

MINUTES OF THE PULLMAN  
ARTS COMMISSION  
SEPTEMBER 11, 2012

ROLL CALL: A regular meeting of the Pullman Arts Commission was held on September 11, 2012, at 4:00 p.m. in the Hecht Meeting Room, Neill Public Library, with the following present:

Pullman Arts Commission:

Mike Yates	Commission Member
David Hoyt	Commission Member
Richard Berry	Commission Member
John Rich	Commission Member
Vicki Leeper	Commission Member
Anna-Maria Shannon	Commission Member

EXCUSED none

RESIGNED Vic Hudak Commission Member

Call to Order Mike Yates called the meeting to order at 4:05 p.m. Library Director Joanna Bailey was also present.

1. Attendance All members have now been presented.

2. Minutes of June 12, 2012 Anna-Maria moved to approve the minutes of June 12, 2012. John seconded to adopt the minutes. All voted and the minutes were approved as presented.

**3. Old Business: Focus group updates and discussions**

*A. Mission Statement Focus Group - David Hoyt*

David brought copies of the PAC's marketing flyer used during this year's ArtWalk. Vicki will take the remaining flyers around town; David will email the electronic file to Anna-Maria so she can send it to her contacts. Joanna shared the flyers cost \$113.19, leaving a remaining balance of \$212.91 in the PAC's restricted fund.

Group reviewed their mission statement and discussed the purpose of marketing flyer, overall marketing goals, and next steps. Members commenced with a line-by-line review of the content used in the flyer with the goal of creating a trifold brochure with extensive use of photos.

After several rounds of review, David expressed his frustration at the group's review process. David shared his preferred method of communication and group work. David will create a new manuscript and email it to the group. The group will provide feedback that Mike will incorporate and send to David. David will bring a draft of the trifold to the next PAC meeting for a common review.

Vicki inquired about PAC's ability to have a facebook account. The City of Pullman now has a social media policy. Joanna will email this document to the group.

*B. City Art Collection Focus Group - Vic Hudak*

With Vic's resignation, Anna-Maria asked to take over leadership of this focus group. Mike agreed to this change. Joanna will contact Anna-Maria once Vic has returned the library's files on the City's art collection.

*C. 2012 ArtWalk Focus Group - Anna-Maria Shannon*

Vicki and Anna-Maria felt this year's event was very successful. The chalk art drew huge crowds and great interest. Mike also felt it was successful and shared feedback received from some businesses. Members discussed possible ways to improve the event including:

- Reverting back to a single-day event rather than an event held over multiple days.
- Increase focus to promote performing arts more.
- Try for more cohesion and greater participation from larger business areas.
- Make event more centric - accessible by foot, not car.
- Formalize an Artwalk committee and create job descriptions for each committee position.
- Seek multiple sponsors of ArtWalk so it is not a Chamber-specific event. Members felt the Artwalk

needs to stand on its own - which it could do financially if it retains and adds sponsors each year.

Anna-Maria shared a handout "Art and the Economy" and discussed her recent presentation to SWEDA. She stated a need to find out exactly how much revenue art events actually bring into the community. For next year's artwalk, Anna-Maria asked the group to consider having retailers share how much money they made during Artwalk to help determine the financial impact of art events in Pullman.

#### **4. New Business**

##### *A. Vacancies on PAC Board*

Vic resigned as he felt his schedule made it too difficult to attend to his commission duties. Mike notified Glenn of this change. Mike talked with Glenn about doing a press release for these vacancies. Glenn will make an announcement about the vacancies at the next city council meeting. Mike will contact Glenn to see if previous applications for appointment to this commission are still viable.

Members suggested the Arts Commission work to diversify its board. David suggested maybe a public art or music school teacher. Mike encouraged members to talk with people and spread the word.

Adjournment: Anna Maria motioned to adjourn. John seconded. The meeting was adjourned at 5:45 p.m.

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Chairperson

ATTEST:

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Clerk