered as a gift.

C. Schiffler confirmed N. Schofield's understanding that this piece would be a gift.

B. Gaytan inquired as to how often these acquisition discussions occur.

B. Zahn Griffith and E. Kane both confirmed that these acquisition discussions are rare.

B. Zahn Griffith stated she found it odd that in such a representational piece of art the artist chose to change the wording on the sign and wondered if the artist could be asked to change the wording to match the actual sign.

J. Peters stated that since the City already has an art piece depicting the same subject matter she is inclined to decline the gift.

N. Schofield stated she agrees with L. Taylor and J. Peters and is inclined to decline the gift.

P. O'Leary stated he did not think the artist should be asked to change the piece.

B. Zahn Griffith opened the floor to vote whether or not to accept the gift.

P. O'Leary made motion to decline artwork gift; seconded by L. Taylor.

All ayes

6. Review and Approve: 2023 Initial Point Gallery Call-to-Artists ~ 3 minutes

B. Zahn Griffith stated the Call-to-Artists was included in the meeting packet.

N. Schofield made motion to approve the Initial Point Gallery Call-to-Artists; seconded by L. Taylor.

All ayes

7. Consider for Budget Approval: Americans for the Arts Membership for Meridian Arts Commission ~ 3 minutes

B. Zahn Griffith asked C. Schiffler to speak about the Americans for the Arts Membership proposal.

C. Schiffler explained that the Americans for the Arts Membership would be an organizational membership for up to 10 people so Commissioners would receive a log-in and the membership benefits were included in the meeting packet.

C. Schiffler stated the membership costs \$300 and this would come from the Professional Development line-item of the Commission's budget.

J. Peters stated that she has an individual membership and the membership has provided a great number of resources, webinars, and a public art network and she has found it of great value and sees the value as the Commission is considering how to grow, find resources, and connect with artists and other art administrators.

B. Zahn Griffith opened the floor to vote on the membership proposal.

J. Peters made motion to approve \$300 budget item for Commission membership to Americans for the Arts; seconded by L. Taylor.

All ayes

8. Consider for Budget Approval: Traffic Box Cleaning, Inspections, Damage and Assessment Report Estimate ~ 3 minutes

B. Zahn Griffith asked C. Schiffler to speak about the City's Traffic Box program.

C. Schiffler explained that the Boise City Department of Arts and History contracts with a company to individually clean and provide maintenance reports on each traffic box at a cost of \$30 per box. C. Schiffler explained that at this time the Commission does not have a specific line item in the budget for this service but there are funds available in the "Other Expenses" line item of the budget if the Commission wanted to pursue this service. C. Schiffler confirmed the City has approximately 60 boxes and the boxes are owned by ACHD.

J. Cavaness-Williams inquired as to the location and spacing of the traffic boxes.

C. Schiffler stated that in the City's urban renewal district boxes are located more closely together in the Downtown core and consist mainly of West Ada School District pieces. C. Schiffler noted the remaining traffic boxes are spread throughout the City. C. Schiffler stated that traffic box locations can be viewed using the GIS map on the City's website.

L. Taylor stated that she thinks such a contract is a good thing both in terms of practical maintenance of the boxes but also from a public relations stand-point as people will see these items being cleaned. L. Taylor also stated she liked the idea of not doing all the boxes at once since installation was staggered, maintenance could be staggered, and \$30 a box seemed very reasonable.

P. O'Leary inquired if there was a current status report for the traffic boxes.

C. Schiffler confirmed that at this time it is someone going out to assess each box and this had last been done in 2019 by the former Arts and Culture Coordinator but it really is on a volunteer basis and there is no guarantee that ACHD would notify the City if a box was removed.

N. Schofield stated she thinks having all the boxes cleaned this year to get a sense of the inventory and condition of each box would be ideal and then maybe the contract could switch to an every-other-year maintenance schedule based on box location.

J. Peters inquired if there are any boxes due for a re-wrapping and/or a new piece of art instead of a cleaning.

C. Schiffler confirmed that the traffic boxes in the urban renewal area are funded by the Meridian Development Corporation so these are replaced on a more regular basis and the most current information she has does show some boxes have been replaced. C. Schiffler stated the life span of a box is approximately 5 – 10 years and that Boise thinks of their boxes as temporary art projects that last five years.

B. Zahn Griffith opened the floor to vote on the expenditure.

L. Taylor made motion to approve a Not to Exceed amount of \$1,800 for traffic box cleaning and maintenance; seconded by B. Gaytan.

All ayes

FUTURE MEETING TOPICS

- 9. Upcoming: Planning and Budget for Professional Development:** Training/conferences and/or General Arts Development Outreach Efforts

C. Schiffler stated the Commission should discuss in the near future plans to use the budgeted Professional Development funds.

- 10. Upcoming:** Discuss Performing Arts Budget and Sponsorship Requests

C. Schiffler stated this will be a future discussion of the sponsorship request presented at today's meeting from Huckleberry Star Theater.

REPORTS

- 11. Update: Initial Point Gallery:** Current Exhibit: Treasure Valley Artist Alliance "Verdant Discourse"; and Upcoming Exhibit: Larry Balsan, Benjamin Hunt, April Davis, Michael Norsk, and Gary Holt Peer; Gallery Hosts

Lizzie Taylor, Commissioner and February Gallery Host ~ 3 minutes

N. Schofield asked L. Taylor to give the report since L. Taylor was the Opening Reception Host.

L. Taylor stated the opening reception was an outstanding success with 55 people in attendance and beautifully displayed refreshments by one of the exhibiting artists.

B. Zahn Griffith reviewed the list of artists that will be on display next and inquired about the next Gallery Host.

N. Schofield stated she will be the April Gallery Host.

C. Schiffler stated gallery hosts are still needed for the month of August, November and December.

J. Cavaness-Williams volunteered to be the August Gallery Host.

B. Zahn Griffith volunteered to be the November Gallery Host.

L. Taylor volunteered to be the December Gallery Host.

- 12. Update: Events and Outreach Subcommittee:** Art Week, Tammy deWeerd's Awards in the Arts, Treasure Valley Fine Arts Festival Partnering

Leslie Mauldin, Events and Outreach Subcommittee Chair ~ 2 minutes

L. Mauldin not present to provide report.

C. Schiffler gave report on behalf of L. Mauldin.

C. Schiffler stated the Subcommittee reviewed the Art Week schedule which is similar to last year's event with one change being the Initial Point Gallery opening reception will be held on the Thursday during Art Week to coincide with another art event being held in City Hall that evening.

C. Schiffler stated the Subcommittee discussed a partnership with the Treasure Valley Fine Arts Festival but the event has been cancelled for this year; however, the event director would still like to partner with the Commission in the future and develop a long-term, on-going partnership.

13. Update: Public Art Committee: Review of Committee Meeting with Parks and Recreation Staff about Five Mile Creek Pathway Trailhub

Bobby Gaytan, Public Art Committee Chair ~ 5 minutes

B. Gaytan stated the Subcommittee had a meeting with the Parks and Recreation Staff that included a presentation and discussion of the Trailhub project. B. Gaytan stated discussions included 1) potentially changing the name to avoid confusion between Ten Mile and Five Mile; 2) creating a theme that gives the trailhead an identity and makes the trailhead a landmark; 3) discussed the mass and scale of a potential art piece and adding power and light to the site which is an estimated additional cost of \$5 to \$10k. B. Gaytan stated these discussions helped facilitate moving to the Request for Proposal process.

C. Schiffler stated that the next step will be done in two-parts to adhere to best practices in public art so this will include first a Request for Qualifications, and then a stipend is provided for the selected artist(s) to submit proposals as part of the Request for Proposal process. C. Schiffler stated she will provide a draft for the Subcommittee to review at their next meeting and then the Commission can review. C. Schiffler confirmed Legal, Procurement, and Parks and Recreation staff will all be involved.

14. Arts and Culture Coordinator Report: Updates: Meridian Mural Series, Public Art Plan, Revised Call for Five Mile Creek Pathway Trailhub RFQ + RFP; Social Media; Annual Reports; Goals and Visioning for 2022; Requests for Volunteer Help

Cassandra Schiffler, Arts and Culture Coordinator ~ 10 minutes

Presentation given by C. Schiffler (attached).

J. Peters volunteered to record meeting minutes for the Public Art Subcommittee.

P. O'Leary volunteered to join the Events and Outreach Subcommittee.

B. Zahn Griffith volunteered to record meeting minutes for the Initial Point Gallery Subcommittee.

P. O'Leary stated he was willing to discuss the role of a Budget Advisor with C. Schiffler.

B. Zahn Griffith asked if the previous Call for Nominations could be used again for the Tammy de Weerd's Awards in the Arts event.

C. Schiffler stated she had not seen this previous Call for Nominations so will locate the file for review.

L. Taylor volunteered to work on the Call for Nominations for the Tammy de Weerd's Awards in the Arts event if a previous document could be located for review and modification.

L. Taylor volunteered to step down from the Public Art Subcommittee, if need be.

J. Peters asked C. Schiffler to send out an email to the entire Public Art Subcommittee requesting that someone step-down due to quorum issues since not all Commissioners present at today's meeting and this would give Commissioners who are on multiple Subcommittees an opportunity to step-down and only serve on one Subcommittee.

B. Zahn Griffith asked if there were any other Commissioners present who might consider stepping down from the Public Art Subcommittee and joining a different Subcommittee.

R. Wardle stated she might consider it if her school schedule allowed but as an artist she really enjoys being on the Public Art Subcommittee and doing public art is very personal to her so she appreciates being on the Subcommittee and has a connection with the subject matter.

C. Schiffler stated she will send out an email to the Public Art Subcommittee and hopefully this can be resolved by end of day on Friday because the next Public Art Subcommittee meeting is next Tuesday.

15. Inclusivity Highlight: March is Developmental Disabilities Awareness Month ~ 5 minutes

C. Schiffler requested that J. Peters share a video for the Commission to watch showcasing Open Arms Dance Project which is a multi-generational and inclusive dance company based in Boise, Idaho.

NEXT MEETING - APRIL 14, 2022

ADJOURNMENT

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

All ayes

Meeting adjourned at approximately 5:15 PM



A New Theater Experience in Meridian, ID

Founded 2021

<https://thehuckleberrystar.com/>



Our Story



The Nielsens



The Hessings

Once upon a time there were two theater-loving families living on opposite sides of the freeway in Meridian. To help unleash the magic of theater upon their local land (and get their kids off their screens 😊), they banded together and executed on a vision to bring incredible local talent together to produce uplifting, family-friendly musical theater productions.

Our Mission

The Huckleberry Star Theater's mission is three-fold:

- To foster close-knit, long-lasting communities among cast members and patrons
- To encourage face-to-face participation in live-performing arts where risks are taken, skills are developed, and comfort zones are expanded
- To increase family-friendly musical theater in the Meridian, Idaho area with some of the best loved musicals.

Core Belief

“Arts and culture are key to cities’ vibrancy and quality of life.”

~ Urban Institute report commissioned by the Knight Foundation

Why Launch a New Theater?

- Expanding population and talent-base in Meridian
- More demand than supply for both cast members and patrons
- Few community musical theaters in the valley to involve the whole family
 - Boise Little Theater (Boise)
 - Stagecoach Theater (Boise)
 - Music Theater of Idaho (Nampa)
 - Spotlight Theater (Nampa)
 - Dreamweaver (Caldwell/Nampa, closed?)
 - Treasure Valley Children's Theater (children only)
 - Starlight Mountain Theater (Garden Valley, young adult)



Pilot Year Parameters

- Outdoor venue to reduce risk of COVID-19
- Involve as many people as safely possible
- Focus on casting family members together
- Make the experience enjoyable for all
- Break even to make it sustainable

Season 1 Results

- 3 sold-out shows of 300+ audience members
- 80+ people auditioned
- 48 cast members, 17 supporting staff
- 13 sponsors and donors
- 309 bags of local gourmet popcorn sold
- Winner of multiple awards on BroadwayWorld 2021 Boise including:
 - Best Musical of 2021
 - Best Production of the Year (in Person)
 - Best Direction of a Musical
 - Best Performer in a Musical
 - Best Choreography of a Play or Musical
 - Best Set Design of a Play or Musical
 - Best Costume Design of a Play or Musical

Irving Berlin's



Aug 19-21, 2021



2022



Book, Music and Lyrics by:
MEREDITH WILLSON

Aug 16-20, 2022
Same outdoor venue

2023+ Plan

- Expand to 2 shows or more per year to create more opportunity
 - Actors
 - Directors
 - Musicians
 - Dancers
 - Technicians
- Select venue(s) for performances
- Grow sponsorships and patrons
- Bring joy to the community

ARTS & CULTURE COORDINATOR REPORT

MERIDIAN ARTS COMMISSION REGULAR MEETING

MARCH 10, 2022

KEY DESIGN MURAL AT UNBOUND LIBRARY



- **The Meridian Library District Board has approved the City's MOA Memorandum of Agreement!**

- Key Detail has signed a Task Order for their design services, the Task Order was sent to Council for Approval, Council approved it
- During the design stage, the Property Owner (the Library), Key Detail, and the City will work on the design stage, and MAC will review and recommend the final design to City Council.
- Hope to see this complete this summer!



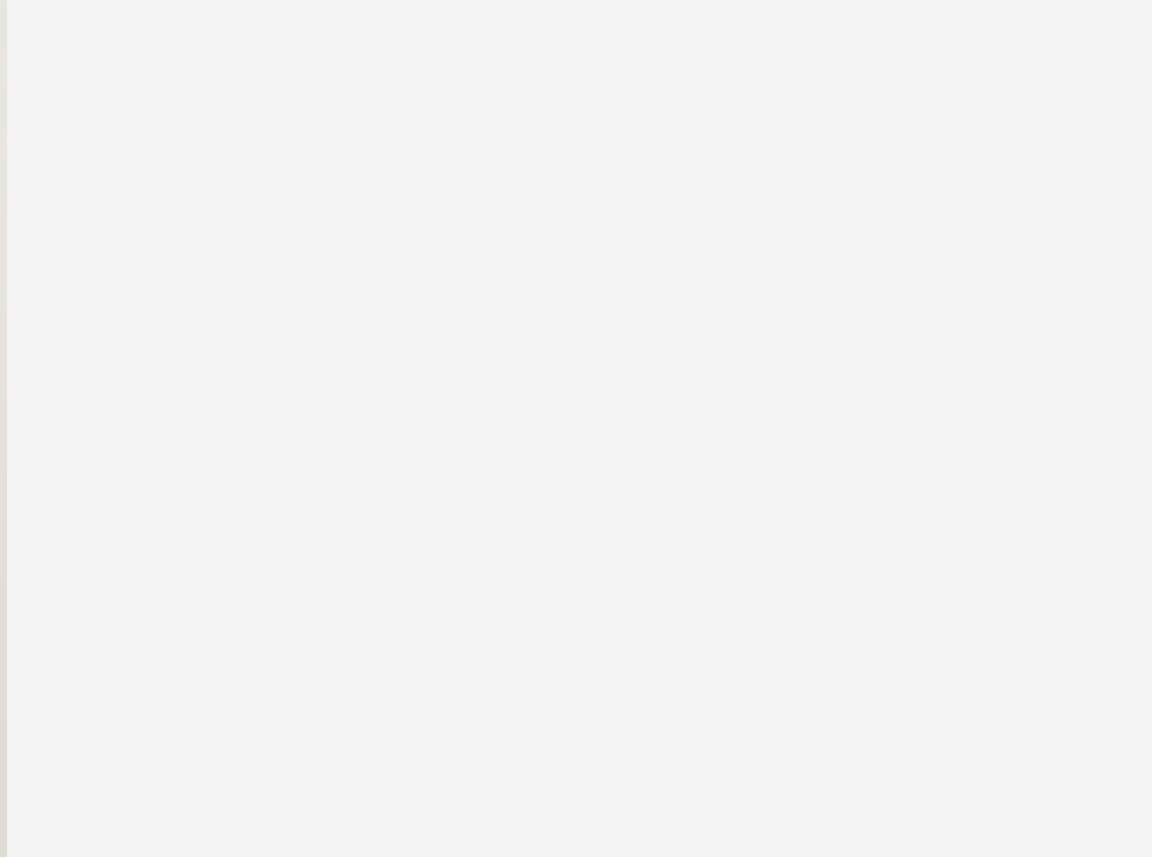
SECTOR SEVENTEEN MURAL UPDATE



- Continuing Ideas for Mural Location
- Beehive Credit Union only serves LDS community
- Grandio Greenhouse passed on the mural

MERIDIAN SWIMMING POOL

Garrett, the Recreation Manager will bring up the mural for the Pool location possibility at the next WARD (West Ada Recreation District) meeting to gauge interest.



PUBLIC ART PLAN

- Cassandra met with Meridith McKinley from VIA Partnership, LLP
- Meridith composed a phased plan for drafting the Public Art Plan
- Likely to be under \$30,000 from VIA, depends on levels of service
- Cassandra will review VIA plan (volunteers from PAC invited to help)
- Get two more quotes from other companies (Forecast and ???)

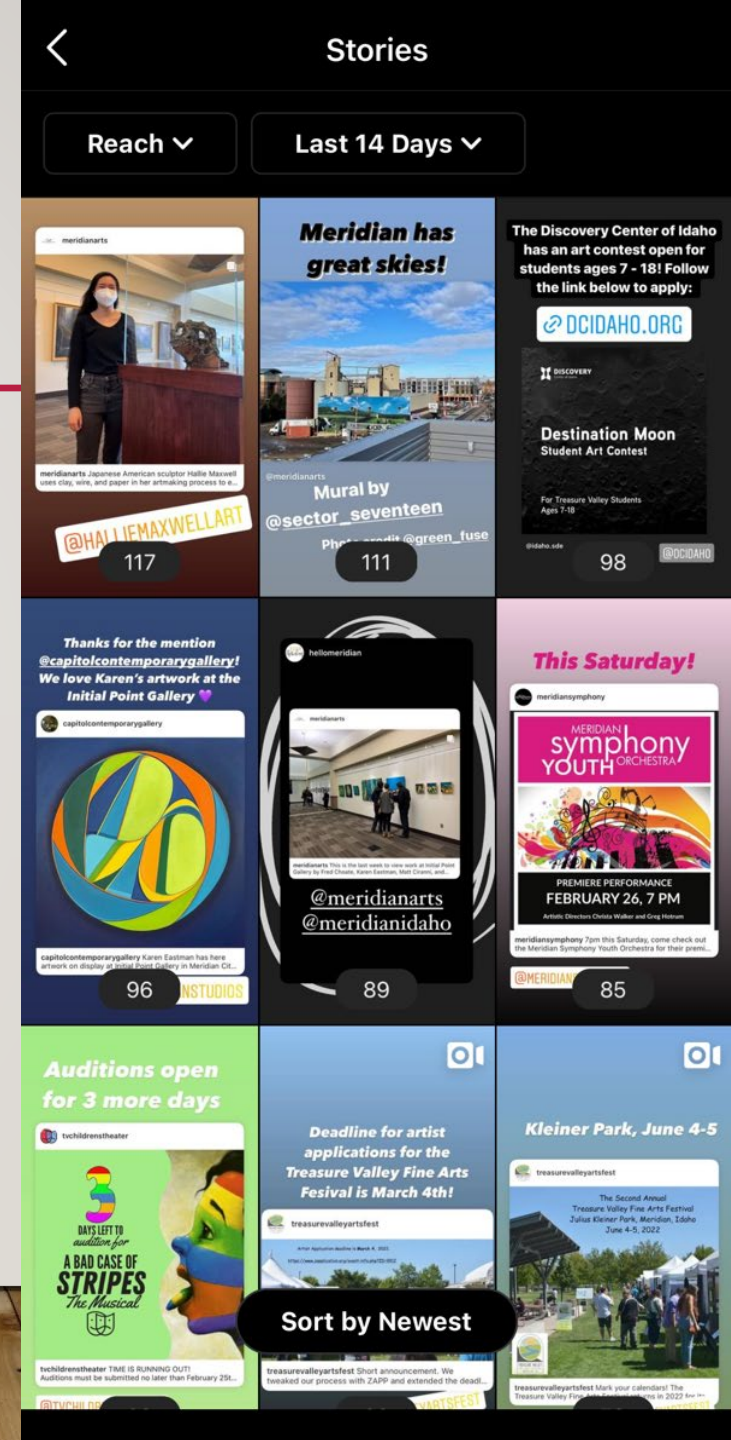
ART WEEK – SEPTEMBER 7-10, 2022

OVERVIEW OF PAST PROJECTS & PARTNERS

- Art Drop
- Free art classes Wed – Friday
- Meridian Art Foundation's Art Sip, Thursday at City Hall 6 – 9
- IPG opening approved for Thursday to coincide with the Art Sip
- Community Art Party, Friday (in partnership with Renee White, Event Coordinator)
- Chalk Art Competition: Held Saturday morning in Generations Plaza
- Concert on Broadway Saturday
- Tammy de Weerd's Awards in the Arts presented by Mayor at the Concert

SOCIAL MEDIA

- 7 posts and 24 stories in February
- Feel free to submit ideas to me
- City Staff must be the one to schedule, approve, and post
- Media posts must be polished, city related, and appropriate
- Stories are more informal: reshares, Treasure Valley opportunities to artists, events related to Arts Commission activities (TVAA or Youth Symphony), NEA or ICA posts
- Feel free to send suggestions! (Send image + wording + hashtags)



REQUEST FOR VOLUNTEER HELP SHOUT OUTS

- IPG Hosts:
 - May (WASD): **Raeya Wardle!**
 - August (photography show)
 - September (College of Western Idaho Faculty Show): **Jessica Peters!**
 - October (“Whimsical landscapes” show)
 - November (Figurative and Still Life show)
 - December (BOSCO)
- Social media ideas: **Natalie Schofield** and **Jessica Peters** (International Sculpture Day)
- Traffic box spreadsheet updates: **Natalie Schofield!**
- MAPS Logo: **Bobby Gaytan!**

~~REQUESTS FOR VOLUNTEERS~~

CALL TO ACTION!

-
- Volunteer to write subcommittee minutes
 - Volunteer to act as a “Budget Advisor” to the Commission (experience with spreadsheets and Excel a huge plus!)
 - Help to draft the Tammy de Weerd’s Awards in the Arts Call for Nominations
 - Volunteer to begin outline of Art Week classes and reach out to selected instructors
 - Volunteer to spearhead effort to organize, set up, maintain, and man an arts activity booth at Public Works event June 8th
 - Volunteer to step down from PAC do to quorum issues