

Hailey Arts Commission Meeting Minutes

February 16, 2017

Present: Jim Keating, Errin Bliss, Toni, Susan, Frank, Carol, Daniel, Joan.

Staff: Lisa Horowitz, Robyn Davis

Guests: Sean Flynn, Kaz Thea, Kate Horowitz, Jeff Bacon

Call Meeting to Order

8:03AM -- Carol called the meeting to order

Jim Keating moved to adopt the Meeting Minutes from January 12, 2017. Morgan seconded and all were in favor

New Business:

Farmers Market: Kaz Thea discussed possible options for the Hailey Farmers Market. Thea noted hosting the market on Carbonate Street near Sun Valley Brewery. Thea expressed interest in ways to attract more shoppers and vendors. Thea also noted that the Farmers Market would utilize only half of the block, from Main Street east to the alley. Thea discussed the current hours (2pm to 6pm) of the Farmers Market and possibly extending hours for the summer.

Jeff Bacon believes the hours need to be extended in order to accommodate for the Hailey community. Others agreed. Keating inquired about constraints. Thea believes constraints are related to travel for vendors.

Thea is excited to extend hours and work with the brewery, as well as the Board, to facilitate a more positive Farmers Market.

Horowitz discussed logistics and ways to accommodate for a new-feel Farmers Market. Bacon suggested incorporating a large banner to advertise market day and hours. Others agreed.

Horowitz inquired about where the restrooms would go. Flynn would like to see the restrooms at the rear of the brewery, near the alley. Parking was also addressed. Thea proposed closing the street earlier in the day to keep the street clear and allow for others parking in the area to locate another parking space. Thea believes the biggest challenge will be parking.

Horowitz questioned the location of food trucks. Most agreed that the best location for food trucks would be closer to Main, between Sun Valley and Christopher and Co.

Horowitz also questioned advertising. Susan suggested hanging large banners and utilizing other attractive visual aids. Carol suggested flags and other pennants that would catch the eye. Horowitz inquired about shade. Chris noted that shade is slim; umbrella tables would be beneficial. Bacon suggested that sponsors help pay for umbrellas and in doing so, sponsors names would be printed on them.

Thea inquired about a start time. Carol suggested opening later, if closing at 7pm. Horowitz suggested 4pm to 7pm. Carol agreed. Bacon suggested the possibility of extending hours of market depending on popularity of it. Thea suggested starting the market later in the year as well, instead of early June. Carol agreed. Chris suggested that B.A.H. and the first Farmers Market coincide, which would act as a larger kick-off event.

Painted Crosswalks: Horowitz believes the biggest issue will be getting around the MUTCD Standards. Keating questioned the feasibility of the painted crosswalks and believes HAC members/staff will put in countless hours for no receptive feedback. Susan suggested completing something decorative and creative; however, following ITD rules regarding color.

Carol suggested painting Carbonate Street, between Main and the alley instead, as well as the crosswalks (pending ITD) leading in to Carbonate Street. Susan agreed. Keating suggested creating a 'through experience'; a piece that engages you in the center of the street and acts more as a center piece to accompany the painted crosswalks.

Horowitz inquired about a more visible, private piece of property to work with. Susan and Keating like the idea of utilizing Carbonate Street.

Joan suggested painting the bulb outs leading in to the crosswalk, as they are City owned, may be the easiest to paint and would act as good conversation pieces.

Adjourn

9:20AM -- Keating moved to adjourn. Susan seconded and all were in favor.

Next meeting: March 9 at 8:00AM