

MERIDIAN ARTS COMMISSION
PUBLIC ART STRATEGIC PLAN – CHARRETTE NOTES
March 2, 2021

Meeting / Charrette called to order 10:03am

Attendance:

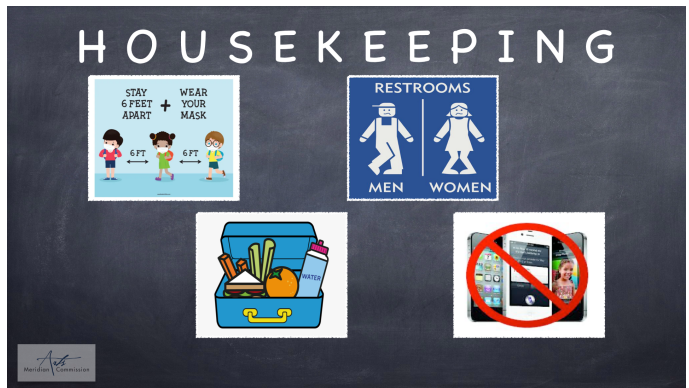
Lizzie Taylor
Jessica Peters, Vice Chair
Natalie Schofield
Bonnie Zahn Griffith, Chair
Leslie Mauldin
Raeya Wardle
Bobby Gaytan
Tom Vannucci, Charrette Facilitator
Audrey Belnap

Motion and second to approve agenda were accepted
and all voted to approve

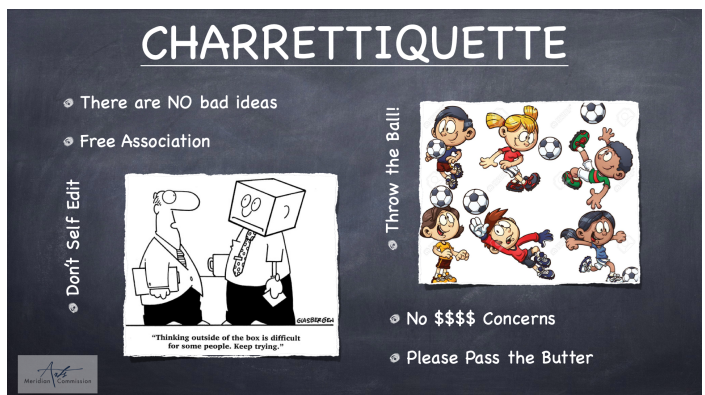
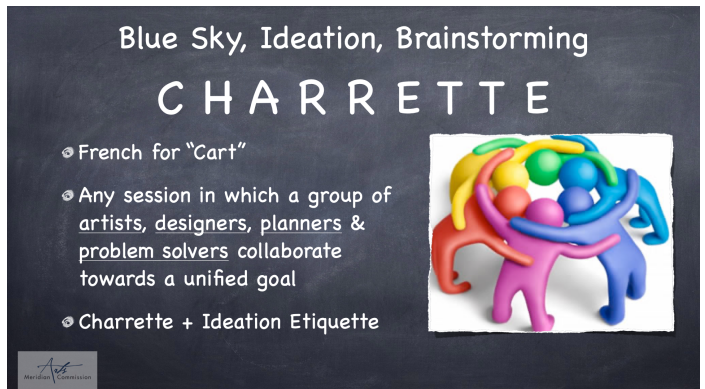


NEW BUSINESS (ACTION ITEMS)

Tom reviewed housekeeping items for the charrette

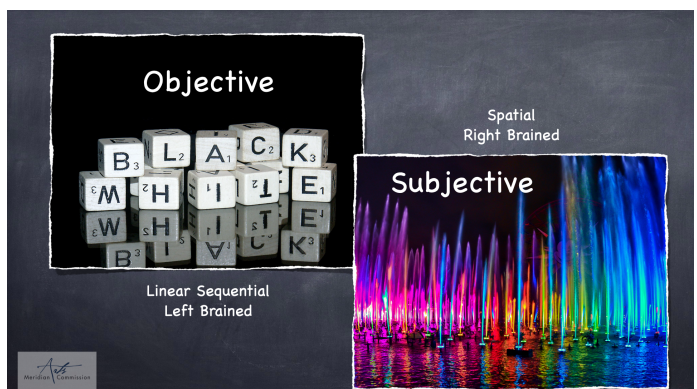


Tom introduced and reviewed the charrette process to give participants a higher comfort level and access to consistent vocabulary

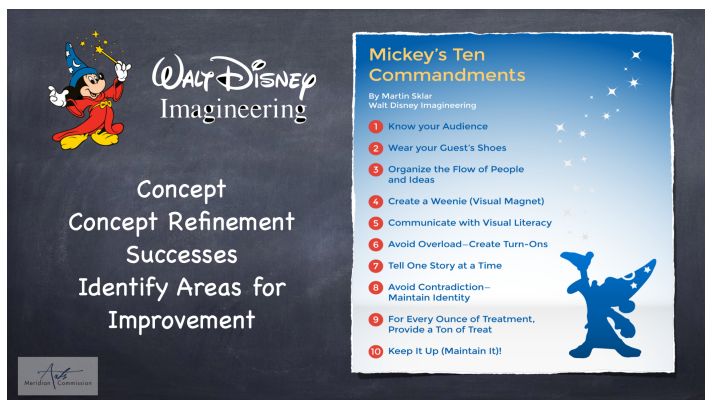


Big Bang Theory – Please Pass the Butter:
<https://www.youtube.com/watch?v=a91T8MdXXMc>

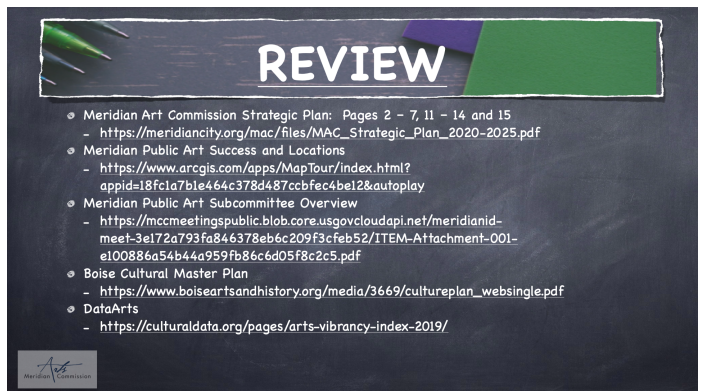
Team identify and verbalize workshop objective



Tom introduced Mickey's ten commandments for discovery, identification and as a measurement tool template

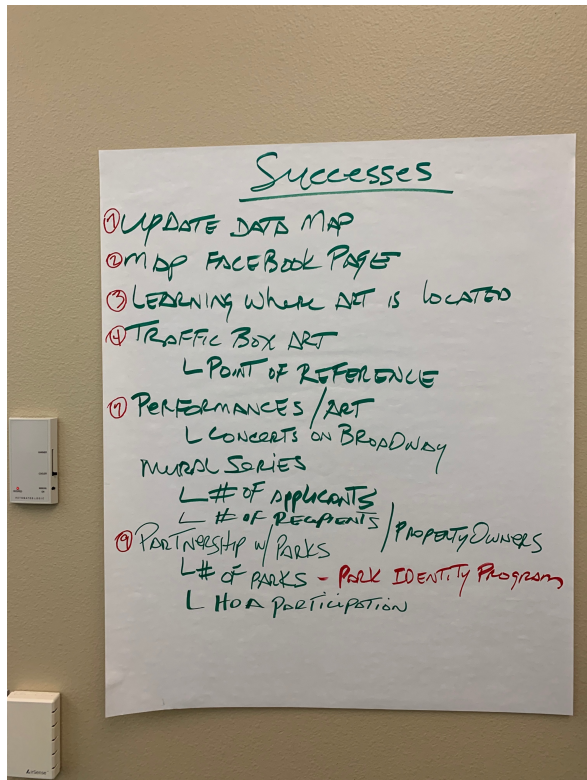


Team reviewed existing Public Arts Strategic Plan and identified successes



SUCCESSSES

- Public Art survey
- Concerts on Broadway
- Mural Series
 - Increased number of artist applicants
 - Increased property owner interest and number of location recipients
- Partnership established with Parks and Rec
 - Number of public art installations in public parks
 - Art installations gives public parks identity
 - Renaissance, Centennial, etc.
- Traffic Box Art adds to directional reference
- Traffic Box artist repository
- Online Art Location Data Map
- Tax money allocation
 - \$.050 per resident
 - NTE \$50,000 yearly
- **KEY IMPROVEMENTS**
 - Better identify and inform where public art is located
 - Regularly review MAC Strategic Plan and measure success then identify areas of improvement
 - Create actionable items for responsible parties
 - Hold ourselves accountable
 - Establish partnerships with HOAs citywide

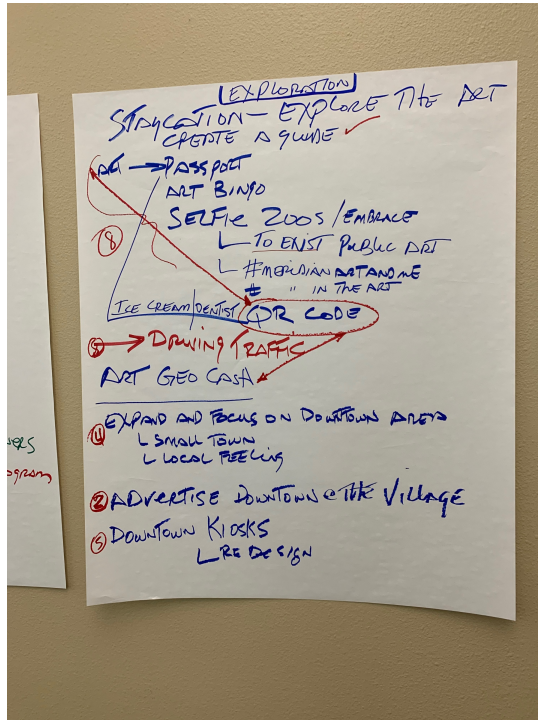


ACTION ITEM

- Update online art location data map
- Facebook Page – Add art location map

EXPLORATION & FREE ASSOCIATION

- Explore and consume Meridian's public art
- Increase resident's awareness
 - Create a citywide art guide
 - Create activities to drive traffic to public art
 - Art passport
 - Include QR codes at installations
 - Increase social media presence
 - Selfie zoos
 - #meridianart&me
 - #meridianinthearts
 - Art geocaching
 - Art bingo
 - Ongoing contest culminating at an annual event
- Focus energy in downtown area
 - Expand installations in downtown areas
 - Supports a small-town local feeling
- Advertise downtown
 - At the Village
 - Downtown kiosks
- **KEY IMPROVEMENTS**
 - TBD



- **ACTION ITEM**
Redesign and update downtown kiosks

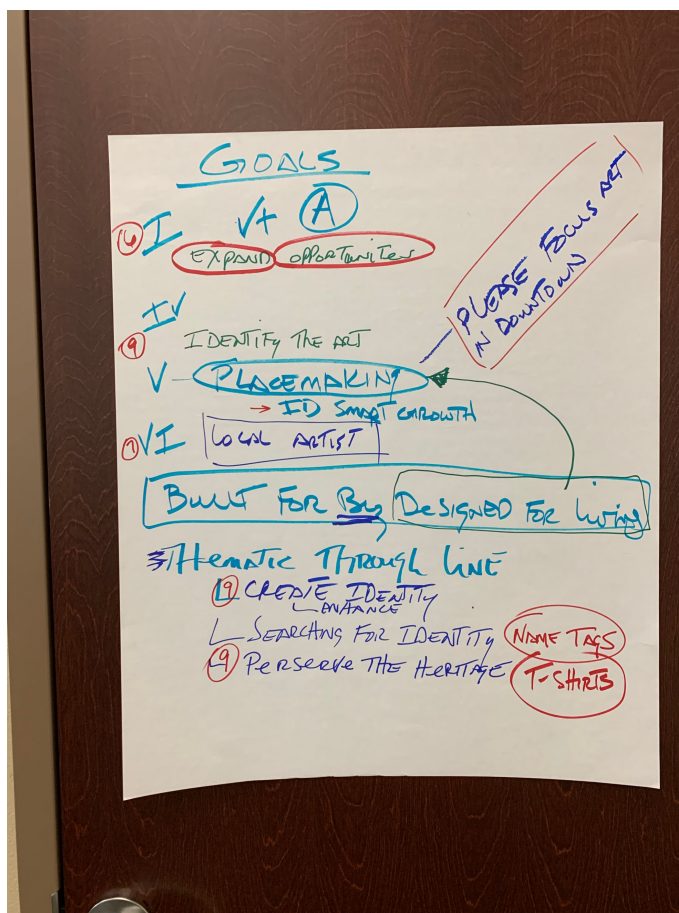
GOALS

MERIDIAN CITY MOTO

- **BUILT FOR BUSINESS, DESIGNED FOR LIVING**
 - Idaho Smart Growth
- **KEY IMPROVEMENT**
 - Amend the NTE \$50,000 annual tax allocation
 - City population has grown 50%
 - Evolve the annual tax allocation to facilitate a growing population
- **ACTION ITEM**
 - Create a compelling argument to amend the tax allocation NTE limit
 - Identify the process to amend the tax law of a NTE \$50,000 limit.

GOALS – MAC Strategic Plan Adopted 9/12/2019

- I: Create opportunities for all Meridian residents and visitors to experience public art.
- IV: Meridian residents will grow their appreciation for and participation in the arts.
 - Better identify the art for all residents and visitors
- V: Meridian residents and visitors will have the opportunity to experience the visual arts.
 - Placemaking and Identity
 - City Counsel requests – Focus energy and investments into downtown
- VI: Local artists will have opportunities to grow their skills and showcase their work.
- **KEY IMPROVEMENTS - Goals**
 - Goal I – Expand the opportunities for a growing population
 - Goal IV – Better identify the art for all residents and visitors
 - Goal V – Enhance placemaking and create identity
 - Give “every” park it’s unique identify
 - Goal VI – Increase local artist participation
- **KEY IMPROVEMENTS - Other**
 - Apply a thematic through line design standard
 - i.e., Not hidden Mickey application
 - Consistency throughout the city
 - Preserve Meridian’s cultural and historical heritage



- **ACTION ITEM**
 - Create a compelling argument to amend the tax allocation NTE limit
 - Identify the process to amend the tax law of a NTE \$50,000 limit.
- **ACTION ITEM**
 - Develop strategies and assign deliverable timeline for improvement opportunities
 - Take AIM into consideration with each strategy
 - Create and distribute Art Commissioner name tags and or T-Shirts

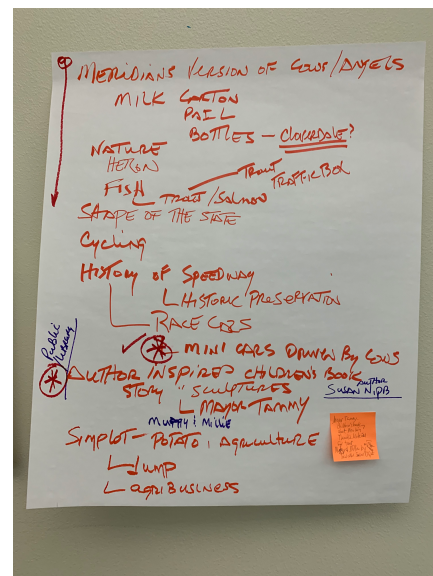
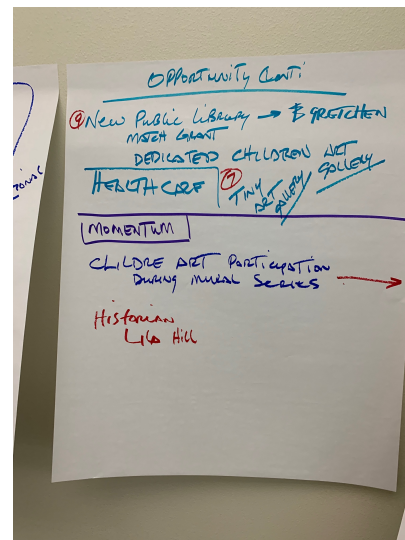
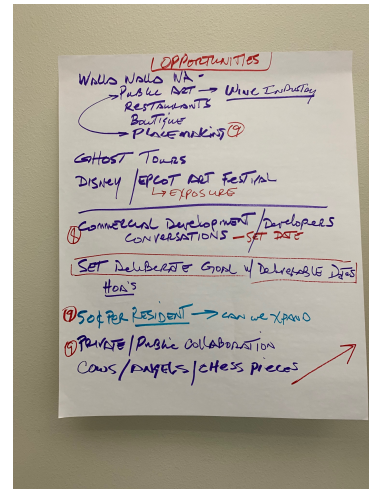
GROWTH and EXPANSION OPPORTUNITIES

EXAMPLES

- Walla Walla, WA
 - Public Art has become tied to the prospering wine industry
 - Increased sense of placemaking
 - Restaurants
 - Boutiques
- Disney Epcot Art Festival
 - First time exposure inspired and lead to artistic endeavors
- Ghost Tours
- Jump – Downtown Boise

GROWTH and EXPANSION

- Private / Public Partnerships
 - Commercial developments / developers
 - HOA's
 - Establish ongoing relationships
 - Meet and inform of MAC's strategic plan
- Create sponsored public art theme i.e., Cows, angels, chess pieces
 - Meridian's Version
 - Milk carton, bottles or pail
 - Nature – Fish, Trout, Salmon
 - Shape of the State
 - Cycling
 - History of the Speedway
 - Currently going through historic preservation process
 - Race Cars
 - Incorporate mini race cars and dairy cows
- Public Partnerships
 - New Public Library
 - Approach Mayor Tammy for guidance and support
 - Author inspired children's' book
 - Story inspired sculptures
 - Author Susan Nipp
 - Mudgy and Millie
 - Dedicated children's art gallery
 - Tiny Art Gallery
 - Historian – Lila Hill
- KEY IMPROVEMENTS
 - TBD

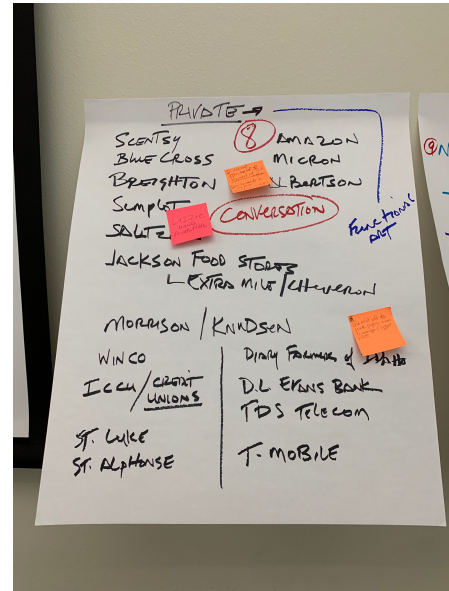


- ACTION ITEM
 - Develop protocols and strategies for approaching private and entities

PRIVATE PUBLIC PARTNERSHIPS

COMPANIES / INDUSTRIES TO APPROACH

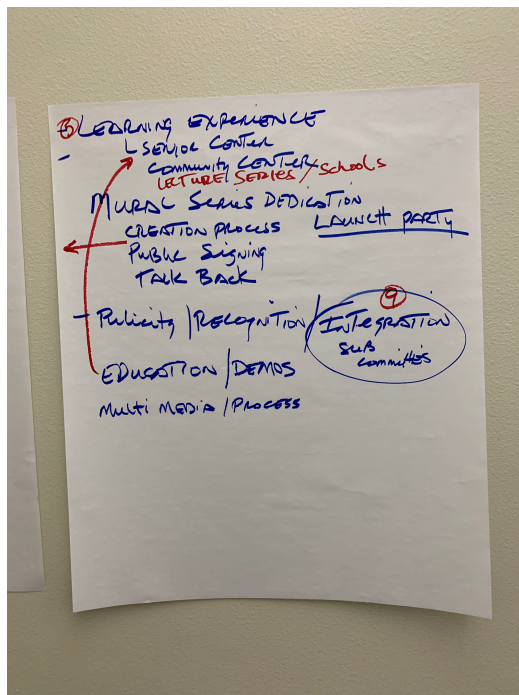
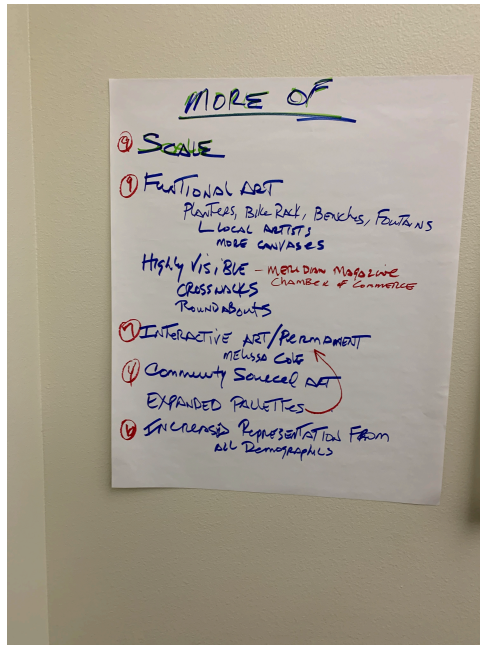
- Agribusiness / Food
 - Simplot Food Company
 - Cloverdale Dairy Farms
 - Dairy Farmers of Idaho
 - Albertson's
 - Jackson Food Stores
 - Morrison / Knudsen
 - Winco
- Financial
 - Credit Unions
 - ICCU
 - DL Evans Bank
- Healthcare
 - Blue Cross
 - Saltzer
 - St. Luke
 - St. Alphonse
- Lifestyle
 - Scentsy
 - Brighton Homes
 - Amazon
 - Extra Mile – Chevrons
 - Downtown Lofts
 - Josh Evarts
 - Meridian Station / Union 93
 - Galina Fund
- Tech
 - Micron
 - T-Mobile
 - TDS Telecom
- **KEY IMPROVEMENTS**
 - TBD



- **ACTION ITEM**
 - Develop protocols for approaching private and entities
 - Develop schedule and timeline and make appointments
 - Develop concept pitch material for approaching private & public entities

WHAT DO WE WANT TO SEE MORE OF?

- Scale of Installation
 - More appropriate for their surrounding environment
- Functional Art and Expanded Canvases / Palettes
 - Planters
 - Bike Racks
 - Benches
 - Fountains
- Higher Visibility
 - Crosswalks
 - Roundabouts
- Permanent Interactive Art
 - Melissa Cole?
- Community Sourced Art
- MAC and Public Art in the press and Media
- Public recognition
 - PBS Boise
 - Meridian Magazine
 - Chamber of Commerce
- Increased representation of all demographics
- Integration and synergy between subcommittees
 - AIM
- Mural Series
 - Launch party special event
 - The "making of" process
- Learning and teaching experiences
 - Senior Center
 - Community Center
 - Lecture Series
 - Outreach to schools
 - Education and demo
- **KEY IMPROVEMENTS**
 - TBD



- **ACTION ITEM**
 - Create compelling content for press and media outlets
 - Contact PBS producer (wife of Boise Co-op)
 - Events and Outreach committee begin production process of Mural Series launch party
 - Develop strategy and protocol for reaching out to public and private schools
 - Engage in discovery process

PUBLIC ART PROCESS EVALUATION

- **C.O.R.E**

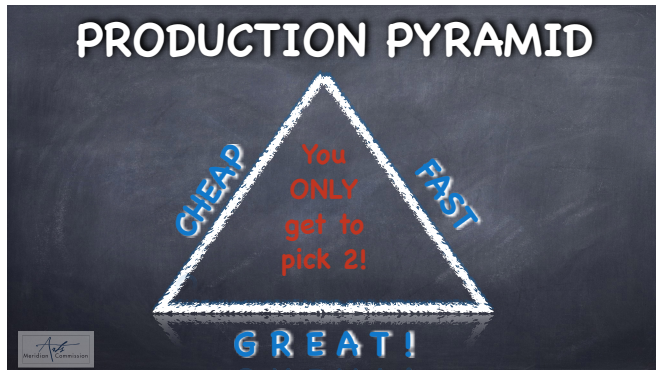
- Tom introduced the CORE process
 - Create
 - Organize
 - Realize
 - Evaluate
- Asked the team how and where we can improve on Public Art's current process

- **PRODUCTION PYRAMID**

- Tom introduced the production pyramid
- Asked the team to only pick "2"
 - Relate it to the current process

- **KEY IMPROVEMENTS**

- Examine and evaluate the existing Public Art process from idea to realization



- **ACTION ITEM**

- TBD

CHARRETTE RECAP and WEIGHTING

- **Charrette Effectiveness**

- Bonnie – Appreciated the workshop feel
- Jessica – Agreed with Bonnie and recommends quarterly charrettes
- Natalie – The in-person aspect was productive and allowed her to connect
- Raeya – Agreed with Natalie especially the in-person aspect
- Bobby – This is the right time to be having these meetings
- Lizzie – Loved the lunch and agrees with quarterly charrettes
- Leslie – Historically MAC has advanced with similar work sessions
 - A benefit to the subcommittees and agrees with quarterly charrettes.

- **Weighting**

- Tom asked the team to weight all ideas and concepts
 - Show of hands was counted and reflected by each bullet

- **ACTION ITEM**

- Review notes with Jessica and Leslie
- Consider another work session to refine, prioritize and develop strategies
- Deliverable to MAC

Adjourn

Meeting / Work session ending 3:20pm