

Hailey Arts Commission
June 4, 2009
Meeting Minutes

Commissioners Present: Mark Johnstone, Jim Spinelli, Andrew Lewis, Jessica Miller, Kelli Young

Commissioners Absent: Joe Castle

City Staff Present: Tracy Anderson, Heather Dawson

Call to Order

The meeting was called to order at 4:20 p.m.

Minutes

Due to quorum issues, the April minutes will be posted, but are not formally approved.

Spinelli made a motion to approve the May 7, 2009 meeting minutes. Miller seconded. Minutes were unanimously approved.

Old Business

J.C. Fox Building Mural

Anderson gave a brief status report on the J.C. Fox Building Mural project. There are currently four grant applications pending, for a total amount of \$30,000. Secured funding includes \$10,000 from the city council, \$2,940 of in-kind contributions, and a \$1,500 contribution from Valley Entertainment. So of the \$30,000 in pending grant applications, we need to secure \$8,500 to reach the project budget of \$22,940. We should hear by July 1st on one of the applications; the others are further out.

Welcome to Hailey Sign

Anderson gave a brief report on the Welcome to Hailey Sign project, outlining that a project site needs to be determined, and reviewing funding status. If all current percent for art funds are allocated to the project, and an ICA Quick Fund grant is secured, then the commission would need to secure an additional 2,386.20 in cash in order to move forward with the project.

Spinelli said that the chamber might be willing to start a fundraising campaign similar to what was done for the flower basket program, after that program concludes this summer. He will discuss it with the chamber board.

The project schedule is tentatively set to begin January 1, with installation and dedication planned in July, 2010. Anderson will update the project schedule on the project description.

Johnston mentioned the NRFF booth as a source of revenue that could be applied to the project.

Anderson will talk to Tom Hellen about potential sites. Miller suggested having several sites to choose from in the RFQ, so a list of potential sites will be requested from Hellen.

Dawson asked the commission to consider whether it might be possible to incorporate all of the smaller signs that are beginning to accumulate (Tree City, Bike Friendly, Rotary, etc.). Miller suggested offering artists the option of including these elements in their proposed designs.

A Month of Art

Johnstone reported that the Mayor and City Council will once again declare July as “A Month of Art” in Hailey. He also reported that 25 artists had applied to the WRAA for the Month of Art, and 15 artists were selected.

Artists who were not accepted were refunded their application fees, given feedback about what the selection panel is looking for, and were encouraged to apply next year.

Johnstone has been working with the chamber to develop a poster for the event, including a small map. Miller suggested putting the music venues for a Night of Music on the map.

Night of Music

Johnstone met recently with Dana Dugan, and reported that there are 17 confirmed venues for the Night of Music.

A general press release will be sent regionally promoting both the Month of Art and Night of Music. KECH radio will air advertising the 1st week of July and the week preceding the Night of Music. Anderson was asked to include the events in the city newsletter, and post them on the city website. The chamber has secured spots on Boise Public Radio promoting the month of July. The chamber will also advertise in the Weekly Paper.

Comments were made regarding seeking corporate sponsorships for these events for next year, with August being identified as the time to begin that effort.

Lewis suggested having identifying and directional signs at all of the music venues. Johnstone will try to arrange for sandwich boards.

NRFF Booth

The group agreed to proceed with having a booth at the Northern Rockies Folk Festival. Miller and Anderson will co-coordinate the booth. Johnstone will secure our spot with the NRFF organizers.

New Business

Commissioner Status

Pat Robinson Webb’s term has expired, leaving one vacant seat on the commission. Spinelli made a motion to nominate Erica Niemi; Young seconded. Passed unanimously.

Hailey Words & Music

Tom Archie gave an introduction and overview of Hailey Words & Music. The event occurs the third Thursday evening of each month, and the current venue is the Main Street Bistro. The first hour is a paid performance by a musician, writer or poet, followed by a short break and then an open mic session. Cost is \$5 at the door for age 16 and older, single artists are paid \$80 per

performance, and groups are paid \$130. The nonprofit program is paying for itself, with an average of 45 audience members each month. Archie said he does need more writers, poets and actors.

Company of Fools

Denise Simone gave an overview of the Summer Fools Festival, which is in its third year and consists of a rotating repertory of three shows for four weeks during the month of July. Making theatre accessible to everyone is an important goal of the Company of Fools, and Simone reviewed the different options available to help meet this goal, such as pay-what-you-feel previews, every show having 10 seats for \$10, educator nights, and festival and flex passes. The company is close to launching online ticket sales...a boon to out-of-towners.

The company has very strong partnerships within the community, working with businesses and organizations such as CK's, the Sun Valley Ballet, libraries and Cowboy Cocina on various promotional and educational programs. Working with schools is also a major focus of the company.

In addition, the company offers classes throughout July, with ACT II (for 55 and over) and Creative Jump Ins (17 and up), which cover a range of subjects.

The company's season brochure has been re-vamped to be more appropriate to the economic times, and is now a streamlined double-sided cardstock piece that contains the needed information.

Adjourn

Spinelli made a motion to adjourn the meeting; Lewis seconded. The meeting was adjourned at 5:40 p.m.