

MINUTES OF THE PULLMAN  
ARTS COMMISSION  
MARCH 13, 2012

ROLL CALL: A regular meeting of the Pullman Arts Commission was held on March 13, 2012, at 4:00 p.m. in the Hecht Meeting Room, Neill Public Library, with the following present:

Pullman Arts Commission:

Richard Berry	Commission Member
Vicki Leeper	Commission Member
David Hoyt	Commission Member
Mike Yates	Commission Member
Carl Mattoon	Commission Member
Anna-Maria Shannon	Commission Member

EXCUSED	John Rich	Commission Member
	Vic Hudak	Commission Member

UNEXCUSED	Patrick Siler	Commission Member
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Call to Order Chairperson Mike Yates opened the meeting at 4:00 p.m. Library Director Joanna Bailey was also present.

1. Attendance All members have now been presented.

2. Minutes of February 14, 2012 Vicki moved to approve the minutes of February 14, 2012. Richard seconded to adopt the minutes. Anna-Maria and Carl abstained. The board voted and the minutes were approved as presented.

3. Focus Group updates and discussions:

**A. Mission statement, branding - David Hoyt**

Richard and David met with Teresa Koepfel, Assistant Director of Marketing and Communication at WSU Foundation, with the goal of talking about the PAC's mission statement and branding work. During the course of their conversation, it became clear that there were key questions about fundraising, long-term plans of the PAC and even questions

about the PAC as a commission that would need to be answered before moving forward. When marketing, Teresa emphasized the importance of telling a story to your intended audience. The PAC needs to be clear about what their "story" is. Richard and Dave suggested this project be put on hold and refocus the PAC on clearly identifying the story they want to share.

Teresa suggested that the PAC invite Mike Connell, Associate Vice-President of Gift Planning Program at WSU Foundation, to speak at their next meeting. Mike has agreed to speak to the PAC at their April 10<sup>th</sup> meeting.

#### **B. Utility bill mailing - Vicki Leeper**

Discussion followed on the readiness of the PAC to do their first membership mailing. Members talked about practical issues: What are we trying to achieve with the mailing? Do we have a firm understanding of who we are, what our "story" is? What are our goals? Do we have systems (banking, financial) set up to handle revenue generated from the membership mailing? What kind of benefits are we seeking from membership? Are we putting the "cart before the horse"?

David suggested removing the fundraising portion of the brochure and using the remaining information for the press release for the 2012 Pullman ArtWalk. Anna-Maria moved to not use mailer opportunity until PAC has a clear mission statement and branding. Richard seconded. No discussion followed. All voted and motion carried. Joanna will inform the City about the PAC's decision to postpone their first annual membership mailing.

Carl moved to put a primary emphasis on completing the PAC's mission statement and branding work before they move forward with other projects. Anna-Maria seconded.

Discussion followed. All voted and motion carried.

Mike elucidated that the PAC's focus has consequently been narrowed down to the 2012 ArtWalk, City Art Collection, and mission statement and branding work.

#### **C. Pullman Civic Trust, beautification projects - Vicki Leeper**

Mike provided a recap of the last PAC meeting (his meeting with Lisa Carloye, Wayside project, Davis Way project,

etc). Mike talked with Glenn Johnson about process and involvement of the PAC with city projects and specifically, the city's involvement in the Davis Way project. Richard stated the PAC might want to exercise caution in the PAC's involvement in art versus beautification projects.

#### **D. City Art Collection**

In Vic's absence, Joanna provided a quick update on this project. City departments were very helpful in providing photos and/or location information of pieces the PAC may want to inventory. Some photos still need to be taken. Anna-Maria volunteered to do this and will make a recommendation to the PAC whether these pieces should be included in the city's art inventory.

#### **4. Old Business**

- *2012 ArtWalk - Anna-Maria Shannon - minutes, volunteers, sponsors, focus group meeting*

Anna-Maria expressed her desire to possibly step down from the PAC at some point but stated that, regardless, she would continue to chair the focus group work for the upcoming ArtWalk.

Anna-Maria met with Marie Dymkoski, Executive Director of the Pullman Chamber of Commerce. In response to feedback last year from artists and businesses, there will be changes to this year's ArtWalk. The duration of ArtWalk will be a full week (July 14-20) instead of one day (July 18), a date that was set at the PAC's previous meeting. The ArtWalk will be held in different locations throughout Pullman. Receptions will be grouped by location and days, but the Friday night event would still be held downtown. Artists will be expected to be in the business the night they are featured, but can visit other artists the rest of the week to view their art. There are three event sponsors this year: Pullman Chamber of Commerce, WSU Museum of Art (WSU MOA), and the Pullman Arts Commission. Both the Chamber and WSU Museum are looking to the PAC to define what responsibilities a "sponsor" has. This information will need to be conveyed to Marie at the Chamber. Anna-

Maria stated that she needs two volunteers from the PAC and one from WSU MOA due to the high volume of work load.

Draft schedule (not confirmed yet):

- o 7/14 Saturday - Living in the Garden - MOA fundraiser "kick-off"
- o 7/15 Sunday - Nothing scheduled
- o 7/16 Monday - WSU MOA gallery opening featuring Patrick Siler's work. The museum purchased a lot of works from Patrick to help fund the completion of the downtown mural. Anna-Maria will talk with Thomas Hammer, owner of Thomas Hammer Coffee Roasters, about hosting artists' coffee talks.
- o 7/17 Tuesday - North Grand/Dissmores
- o 7/18 Wednesday - Bishop Blvd.
- o 7/19 Thursday - Palouse - Nelson's Bank Left Gallery, Green Frog, etc.
- o 7/20 Friday - Downtown Pullman - from Gladish to Bell Tower (promote parking in Gladish)

Members agreed that the PAC needs to stay involved as much as possible. Mike said the ArtWalk is an anchor item for the PAC and the Chamber emphasized that it should remain as such even with involvement from WSU MOA and other organizations.

The PAC discussed criteria to select an artist to receive this year's mayor award. It needs to be someone who has contributed to the community in a significant way. The selected artist should receive recognition in newspapers, and possibly a cash award or a cut glass trophy.

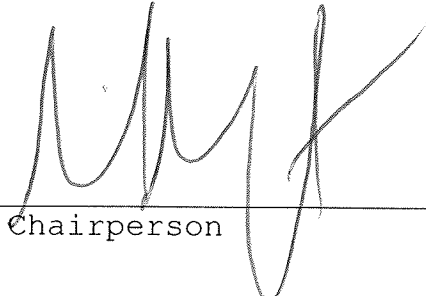
Anna-Maria is working on tourism grant for the ArtWalk project with Marie. The PAC can handle financing for this project. Anna-Maria asked for two PAC members to volunteer on a core planning group to help make sure things get done. One of the duties of these two volunteers will be to match artists with businesses. Mike volunteered himself to be on the core group.

To recruit volunteers for ArtWalk, Mike suggested preparing a press release as a precursor to anticipation of this event. Anna-Maria and Marie Dymkowski will identify a list of job duties for volunteers and they will send out a joint press release.

Mike suggested adding language to artist contracts articulating that art needs to be installed and removed at identified times or else it will be removed from the hosting business's property.

David proposed a passport people could have stamped for visiting businesses featuring ArtWalk artists. They could turn the passport in for a prize at the end. Discussion followed about the prize.

Adjournment: Vicki motioned to adjourn. Anna-Maria seconded. The meeting was adjourned at 5:45pm.

  
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Chairperson

ATTEST:

  
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Clerk