



MERIDIAN ARTS COMMISSION MEETING

City Council Chambers, 33 East Broadway Avenue Meridian, Idaho

Thursday, October 10, 2024 at 3:30 PM

MINUTES

ROLL-CALL ATTENDANCE

<input checked="" type="checkbox"/> Lizzie Taylor	<input type="checkbox"/> Patrick O'Leary
<input checked="" type="checkbox"/> Bridget King	<input type="checkbox"/> Bobby Gaytan
<input type="checkbox"/> Shaun Muscolo	<input type="checkbox"/> Youth (Vacant)
<input checked="" type="checkbox"/> Brecken Bird, Vice Chair	<input checked="" type="checkbox"/> Vassil Ivanov – (Virtual)
<input checked="" type="checkbox"/> Crystal Paulson, Chair	

City staff in attendance: Arts and Culture Coordinator Cassandra Schiffler and Administrative Assistant Jacqueline Smith

ADOPTION OF AGENDA [ACTION ITEM]

APPROVAL OF MINUTES [ACTION ITEM]

1. Approval of Draft Minutes from the August 8, 2024 Meridian Arts Commission Meeting

L. Taylor made a motion to approve the minutes; seconded by V. Ivanov

All Ayes

APPROVAL OF MONTHLY FINANCIAL STATEMENTS [ACTION ITEM]

2. Approval of Financial Statement
L. Taylor requested the date on financial statement. V. Ivanov provided the date of September 27, 2024.

L. Taylor made motion to approve the monthly financial statements; seconded by B. Bird, Vice Chair

All Ayes

NEW BUSINESS [ACTION ITEMS]

3. **Approve:** PAC Recommended Traffic Box Designs for Installation ~ *Cassandra Schiffler, Arts & Culture Coordinator*

Presentation given by Cassandra Schiffler, *Arts & Culture Coordinator*. (See attachment)

C. Schiffler presented PAC recommended designs and presented 3D mock-up of 3 sets of traffic boxes for commissioners to review for approval. Selected artists were Willow Wells, Kayla Hanson, and Claire Remsberg. Past artwork was provided from each artist and described for commissioners along with artist proposal sketches. Explanation of the process for each artist was provided. C. Schiffler asked for approval of the three designs provided in the mock-up for the traffic boxes. Commissioners expressed positive reactions for all designs.

L. Taylor made motion to approve the three traffic box designs by Willow Wells, Kayla Hanson and Claire Remsburg; seconded by B. King

All Ayes

4. **Discuss:** Annual Ornament Drop and/or Other Potential Winter & Holiday Activities (Children's Winterland Festival) ~ *Crystal Paulson, MAC Chair*

C. Paulson discussed Annual ornament drop and other potential activities. Meeting will happen at the end of the month with events and outreach committee on how to get the word out on events and if they want to participate with other city events. C. Schiffler asks, for advertising and planning purposes, does the commission want to get marketing out, and if so, asking for recommendations for dates for the ornament drop or what they would like to see.

B. King asked when last year's Ornament drop was. C. Schiffler gave examples of previous years. First two years were one day events and last year (2023) was a full week. Advised the City Christmas Parade is coming up Friday, December 6 and the Children's Winterland Festival Saturday, December 14th. Advised the commissioners that the Winterland Festival is moving from the Boys and Girls Club downtown to Bay 6 at Homecourt. B. King asked if there was any feedback from last year during the ornament drop, was there a lot of participation?

C. Paulson, Chair, responded that she saw participation while making ornament drops with C. Schiffler that the commissioners had made near the Boys and Girls Club. C. Paulson, Chair, suggested partnering with the Boys and Girls Club and nearby Elementary to add to the Ornament Drop. She suggests writing a proposal asking these two organizations about partnering up. She states there is low response to the social media posting regarding the drops. L. Taylor suggests a two or three day weekend span for the Ornament drop earlier in the month and suggests a full week may be too long. B. Bird agrees with Commissioner Taylor due to the unpredictable weather and expresses wanting an earlier in the month drop and believes more people may participate and wants to continue the activity. C. Paulson, Chair, reviewed the schedule and states the Christmas parade naturally draws people to that area and recommends the fourth, fifth, and sixth of December, or just the fifth and sixth to tie together with the City Christmas Parade.

V. Ivanov likes this idea. C. Paulson asks for anymore comments or ideas and asks for a motion to approve dates for the event.

L. Taylor motions to approve the Ornament Drop on December fifth and sixth prior to the Christmas Parade; seconded by V. Ivanov

All Ayes

OLD BUSINESS

5. Recap: Concerts on Broadway

C. Paulson, Chair, refers to the attached memo regarding 2024 Concerts on Broadway Recap and goes over the information listed on the memo. Brought up the weather/smoke conditions and how that affected the attendance. States the food trucks were popular and added to the attendance. L. Taylor asked if “Loose Screw” would be giving a portion of their proceeds as a donation as they have done in the past. C. Schiffler confirmed they would be donating 20% as they are a beverage sponsor for the events. Due to the weather/smoke two events had low attendance, causing the donations to be lower for those events as well. Discussion over bands with original music verses cover bands. L. Taylor recommends combining the Loose Screw donation recognition with the opening of their new “Loose Screw” establishment to help support their business. C. Schiffler likes this idea and will check with the establishment on that. B. Bird discusses the cover bands vs. original artist bands. She wants to support local artist and suggested maybe one cover band per event. C. Paulson, Chair, agrees, however, states to the popularity of cover bands with the public. Especially regarding the final concert. Wants to encourage original artists to gain a following as well. Discussion regarding having both popular music mixed with original music amongst attendees for crown enjoyment as well as artist exposure.

6. Recap: Meridian Art Week

C. Paulson, Chair, brings up the 2024 Art Week Recap memo, and discussion and comments were made regarding the topics listed on the Art Week Recap and going over each topic. Commissioners believed the events went well but hoped for more attendance. B. King asked why times for the gallery artist talk event was at noon on Tuesday.. C. Schiffler responded that there have been challenges with City building access during the evening hours (building security, scheduling elevators, HVAC, chairs). States that having the events during open hours alleviates after hour challenges. L. Taylor recommends adding the reasoning on the event notices for public knowledge. C. Paulson, Chair, finishes recap for art week following the points listed on the attached and discussion attendance issues. Concern was made regarding dance classes in the middle of the day and the need to change those hours in the future. Discussion regarding food trucks at the Community Art Party and where they should be located next year. Attendance in the morning was low, however, a lot more in the afternoon. Vendors and participants made comments to commissioners at the event that they enjoyed being there and it was a positive experience. C. Schiffler discussed the success of the event and inclusion of the

Channel story. Surveys indicate vendors and participants will return, people liked the Kleiner park location, and were overall satisfied with the event.

REPORTS

6. **Initial Point Gallery Exhibits:** Current Exhibit: "A Touch of Landscape" Rosellen Hong, Gary McCall, Mary Gardiner, Jill Lawley (Opening: October 1, Host: Bridget King); Upcoming Exhibit: "Human, Animal, Spirit" Michell Grace, Johan O. Rodriguez, Leslie Jay Bosch (Opening WEDNESDAY, November 6, Host: Vassil Ivanov) ~ *Lizzie Taylor, IPG Subcommittee Chair*
L. Taylor encouraged other commissioners to host and attend Initial Points Gallery Openings.
C. Schiffler advised the following sign-ups for 2025 Opening Reception Dates:
February 4 – V. Ivanov
May 6 – Potentially the new Youth Commissioner
June 3 – P. O’Leary
August 5 – B. King
September 2 – B. Gaytan
November – B. Brecken
Feb 4, 2026 – L. Taylor

Open Dates:

March 4

April 1

L. Taylor discussed the current opening “A Touch of Landscape” opened Oct 1st with 46 attended per B. King. They discussed the success of the opening event and the benefit of supporting local artists. L. Taylor discussed the next upcoming event November “Human, Animal, Spirit” and confirmed V. Ivanov to host.

7. **Public Art Committee:** Review PAC Meeting, Temporary Mural Project at Community Art Party, Public Art Brochure ~ *Bobby Gaytan, Public Art Committee Chair*
C. Schiffler spoke on behalf of B. Gaytan regarding the PAC meeting. Confirmed the traffic boxes were reviewed and approved at the meeting. Murals were discussed in the PAC meeting and placement of the murals were proposed and mock-up locations were presented to the commissioners for review. Discussion between commissioners regarding the murals and City review and approval regarding the placements for them.
C. Schiffler brought up a public art downtown walking tour brochure, designed by P. Hergenroeder. This is not finalized yet, however, would like to offer a public art walking tour downtown in the next upcoming spring. C. Schiffler will continue working on the draft to present to the commissioners soon.
Public art project at Chateau Park has been sent to the artist’s engineer. For the Linder Road overpass project, the artist has started on architectural drawings and

the landscape architect and artist are working together and will meet next month regarding the long term project. West Ada School District traffic boxes have been sent over to the vinyl vendor and their mockups have been approved and will hopefully be installed in a few weeks.

8. **Events and Outreach:** Next Meeting to Be Held October 25 at 3:30PM - Discuss MAC Presence at City Events Like Unplug and Be Outside Week, Trunk or Treat, 4th of July, Etc ~ *Crystal Paulson, Events and Outreach Subcommittee Chair*

C. Paulson, Chair, brings up the possibility of sharing what the commission does and partnering with other upcoming city events. There will be a meeting October 25th at 3:30 with L. Taylor as a participating attendee to provide ideas and insight.

Introduction of new Parks and Recreation Administrative Assistant Jacqueline Smith who will be assisting with meeting minutes.

NEXT MEETING - November 14, 2024

ADJOURNMENT 4:24pm

L. Taylor made motion to adjourn the meeting; seconded by B. Bird seconded.

All Ayes

2024 Recommendations for Commissioned Traffic Box Wraps

Process

- Call to Artists announced through media release, newsletter, and social media and was open from May 24 - July 5 (6 weeks)
- 14 Application responses were submitted
- In mid-July, the Public Art Committee + 2 Meridian Citizens reviewed and scored each application and chose Willow Wells, Kayla Hanson, and Claire Remsberg to move forward
 - Adherence to the Call to Artists (Pass/Fail)
 - Professionalism and experience represented in the letter of interest, resume or biography, and past work (25 points)
 - Quality of artwork as represented in images of past work (25 points)
 - Creativity of ideas presented in visual sketch or rendering of proposal for the project (25 points)
 - Proposal's response to theme of "Meridian History" as presented in letter of interest and visual sketch of rendering of proposal for the project (25 points)
- Artists developed their renderings and submitted initial and final designs. Designs were reviewed and recommended by PAC.

Willow Wells, past work



Dream, 24" x 11", Pen and ink drawing and digitally painted, 2023



Consumption Part 2, 9" x 7", Pen and ink drawing, 2023



Lucid, 19" x 10.5", Pen and ink drawing and digitally painted, 2024



Between, 19" x 10.5", Pen and ink drawing and digitally painted, 2024

Willow Wells, proposal sketch



Letter of Interest:

“Drawing inspiration from Meridian’s iconic parks and landmarks, I am eager to create a piece that resonates with residents and visitors alike ... featuring iconic landmarks from multiple Meridian parks such as Fuller Park, Bear Creek Park, and Settlers Park.”

Willow Wells, final designs for 8th/Pine

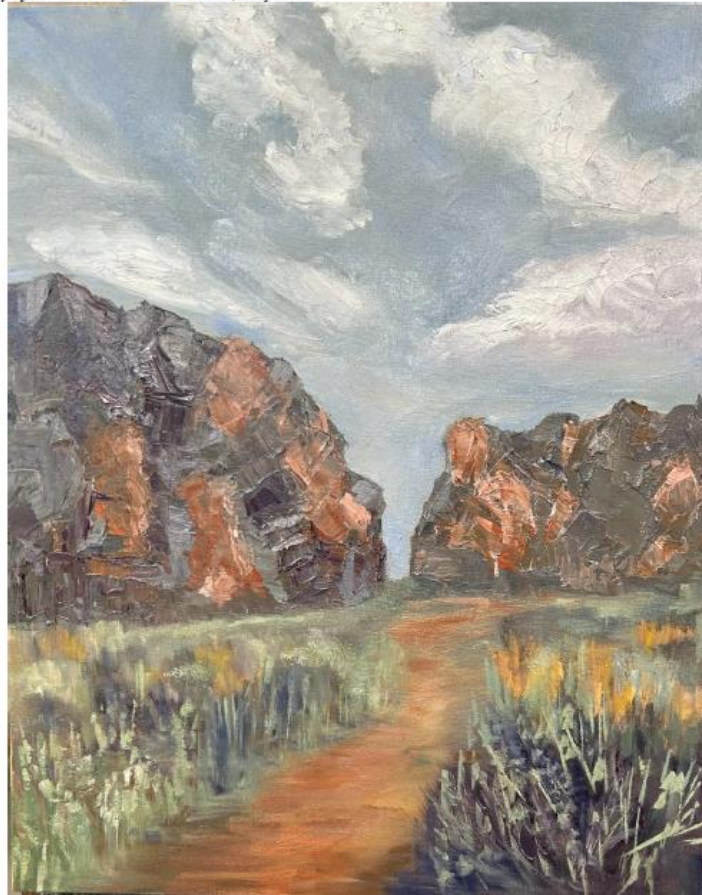


Kayla Hanson, *past work*

Thanksgiving 11x14, Oil on Canvas, May 2022.



City of Rocks 16x20, Oil on Canvas, May 2024.



Bright Day 11x14, Oil on Canvas, May 2024.



Resting Place 9x12, Oil on Canvas, May 2024.



Kayla Hanson, *proposal*

Inspiration/ Historical Reference



Women packed prunes and apples at McBirney's Packing Shed in Meridian. The industry's early success brought beekeeper E.F. Atwater to Meridian. His 1901 purchase of 80 bee colonies grew over 1,000 honey-producing colonies.

CONCEPT SKETCH

With my Concept I wanted to highlight the role women played in the fruit industry and contribution it made to the development of Meridian's livelihood.



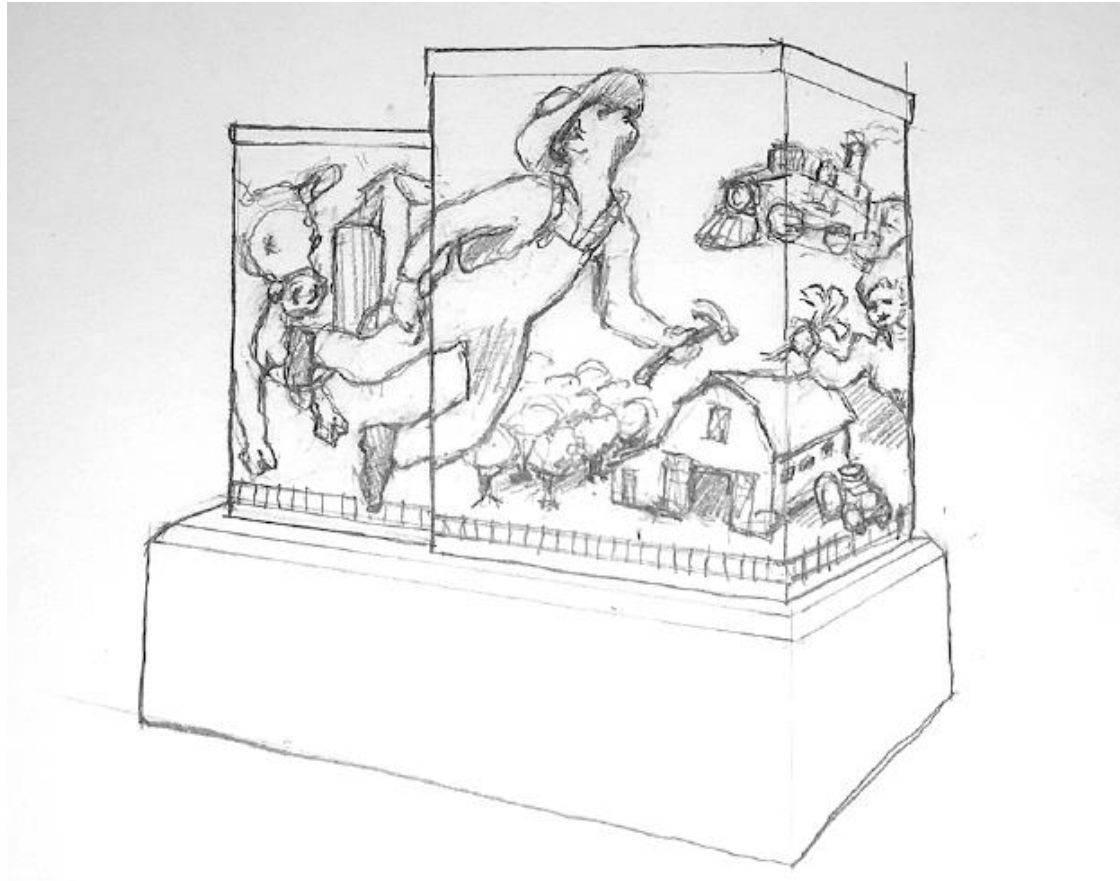
Kayla Hanson, *final design for Overland/S. Stoddard Rd*



Claire Remsberg, *past work*



Claire Remsberg, *proposal*



I propose colorful painted imagery to include historical human figures, likely with a dreamy or fantasy twist, inspired by works of the early modernist painter Marc Chagall. Figures are to be set against rural and historical architectural backgrounds referencing Meridian.

I envision that each panel will be framed or linked with the adjoining panel using a border motif pattern. Additionally, some subject elements will be shared across two or more frames as well and wrapping around the box - a building, human figure or animal, extending from one frame to another. One or more possible border motif patterns may be of the following: barbed wire, wood fencing, or railroad track.

Other historical elements which may be referenced in the work are: irrigation, the dairy industry, agriculture, orchards and railroads. I would also like to possibly reference indigenous history, if that can be respectfully represented and authenticated through research of Meridian history.

Original paintings will be in oil, casein or gouache.

The sketch below is intended to suggest the flavor of the design on a pair of traffic boxes, not the actual design, which will be developed with research in the history library.

Claire Remsberg, *initial design*

farmer / settler - man and woman

cow - representing the history of the dairy industry

goat - just because I love goats.

grain elevator - intending to reference and actual historic one (TBD)

barn - I would prefer to reference and actual historic one (TBD)

house - I would prefer to reference and actual historic one (TBD)

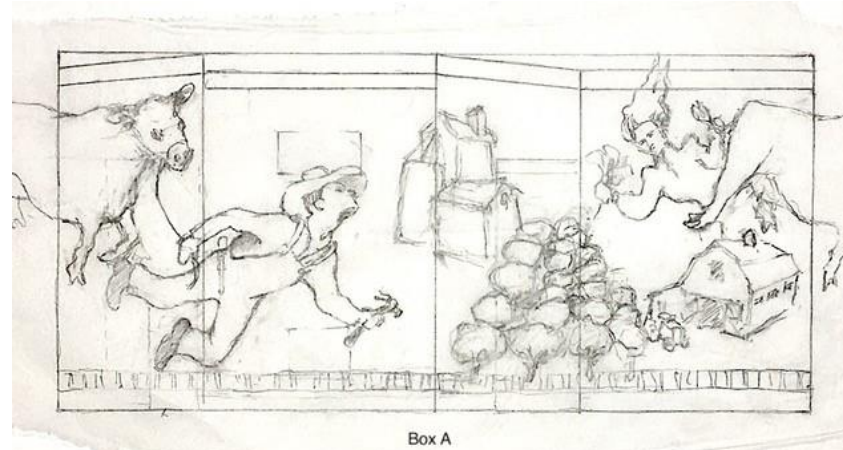
railroad - represented in both a locomotive engine and in the lower border pattern band

orchards - patterns of green rows. This is the pattern to wrap much of Box B.

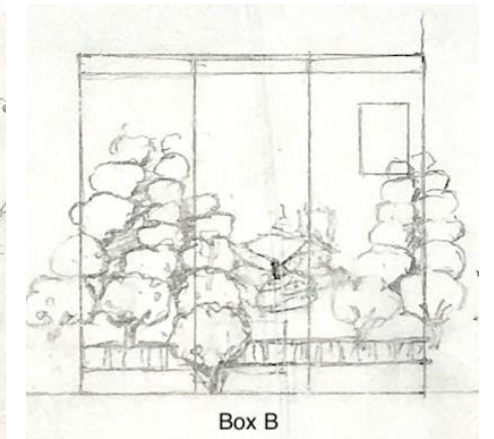
Irrigation - I want to reference historical irrigation equipment and maps is the upper area background (not yet shown)

flowers - hidden everywhere, an opportunity for visual puns (surrealism) and spot colors.

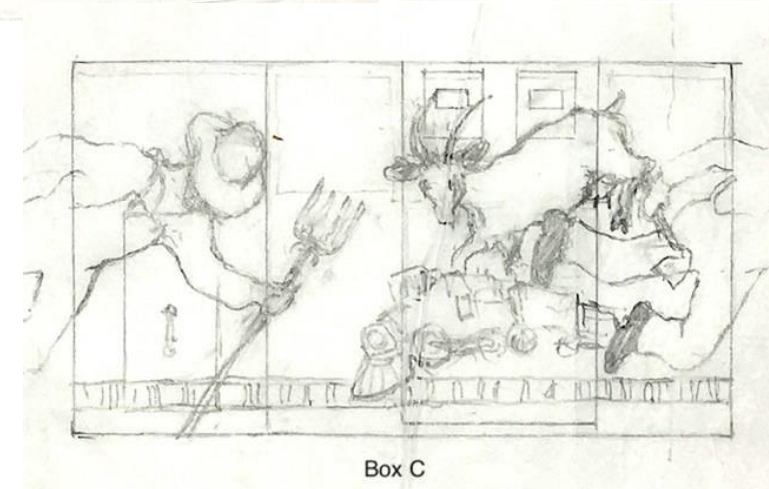
Native - I would like to provide at least a nod to the native people's history of the Meridian area as well, but I will need some research time to do this justice. This could take the form of a human character, artifact or a traditional motif.



Box A

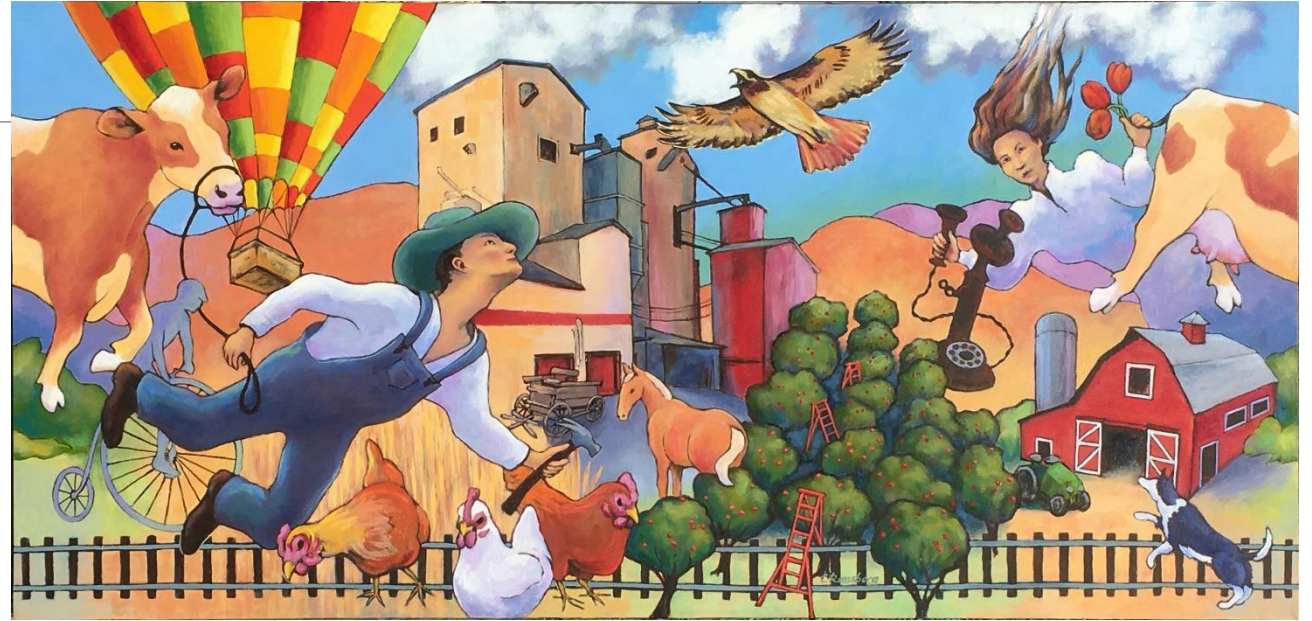


Box B



Box C

Claire Remsberg, *final design for Chinden/Ten Mile*



MEMO TO MERIDIAN ARTS COMMISSION

Topic: 2024 Concerts on Broadway Recap

Concerts on Broadway at Meridian City Hall. 7:00 PM: Headliner. All concerts sponsored by Investment Resources of America, Loose Screw Beer Co, and the Meridian Development Corporation.

1. *August 24: Afrosonics*

Attendance: Estimated: 140 people

Weather was unseasonably chilly, overcast and looked like it might rain, so attendance was down by 1/3 of what we normally have had in the past - we only had about 140 people. Culinary Nerd was scheduled, but had to cancel due to illness. However, the new restaurant across the street, Voodoo Brewing Co, does to-go orders, and everything can be ready in under 15 minutes, and they were happy for the extra business. The popcorn vendor was still a hit! Not as many people dancing as some concerts, but there was still dancing! Some people expected a cover band, and were confused by the original music. The band was excellent.

2. *September 7: Steve Fulton's Ultramuse*

Attendance: Estimated: 130 people

Weather was comfortably warm during the concert; however, the air quality was poor leading up to the concert and smelled smoky. Attendance was down, presumably due to the smoke and two other events taking place at the same time: a Boise State Football game and Art in the Park. All food trucks were in attendance, and Sunset Soft Serve was very popular. Culinary Nerd's food was delicious, and several people seemed really pleased with the quality. A good number of people danced, especially children and the band was playfully cheering them on. The crowd really enjoyed Steve Fulton, and several people came up to the Parks and Recreation tent to ask the name of the band so they could attend another one of their concerts. A good mix of cover songs and original songs went over well with the crowd, especially because Steve introduced his original songs with stories about how they were created so the crowd felt connected to the meaning behind them.



3. *September 21: Tammy de Weerd Awards in the Arts and Summer Groove Party Band (formerly High Street)*

Attendance: Estimated: 400+

Weather was beautiful at the start of the show, slightly chilly towards the end. Attendees were prepared and brought blankets/coats. The show opened with the Tammy de Weerd Awards in the Arts ceremony, and we had large attendance for Summer Groove Party Band. The ceremony went smoothly, Tammy de Weerd herself introduced Joyce Green (last recipient). Summer Groove Party Band was very engaging and talented, they interacted with the crowd and danced on the fountains. The crowd was very enthusiastic about dancing and were dancing the majority of the show. All food trucks were quite popular, Patriot Express's food smelled amazing and several attendees were heard complimenting the quality. The band was top-tier and gave the performance their all. Very successful show and a great note to end the 2024 COB series on.



(Image: Former Mayor Tammy de Weerd, Awards Recipient Joyce Green, City Staff Cassandra Schiffler)



MEMO TO MERIDIAN ARTS COMMISSION

Topic: 2024 Art Week Recap

Art Week Activities, Classes, Events:

1. *Monday, September 9 – **Watercolor Painting with Grandparents***

Attendance: 16 registered attendees (30 max)

This class was almost cancelled due to low registration. The minimum needed to hold the class was 10, and only 4 had registered. In an effort to keep the class, emails promoting the event were sent to both the Arts Commission and the contact list of City Hall volunteers. Because of efforts to promote the class, we were able to get up to 16 registrants by the end of the deadline. The Idaho Watercolor Society had planned on the class being more of a grandparents with teenage grandchildren class, but it was mostly grandparents with young grandchildren. Their lesson was slightly more advanced because of this, but it was a fun time. Shaun Muscolo (Arts Commissioner) reported this info.



2. *Tuesday, Thursday, September 10 & 12 – **Art Week Paint Party with Angry Easel***

Attendance: 9 & 28

Michelle Brotzman stated: “Art week was great at The Angry Easel. We held 2 classes at our studio. One was on Sept 10th where we had 9 painters (painted a Hawaii scene) and the other one was Sept 12th and had 28 people sign up (painted a hummingbird)”



3. *Tuesday, September 10 – **Writing Workshops with Dana Long at unBound***

Attendance: 8 total

“There were a total of 8 participants in my writing classes during Art Week. They were all enthusiastic and engaged, and we had a lot of great dialogue while exploring differences between writing coaches and developmental editors, and learning how to maintain positive mental health as writers. The feedback was positive and gave me a couple of ideas for more topics to explore in the future. Overall, the writing related classes were a success. Participants left feeling inspired and motivated to continue their writing journeys. Thanks again for asking me to participate this year. I enjoyed it immensely.” – Dana Long

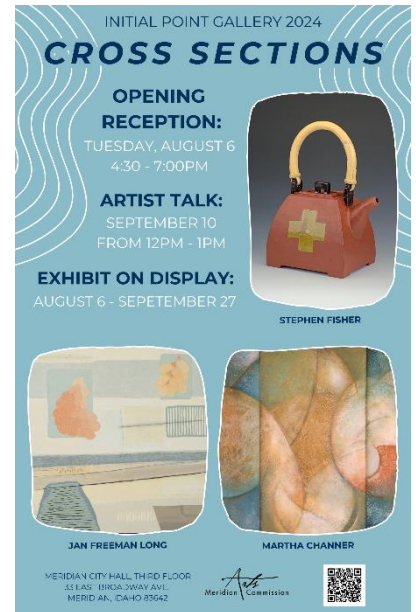
4. *Tuesday, September 10 – Cross Sections Artist Talk at Initial Point Gallery*

Attendance: 10, 2 non-involved individuals

This event was sadly not well attended, as only 2 individuals who were not involved with the commission or related to the artist showed up. The low attendance could be due to individuals instead attending several lunches held by Martha Channer in the month leading up to the official Artist Talk. The talks themselves were successful and captivating for the audience. Those in the attendance had many questions for the artists and the event went over a few minutes over the 1-hour time. The artists had a lot of fun diving into their thought processes and seemed to really enjoy the event.

5. *Tuesday, September 10 – Drinks and Demos at Idaho Art Gallery*

This event seemed quite popular, as many people were seen coming and going. There were 4 artists actively painting (mostly landscape scenes) during the event, and it was really interesting to see the art being created live. Those in attendance participated in lively discussions about the art and their own processes. Snacks and drinks were provided.



6. *Wednesday, Thursday, Saturday, September 11, 12, & 14 – Line Dance with Randy Lattimer*

Attendance: 0 Wednesday, 3 registered Thurs, 2 registered Sat.
Wednesday class cancelled due to lack of registrants.

7. *Wednesday, September 11 – Minimalism v. Maximalism with Martha Channer*

Attendance: 15 attendees

Event was well attended; more chairs were needed. Martha provided an engaging discussion about what minimalism and maximalism is and how it came to be. She had a slideshow and handouts that showed examples of both art forms. Martha made sure to engage the audience with questions and ask their opinions or theories on certain aspects of both art forms. The audience seemed to have a lot of fun with participating in the discussion. Idaho Art Gallery plans on continuing the series, and had the audience write down what they'd like to hear about next. A coupon was given to attendees for 10% off any art piece purchased that day. Snacks and drinks were provided.

8. *Friday, September 13 – Watercolor Painting with Ms. Crystal at Little Pallets*

Attendance: 10 registered attendees

Crystal Paulson stated: "Watercolor taught by Ms. Crystal with Little Pallets for Meridian Art Week was a great success! The students were eager to participate and learn watercolor techniques to create fun, colorful snow cones."



9. *Saturday, September 14 – Belly Dance Workshop with 1 World Dance*

Attendance: 2 registered attendees

10. *Saturday, September 14 – Drum Circle with Jenifer Cavaness Williams*

Attendance: 3 registered attendees

11. **ALL WEEK: Art Drop**

There were fewer art pieces than in past years, are those that were dropped seemed to be found rather quickly. Cassandra and other City Staff observed many people looking for art pieces throughout the week, but not many pieces of art out and around compared to past years. Michelle Brotzman dropped a few dozen pieces! Weather was off-and-on rainy and cold, Shelly Houston (Marketing) was hesitant to drop her art pieces off due to rain.



Community Art Party September 14, 10am-2pm:

Attendance: Estimated: 600 - 700 Arts commissioners in attendance remarked during the event how much livelier the Art Party was this year compared to previous years. They stated that it seemed there were more people coming and going than previous years.

Notes: The Art Party was moved from Downtown Meridian to Kleiner Park due to growth and last year's location issues.

Some positive outcomes:

Family friendly environment, the community mural, chalk art, hands-on activities like letterpress, painting, rock painting, and instrument petting zoo was very popular. Andrew Nemr's tap dancing performance was also a hit.

Vibrant event, lots of people, fun, music, focus on the arts, interactive, many different types of arts activities.

The weather was slightly chilly in the morning, but warmed up and was a pleasant 82 with clouds and a light breeze. Children were seen visiting the Splash Pad located at Kleiner Park which was a good outlet for the heat. The bandshell also helped keep performers cool and out of the sun.

The "teams" category for chalk art were stationed around the bandshell, and enjoyed having performances to watch while drawing. One family team that has participated in the chalk art competition for 5+ years said they love the new location, and enthusiastically said they thought this was the best year ever!

Several vendors were very happy about the set up help, and said that though the event they were able to: "receive many newsletter sign ups", "made new connections", "hand out advertisements", "gained one new student", "lots of interest in our classes", "promoted our upcoming events"

Channel 6 coverage: <https://www.youtube.com/watch?v=4c9xuXZSjdU>



Some challenges:

- This was a very busy weekend for events (Hyde Park Street Fair, Pride, Indian Creek Festival)
- The chalk art certificates were left at City Hall, but were brought just in time for the winners
- There were 14 teams for the team category chalk art competition which made judging difficult.
- Story Story Night's free activity had trouble gathering an audience
- The side paneling for the 20x20 tents was not installed, so the sun was a bit of an issue at certain points of the day.
- Community mural became a mess, young children didn't want to paint in the lines and muddied the paints quite a bit. Next year a recommendation is to plan on having a separate blank panel specifically for younger kids to mess up.



Selected Feedback:

"This was a fantastic event at Kleiner Park. So many different types of art represented, good information about groups, and fun activities. Having the stage for performing arts was wonderful. Lots of room for the beautiful chalk art. I used the opportunity to place a couple dozen Art Drop items and felt they reached a wider audience." - Hamilton Louise on Facebook

"Looks super fun! I wish it had been later in the day like it has been in the past—Saturday mornings are too busy and we couldn't make it" - thedaybrighteningcommittee on Instagram

"We had a lot of fun at this party (heart eyes emoji) thank you for all who stopped by our booth (heart emoji)" - Tutu School Eagle

"This year was the best it's ever been." - Chalk art family participants

"The balloon arch was the best I've ever seen! The event was very welcoming!" - Chalk art participant

INITIAL POINT GALLERY 2024



LESLIE JAY BOSCH



JOHAN RODRIGUEZ AYALA



MICHELLE GRACE

HUMAN, ANIMAL, SPIRIT

ARTIST RECEPTION

WEDNESDAY, NOVEMBER 6

4:30 - 7:00 PM

EXHIBIT ON DISPLAY

NOVEMBER 5 - NOVEMBER 29

MERIDIAN CITY HALL, THIRD FLOOR

33 EAST BROADWAY AVE.

MERIDIAN, IDAHO 83642

Arts
Meridian Commission



[MERIDIANCITY.ORG/GALLERY](https://meridiancity.org/gallery)