

Murray Arts Advisory Board  
Minutes for February 18, 2020

Attendance: Matt Jacobson, Clark Bullen, Nancy Buist, Haley Oliphant, Christy Anderson, Peter Klinge, Jeff Evans, Cami Munk, Michelle Robbins

Staff: Lori Edmunds, Katie Lindquist

Guests: Ken Wheaton, John Ewanowski, Ty Lechtenberg

- I. The minutes for January 21, 2020 were passed as written
- II. Board Reports: There were no board reports.
- III. Staff reports –
  - a. Resident on Display: Katie
    - i. City Hall –Ann Charat
  - b. The secondary art show will be held on May 5-7 at Fashion Place Mall. Submissions due May 4<sup>th</sup>.
- IV. Upcoming events
  - a. Feb. 22, Murray Symphony, MHS, 7pm. \$6, 10 and under FREE
  - b. March 11-13, “A Midsummer Night’s Dream”, CHS., 7pm, \$7 advance, \$8 door
  - c. March 12-14, “My Fair Lady” Ballet Center, 7pm, \$8
  - d. March 19-21, 23, “Peter and the Starcatcher”, MHS, 7pm, \$7 advance, \$8 door
  - e. March 21, Murray Concert Band, HJH, 7pm, FREE
- V. Business
  - a. Pathway Associates – Dave Jones and Julie DeLong from Pathway Associates a fundraising consulting firm, explained their role in helping the City acquire naming rights to the Murray Theater for fundraising purposes. They explained that they would be putting together meetings with key people to gather names for potential donors. Lisa Arnette will be the grant writer on the team. Dave explained that governments are usually not in the business of fundraising which is why we are doing naming rights campaign. Pathways worked on the new Eccles Theater which was a \$130 million dollar project and raised \$37.5 million for that project. They will be our marketing team and Both Julie and Dave are well connected with the givers.
- Process –
  - Learn all they can about the project. Internal interviews City staff, architects, with those involved. Dave explained that the name of theater will always be “The Murray”, but we could add a name between “the” and “Murray”. There are other places that could hold names such as the north room on State Street, the lobby, the theater itself, and the stage.
  - Next, he will ask the Mayor to make an appointment with Pathway to make the first contact with potential donors, then Pathway will follow up with a visit or call.
  - Then they will put together a solicitation packet to take it to the potential donors. Dave would like the board to volunteer to do tours in the theater.
  - Next, they will create a “term” sheet with naming right benefits. Then the term sheet will come to the City as the City will have control and first right of refusal.
  - Next the paperwork will go to the City Attorney for contracts.

They will push for a 3 year payout or perhaps 5.

Clark asked if the donors were all individuals or 501 c 3's. Dave said there was 3 categories

- Foundations- in the business of giving money away
- Corporations – usually give the least (60-70% top 10 gifts get us to the total goal)
- Individuals- very important

We need to start announcing to the public that we are looking for naming donors. Christy wanted to make sure the community could give so they have a personal connection to the theater and there is community buy in. This is where the “take a seat”, of buying a seat in the theater can come into play.

Dave talked about the volunteer aspect of the project. He told us:

- Donor prospects – background – motivation
- What is the connection
- Serving as guides
- Publicity opportunities
- Media at different points of construction

Christy wanted to make sure that those we sold rights to have the correct vision of what the board wants the theater to be as each foundation has their mission statement. Lori explained that when grants are written, they are directed to those that best align with the goals of the ask.

b. Local Arts Grants

The board discussed the two grant applications from Murray Symphony and Murray Concert Band. They both asked for grant amount of \$2500. The board voted unanimously to grant both groups.

c. Improv - Lori explained the programs that she, Katie and Jennifer are over. She asked the board where they felt we could include an Improv troupe. It was decided to see if this group would like to do a residency at the Library and meld it into the Storytelling component. Much discussion was around finding this group a space. Lori reminded the board that groups cannot make money from City programs and that we would need to hire them as an independent contractor.

Lori talked about the budget and the need to divert money going to the school district to the theater budget. The group decided to cut back the Storytelling budget and offer more of the afterschool opportunities.

- Lori reported that we will be having Arts Power instead of Missoula next school year.
- All district art project - afterschool musicals every other year, with dance and visual art in between.
- Music Specialist – Lori said we are watching the legislature funding for the \$3M ask for Beverly Taylor Sorenson education ask which will help with the music specialist funding.

Reevaluate HS in winter series

d. 5-year goals – The board decided to add to goals for 2020:

- Funding for Murray Theater
- Finalize our focus for the theater
- Insert an Improv component into our programming

2021 – Revamp the winter series

Find more gallery space

Nancy adjourned the meeting until March 17, 2020 at the theater.