

Hailey Arts Commission
March 20, 2007
Meeting Minutes

Commissioners: Mark Johnstone, Patty Lewis, Pat Robinson, Stacy Smith

City Council: Carol Brown

City Staff: Jim Spinelli, Tom Hellen, Tracy Anderson

Approve January 16 and February 23 Meeting Minutes

- The commission approved the January 16 and February 23, 2007 meeting minutes.

Woodside Public Art Project Funding & Schedule

- An updated project schedule was distributed. Call for Artists issued by end of July, so funding must be secured by that date.
- The commission reviewed the fundraising plan for the public art project, and made the following decisions:
 1. As its primary strategy, the group will seek larger donations from a limited number of potential benefactors, rather than many donations of a smaller amount. Patty, Mark and Tracy will work together to prepare a presentation prior to the next commission meeting; will include determining what donors at every level will receive for their donation. Carol will follow up with the Parks & Lands Board to assure feasibility of naming the entry plaza after a major donor.
 2. Tracy will submit a grant application to the Idaho Community Foundation's Deer Creek Fund. (\$5000 grant ceiling.)
 3. An article will be placed in Our Town (May issue) concerning the project and letting people know donations are being accepted. Place the same article as a news article on the City of Hailey website (same timing).
 4. Denise and Carol will explore how the commission might gather community input (and possibly donations) at Springfest.
- The commission decided that Tracy would track their time spent on the public art project during commission meetings, but that any time they spend on the project outside of the regular commission meetings they would track themselves. Tracy to send each commissioner a blank timesheet. Timesheets will be used for the final report to the Idaho Commission on the Arts.
- A draft Call for Artists was distributed for commission review.

Strategic Plan

- Pat Robinson presented an overview of the Strategic Planning process as detailed by Craig Dreeszen in *Strategic Planning: Helping Arts Organizations Find Their Way*.

- Carol presented the Community Survey Outline developed by her and Denise. The commission was supportive of the outline presented, and Carol and Denise will begin to implement, and compose the survey questions. The addition of a limited number of focus groups was discussed as a possibility.
- The group brainstormed about the Mission Statement of the Hailey Arts Commission.
 1. Advocacy for arts
 2. Support for artists
 3. Leadership for arts
 4. Guiding and supporting city government to support the arts
 5. Shows the public how important art is
 6. We, as a city, are different than other arts commissions
 7. City makes a commitment to arts through use of parks (foundational support)
 8. Combining art and government
 9. Providing artist opportunities (e.g., park art project, artist storefront)

Patty and Stacy agreed to draft a mission statement and bring it to the next meeting.

- With only a few moments left the group listed some ideas for potential products and services of the Hailey Arts Commission (the first element of the strategic plan).
 1. Arts Master Plan
 2. Strong grants program
 3. Artist inventory
 4. Art inventory (preservation)
 5. Artist storefront
 6. Public art
 7. Art, craft & cultural event support & advocacy
 8. Arts education
 9. Community development
 10. Economic development
 11. Artist support

Next Meeting Date

- Next meeting is scheduled for **Tuesday, April 17 at 8:15 a.m.**