

Murray Arts Advisory Board
Minutes for September 20, 2016

Attendance: Deborah Daines, Kevin Westenskow, Becca Spjute, Carolyn Milne, Alisa Brousseau, Lori Steadman, Mary Ann Kirk (staff)
Excused: Scott Mooy, Bonnie Tollefson, Wendy Richhart

1. Minutes for August 16, 2016 were approved as written.
2. The Arts in the Park 2016 summary was reviewed. West Side Story had 2405 attendance and the revenue actually exceeded the production expenses. Mary Ann thought it was one of the best shows we have ever produced. City Jazz had 296 attendance and the high school jazz band ran their gate and took in over \$1000 for their band program. The acoustic music festival had 221 in attendance. Total attendance for the season was 7982 with total revenue of \$30513.21 and expenses of \$46034.14. Zap covered the difference. The revenue was higher this year because we produced two shows compared to one last year since Sandbox produced the other one. The attendance was slightly lower than last year because we only ran 1776 five nights and last year's Peter Pan brought in a large audience. Mary Ann thought that the UDS email and facebook campaign which was focused on 1776 and West Side Story did improve attendance. She thinks it would be more effective if people could buy tickets on line. The email and facebook ads drove them to our facebook and web page but it did not allow them to purchase tickets. We need to figure out how to do that. The KSL deal is changing their system and just offering coupons rather than allowing them to purchase the ticket vouchers on line. She prefers purchasing vouchers versus paying a fee and hoping someone will use a coupon. Next year we are planning on Fiddler, Music Man, and King and I unless we can get Les Mis.
3. The last family night concert had 238 attendance and featured an amazing swing/jazz group that Mary Ann would like to bring to the amphitheater stage next year. It was geared to the senior population. She would like to include Vocal Point geared to young people to balance the different age groups. The first 2017 concert is scheduled for June 10.
4. The amphitheater is out to bid and construction should start mid October. The city preapproved 6 really good firms.
5. We have a busy few months coming up with the plein air event and exhibit, Missoula, Halloween history event, Halloween literary competition and storytelling, and juried art show. Other major projects will include storytelling and folk dance residencies. Mary Ann just met with the principals and is starting to receive request for the various projects. She is also meeting with the PTA presidents. Alisa and Kevin asked about McMillan. Their principal has not turned in many requests and feels like they already do enough arts in their school. Alisa asked if there is a way to include children who want to be in it but their school or classroom is not participating. Mary Ann said she can do it for the storytelling residency but didn't know how to do it for the dance residency. Becca wondered if some teachers feel they don't have time to prepare kids for Arts Power. Mary Ann said the music specialists usually cover the study guide so the teacher doesn't need to do anything unless they want to. She usually asks them to read the book but kids can do that on their own.

6. The district still has not pulled a meeting together for music specialists. They have asked the music specialists to compile a list of supplies they already have and see if they could distribute the excess money for a potential pay raise. Mary Ann wants to make sure they are not using the funds to pay the music specialists for other school assignments.
7. Mary Ann is considering a survey monkey to get patron feedback. Some board members were concerned about a survey through an email. Kevin suggested facebook but many thought that was not secure either. Board members thought it really depends on what information we want to gather. Mary Ann wants to know where people hear about us. Deborah thought maybe we could gather info as people are buying tickets. Board members suggested we include a drop box at the various events and include a survey inside programs. Mary Ann noted that she picks projects for a variety of ages and interests so we don't really have a specific audience. A survey could identify our markets and audiences.
8. Next month we will discuss board terms.