

Murray Arts Advisory Board
Minutes for September 17, 2019

Attendance: Kat Martinez, Becca Spjute, Wendy Richhart, Nancy Buist, Jeff Evans
Peter Klinge, Haley Oliphant, Christy Anderson
Staff: Lori Edmunds

- I. Minutes for August 2019 were passed as written.

- II. Board Reports: Jeff Evans prepared a slide presentation with research information to explain his desire to extend the summer season in addition to the regular season at the amphitheater. H explained that he would like to see a lot more diversity with our programs and would like to see 6-8 music shows in that extended season. (slide presentation available upon request) Jeff told the group that #MurrayLife was which is the new hashtag for Murray City to use with social media. He is concerned that there is a group of residents that is being underserved in Murray with regards to cultural activities. He asked the board the question “*who are we?*” Jeff reported that he sought out Merle Marsh from Sandy City arts and discussed their amphitheater season and budget. He read us their vision/mission and showed us their budget. Becca said that she could see quality shows for an affordable price here in Murray. Lori asked Jeff to report on the meeting he and Lori had with Bruce. Jeff said he understood our “roadblocks” but now talking with other municipalities there are ways around those limitations and suggested that we dismiss some musical rehearsal dates to fit in some extra shows. Peter generally favored this idea. He suggested that the comparison to Sandy City was not really that relevant. He thought we should extend/add to the season but pointed out that staff was spread thin as it is. Kat said that she thought there is a need to offer more varieties and realized that Jeff’s frustrations were valid. Peter wanted to know what programs would be brought to the Murray Theater. Would it be more of the same or will there be something new offered. Lori told the board that the City legal department was looking at the programs and groups that use the amphitheater and looking to review the process. Wendy talked about a concert a few years ago at the amphitheater and JALS and it was packed and thought we should branch out from doing the same things each year. She compared the idea of an extended season to a big elephant but suggested we needed to take it a bite at a time. She suggested that we wait to see the work that our legal department is preparing on our amphitheater rentals.\. Wendy agreed that we need to recognize and appeal to different demographics but is concerned about how we make it work. Lori expressed her frustration due to the lack of funds and the workload that the Cultural Arts Department has. Becca liked the intimacy of both the theater and the amphitheater. Peter suggested that we start with 2-3 events to see if they go and have an independent contractor run the extended season.

III. Staff reports –

- a. Resident on Display for the month of September is Brent Ovard. Caleb Spjutes’ display is at the library. Becca reported that Caleb was disappointed that he was not featured on the website during his month as our Resident on Display.
 - b. Summer Series recap – Lori was unable to finish the report and will have it ready soon. Wendy reminded us that the productions for the 2020 season is June - “Little Mermaids”, July – “Newsies”, August- “Little Shop of Horrors”.
 - c. August 22, Dave Muse flute clinic – 20 in attendance
 - d. August 23, Firefall Concert - 312 in attendance
 - e. August 24, Mama Mia reboot – 118 in attendance
 - f. September 2, Acoustic Festival – 367 in attendance
 - g. Family Night series – 157 in attendance
- The board suggested that the sing along for next year be “Greatest Showman”

IV. Upcoming events

- a. Haunted Tales – Oct. 28, 6:30pm – Haley will judge the entries
- b. Juried Art Show – Art entries due Oct 29, show – Oct. 30 - Nov. 18

V. Business

- a. Murray Theater update -Lori reported that she met with the design team of the architect firm and wanted the board to think about 1) who will use it most and 2) what are the most important things about the theater. And then introduced the project that Christy is working on.
- b. Christy prepared a power point to show different vision/mission statements. (slide show available upon request.) She discussed our need for vision and mission, as the design group will need some statement to guide them. Christy referred to the survey she sent out and the questions that were asked. Presently, she wanted to focus on our goals for the theater and to provide a unified statement of purpose. So far, the survey showed the most important results to be:
 - I. Local
 - II. Fun
 - III. Family, affordable
 - IV. Interaction
 - V. Variety of arts
 - VI. No wedding, political rallies, wrestling, X-rated movies

Lori reported that she will be sending the survey out to the Arts Beat email blast list which has about 400 patrons on it to get their input and to the Mayors office as well. Christy said she would work hard to get some information back to Lori for her Thursday meeting with the design team with CRSA, the architect firm with which the City has hired.

Lori explained that at the time of the feasibility study with MJSA Architects, there were focus groups brought together from around the valley that met with the architect. The renderings we have now from MJSA will change as we move forward because there will need to be changes to some things that may not be feasible.

Peter asked how the theater will be used as an asset to Murray. Will we be doing the same things we are doing in the amphitheater, and he cautioned us to be careful about not being too broad.

Christy – will send out a new survey to this group pinning down more specifically what the board sees as the theater being.

Lori reminded the board that the design team will come to the board to see what their doing.

Wendy adjourned the meeting until October 15, 2019.