

Members

Robin Echte, *Chair*
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Lauren Walker, *City Council Liaison*
Marty Campbell, *City Council Liaison Alternate*
Jan Brazzell
Rachel Cardwell
Antonio Edwards, Jr.
Janice Karroll
Traci Kelly
Donald Lacky
Bill La Vergne
Janet Matzke
Dane Meyer
Jacqueline Peterson
Mike Sweney
Jana Wennstrom

Summary Minutes

Tacoma Arts Commission

Community & Economic Development

Staff

Amy McBride, *Tacoma Arts Administrator*
Naomi Strom-Avila, *Cultural Arts Specialist*

Tacoma Arts Commission Annual Retreat

Date: March 20, 2010

Location: Franke Tobey Jones, 5340 N. Bristol, MJ Wicks Family Wellness Center

Time: 10:00 am - 3:00 pm

Commission Members in Attendance:

Robin Echte, Chair
Sarah Idstrom, Vice-Chair
Jan Brazzell
Janice Karroll
Traci Kelly
Don Lacky
Bill La Vergne
Dane Meyer
Jacqueline Peterson
Mike Sweney
Jana Wennstrom

Staff Present

Amy McBride, Tacoma Arts Administrator
Naomi Strom-Avila, Cultural Arts Specialist

City Council Members Present:

Lauren Walker

City Council Members Absent:

Marty Campbell

Commission Members Excused Absence:

Rachel Cardwell
Antonio Edwards, Jr.
Janet Matzke

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| 1. Call to Order | 10:18 am | Chair Echte |
| 2. Excusal of Absences | 10:18 am | |
| Commissioners Cardwell, Edwards and Matzke had an excused absence. | | |
| 3. Review of 2009 TAC Goals and Annual Report | 10:24 am | |
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Commissioners reviewed the goals established by the Commission at the 2009 retreat and discussed ways in which those goals were met and gave suggestions for improvement.

Strategic Goal 1: Stable Funding

Accomplishments: Responsible allocation of public funds, continuation of Commission and Council coffee meetings, applied for NEA grant, reduced program expenditures through low-impact changes, received top-level funding from Washington State Arts Commission

Suggestions: Look into public/private partnerships for funding, support the Cultural Access Fund, ask for more funding from City Council in future biennia, establish more intra-city collaborations (i.e.: the innovative grants program)

Strategic Goal 2: Engage More People

Accomplishments: Developed a Facebook fanpage, developed an interactive Art at Work website, developed a baseline for monitoring attendance at Commission-produced programming, promoted opportunities through multiple avenues, initiated WSAA monthly meetings in Tacoma, increased technical support opportunities, produced Metal-Urge, performed surveys at workshops, contributed to conversation with regards to Pierce County Arts Commission's cultural plan

Suggestions: Improve tracking of Commissioner attendance to programming produced by non-funded artists/organizations/groups

Strategic Goal 3: Strengthen the Arts

Accomplishments: Working to clarify Anchor Fund and Arts Projects guidelines, marketing committee meetings, continued development of technical assistance programming, development of a public art training program, development of Artscapes temporary art program, development of downtown banner program, development of Spaceworks Tacoma

Suggestions: Stress the inclusion of the performing arts in programming and technical assistance produced by the Commission, find out what innovative programming organizations are doing that relate to the funding received from the Commission and include those things in a list of ways the Commission helps strengthen the arts

4. 2010 Current and Upcoming Projects 11:00 am

Commissioners reviewed a calendar of projects and programming that is scheduled for 2010. The calendar includes: Art at Work programming; grant writing; City Hall art exhibits; Click! network arts programming; Municipal Art Plan; Spaceworks Tacoma; Artscapes; funding programs: Anchor Fund, Arts Projects, Tacoma Artists Initiative Program; Shunpike business services; Washington Lawyers for the Arts legal services; public art training program; community based mural training program; installation of Pacific Plaza and Center for Urban Waters public art projects; Police substation, Environmental Services, Bond projects, Elks on Broadway, and Cheney Stadium public art projects; downtown banner program; and Municipal Art Collection maintenance

5. TAC Key Messaging 11:45 am

Commissioners refined and developed goals for 2010 as follows:

Strategic goal 1: Sustainable funding

Build a more sustainable funding base to promote and support the arts.

- Efficiently, effectively, and responsibly allocate City funds

- Maintain or increase City funding to enhance the arts
- Procure additional funding outside of City funds

What we would do with more funding:

- Increase award amounts
- Fund more high-quality applicants
- Strengthen and expand community-based art programs and training

Strategic goal 2: Engage more people

Increase opportunities for and access to diverse, community-based and socially-engaged arts initiatives.

- Increase awareness of the opportunities created by the work of the Commission
- Increase awareness of and responsiveness to opportunities created outside of the Commission
- Support audience development of our grant recipients

What we would do with more funding:

- Expand Art at Work marketing and programming
- Develop and expand Spaceworks Tacoma

Strategic goal 3: Create a healthier ecosystem for the arts

Foster the development of the local arts community, encouraging an environment for the success of all artistic disciplines.

- Nurture the development of innovative programming
- Implement new training and capacity building opportunities to enable local artists and arts organizations to thrive in a broader market

What we would do with more funding:

- Strengthen and sustain new programs
- Arts outreach to youth
- Reach more diverse communities
- Develop more interactive relationships with audiences

6. Public Art Overview and Municipal Art Plan 2:00 pm

Commissioners viewed a PowerPoint slide show of all pieces in the Municipal Art Collection.

Commissioners reviewed the Municipal Art Program goals and criteria to consider when recommending public art projects. Criteria includes: excellent opportunity, visible and usable by the public, community interest, context, diversity of collection, timing, and purpose of the artwork.

Commissioners reviewed the nexus policies for public art projects that include rate payer dollars.

Amy McBride gave an overview of the current and upcoming percent for art projects including: Stewart Heights substation, Pacific Plaza, Cheney Stadium, Bond monies, Elks on Broadway, Murray Morgan Bridge, Puyallup River Bridge, Environmental Services Solid Waste, and Environmental Services Storm Water.

Meeting adjourned at 3:05 pm