

**Hailey Arts Commission**  
**April 17, 2007**  
**Meeting Minutes**

**Commissioners:** Mark Johnstone, Patty Lewis, Pat Robinson, Stacy Smith, Denise Simone

**City Council:** Carol Brown

**City Staff:** Tracy Anderson

**Approve March 20 Meeting Minutes**

- The commission approved the March 20, 2007 meeting minutes.

**Strategic Plan**

- Carol Brown suggested one or more strategic planning sessions that would be separate from the regular commission meeting; perhaps a four-hour Saturday session, or weeknight sessions. She stated that there is too much business to attend to in the regular meeting to allow time for strategic planning. Commissioners agreed. Tom Hellen agreed to aid with facilitation.

**Mission Statement**

- Patty brought a handout with some different mission statement and tag line ideas for the commission's consideration. To be further explored in strategic planning sessions. Copy attached and filed with these minutes.

**Community Survey**

- Denise is working on a full-page survey to be included in the City of Hailey utility bill, and also one or more survey segments through Sun Valley Online. The full-page survey will be included in the June bill mailing. Survey questions and format to be approved next commission meeting.

**Springfest Booth**

- Carol reported on the Springfest booth opportunity (May 26 and 27). The commission will have a booth to gather community input on what they want to see in the arts in Hailey. Carol asked for volunteers to staff the booth, and also asked for suggestions on a raffle item to have in the booth. The raffle item would be used to encourage people to take the survey.

**Parks & Lands Board Naming Opportunity**

- Carol gave an update on the naming opportunities available to major donors for the Woodside Park Public Art project. The Parks & Lands Board approved the plaza being named after a major donor (someone who gives the entire amount the project is seeking). The P&L Board thought an interpretive sign, sized appropriately for the space that talks

about the art and the artist as well as the major donors would be a nice touch. The P&L Board also approved pavers with donor names, though final design/placement would need to be decided upon.

### **Woodside Park Public Art Project / Fundraising**

- Patty and Mark presented a fundraising presentation booklet for the project. With a few minor changes, the booklet is good to go. Commissioners discussed fundraising approach/potential donors, and Mark, Pat, Denise and Stacy each have appointments to schedule once the booklets are printed, which Patty will be completing.
- Discussed doing a practice session prior to presenting.
- Denise will write a press release ahead of the presentations.

### **Downtown Banner Program**

- The commission agreed to write a memo to the City Council supporting a new downtown banner program. One of the main goals of the program is to support arts, culture and community development activities in Hailey.

### **Artwalk Program**

- The commission reviewed a proposed Hailey Artwalk Program. All viewed the program favorably, but agreed the schedule was too tight to implement the program this year. They also felt more groundwork was needed in order to make this a long-running, successful event. The commission will work on program development over the winter, with the thought of implementing the program next summer.

### **Percent for Public Art Ordinance**

- The commission briefly discussed a draft Percent for Public Art Ordinance. Because the budgeting process for Percent for Art funds would happen during the city's annual budgeting process, each year that goes by without the ordinance means a loss of funds for public art (assuming there are capital construction costs budgeted). The commission agreed to begin review of the ordinance, and consider moving forward with having it adopted prior to budget finalization.

### **Next Meeting Date**

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