

Hailey Arts Commission
April 2, 2009
Meeting Minutes

Commissioners Present: Mark Johnstone, Joe Castle, Pat Robinson, Jim Spinelli

Commissioners Absent: Andrew Lewis

City Staff Present: Tracy Anderson, Heather Dawson

Call to Order

- The meeting was called to order at 4:15 p.m.

Minutes

- Robinson made a motion to approve the February 5, 2009 meeting minutes. Spinelli seconded. Minutes approved.

Old Business

D.L. Evans Bank & the Village at Hailey Center

- Anderson gave a brief update of meetings with D.L. Evans Bank and the Village at Hailey Center regarding including public art in their new facilities. Both entities very open. The effort would be completely voluntary on the part of the owners, with assistance from city staff and the HAC as requested and appropriate.

Nelson's Mural and River Street Mural Project

- Anderson gave a brief report on meeting with Castle and Keith Nelson regarding Nelson's potential interest in having a mural painted on the north wall of Nelson's quick lube on River Street. Nelson very open to idea. No further activity has occurred.
- Anderson gave brief introduction to River Street Mural Project concept. The project would be an economic development project, with murals up and down River Street. The approach would be to first create guidelines and then hold an organizational meeting with business and building owners on River Street to discuss the idea, share the guidelines and move the project forward. A Hailey Zoning Ordinance Text Amendment also needs to be completed, placing the responsibility for mural review in the hands of the HAC. The commissioners agreed to begin working on the guidelines and the text amendment in conjunction with the amendments to the sign ordinance under P & Z.

Welcome to Hailey Signs Project

- The commission agreed to move forward with development of the Welcome to Hailey Signs Project. The next step would be to initiate a time frame. The draft time frame and site selection will be discussed at the next commission meeting.

J.C. Fox Building Mural

- Anderson gave a brief, funding-oriented update on the mural. Grant applications are being submitted in the near term to the National Endowment for the Arts (\$10,000), the Idaho Power Foundation (\$10,000), and the Idaho Community Foundation Deer Creek

Fund (\$5,000). Spinelli will determine the best person to contact at Idaho Power to let them know of our application. Letters requesting support have also been sent to nine potential private donors. In May/June, an additional grant application will be submitted to the Idaho Community Foundation's Southwest Region Grant Cycle.

Website

- Commissioners discussed the positive feedback that has been received regarding the website, and discussed the need for getting the word out that the website is now operational. The commission would like to get the information into the local paper. A discussion of promotion in general ensued, with a commission consensus that the group needs to carry out more extensive promotion efforts.

A Month of Art and Night of Music

- Johnstone stated the need for Mayor Davis to once again proclaim July "A Month of Art" in Hailey. Johnstone will coordinate.
- Johnstone stated the plan to have two nights of music – one at the end of June and one in July. Dana Dugan of Figgleaf Productions is coordinating with the Chamber.
- Spinelli reviewed the Chamber's work with the Wood River Arts Alliance to coordinate the month long project, and brought forth the plan to do out-of-area advertising for the event. The Chamber is putting together a promotional packet, and is considering a membership trade-out with Boise Public Radio for promotional purposes.
- The Boise Weekly, Karen Bossick, and the KMVT calendar were all mentioned as potential media outlets.
- Robinson mentioned the need to update our information for the Wood River Arts Alliance website, and the posting of events (which we would have to do ourselves) on the online calendar.
- Johnstone made a motion to allocate \$450 for radio advertising and \$150 for print advertising, from the commission's annual general expense budget, for the event; Robinson seconded. Motion passed unanimously.
- Dawson reported that in the City Council's recent strategic planning session, the council had stated the importance of having vibrant events in town. A Month of Art and Night of Music were examples they wanted to see continued.

Commissioner Guidelines

- Johnstone brought forth the new commissioner guidelines and asked if there were any comments or questions. There were none.
- Dawson presented the results of her research on the commissioner terms, the current status of each seat, and how appointments and re-appointments work.
- Johnstone stated that his primary interest is to see the HAC function as well as possible, and that he would remain to see that through.

New Business

New Commissioner Applicants

- There were five applicants for two open seats. Johnstone met with each applicant for 20 to 30 minutes, and reported all applicants were excellent. He gave an overview of each applicant.
- Johnstone and all commissioners discussed the options. Castle made a motion to nominate Kelli Young; Robinson seconded. Spinelli made a motion to nominate Jessica Miller; Castle seconded. Both candidates were unanimously approved for nomination to the Mayor and City Council.

Adjourn

- The meeting was adjourned at 5:45 p.m.