

Members

Robin Echtle, *Chair*
Traci Kelly, *Vice Chair*
Lauren Walker, *City Council Liaison*
Marty Campbell, *City Council Liaison Alternate*
Jan Brazzell
Rachel Cardwell
J.D. Elquist
Chad P. Hall
Matt Hudgins
Donald Lacky
Dane Meyer
Zach Powers
Scott Ramsey
Catherine Stegeman
Mike Sweney
Wanda Thompson
Jana Wennstrom

Minutes

Tacoma Arts Commission

Community & Economic Development

Staff

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

Date: March 23, 2013

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

Time: 10:00 am - 2:00 pm

Commission Members in Attendance:

Robin Echtle, Chair
Traci Kelly, Vice Chair
Jan Brazzell
Chad Hall
Don Lacky
Dane Meyer
Scott Ramsey
Catherine Stegeman
Mike Sweney
Jana Wennstrom

Commission Members Unexcused Absence:

Matt Hudgins
Zach Powers
Wanda Thompson

Staff Present:

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

Commission Members Excused Absence:

Rachel Cardwell
J.D. Elquist

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| 1. Call to Order | 10:12 am | Chair Echtle |
| 2. Excuse Member Absences | 10:12 am | Vice Chair Kelly |
| Commissioners Cardwell and Elquist had an excused absence. | | |
| 3. Approval of Agenda | 10:12 am | Vice Chair Kelly |
| Motion: Jan Brazzell | | |
| Second: Jana Wennstrom | | |
| Motion: Carried | | |
| 4. Warm-Up Exercise | 10:13 am | |
| Commissioners participated in two exercises focused on helping them get to know each other and work in teams. | | |
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5. 5 Years Back – 5 Years Ahead**10:57 am**

Commissioners discussed the Arts Commission's role in the community and for the City.

Commissioners discussed the need for more formal and informal communication between the Commission and City Council. Staff will add an ongoing section to the Commission agenda for Commissioners to report back on advocacy issues, including conversations with Council members.

Commissioners discussed the idea of developing a strategy for a proactive approach to talking with City Council and the public regarding Commission initiatives.

Amy McBride presented a PowerPoint of the Economic Development Strategic Framework for the City.

Commissioners looked at and discussed a timeline of projects, programs, and events the Commission has been involved with starting in 2008 and projecting into 2018. Possible upcoming unique projects include: the Warhol flower on the Tacoma Dome, artist live/work space, development of the Prairie Line Trail, Metal Urge in 2014, and an arts show on TV Tacoma.

6. Lunch**11:50 am****7. Arts TV Show****12:20 pm**

Ms. McBride presented a brief overview of the upcoming arts show on TV Tacoma. TV Tacoma is government access show, not public access. As such, content must have a government tie-in.

The goals of the program will be to: tell the story of the arts in Tacoma; celebrate and advertise the talent, diversity, and breadth of creativity in Tacoma; demystify the arts; attract/entertain visitors and tourists; inform the public about what is happening in Tacoma; air locally-produced content; and be able to utilize well-produced segments for multiple purposes.

The program will be roughly 30 – 60 minutes per show, to be determined by content. It will be set up so that segments can be broken out for use on social media. The plan is for the program to air quarterly, with the first show airing in late July or August.

The program is planned to have a magazine-style format with multiple segments. Staff will work to line up mostly on-site filming. There is a possibility of adding a segment outlining upcoming events that can be switched out periodically over the quarter with new upcoming events.

Commissioners discussed possible show names including: Arts Live, Arts 253, AMOCAT, Art at Work, and ArTacoma.

Commissioners discussed the wide range of possible show content including: Tacoma Murals Project, guerrilla art happenings, Spaceworks Tacoma organizations, funded artists and organizations, Tacoma Poet Laureate, Tacoma Studio Tour, AMOCAT Arts Award winners, Arts EnviroChallenger program, public art, history of an art form, and youth-focused programs.

8. Art at Work Month Planning and Revamping 12:35 pm

In response to feedback from Pierce County Arts & Cultural Executives (PC ACE), Commissioners discussed the idea of moving Art at Work Month from November to October. Benefits include better



alignment with the performing arts season openings, alignment with Arts & Humanities Month, alignment with Arts Crush, and that there are fewer holidays in October.

Commissioners asked what the benefits of moving to October would be for small and mid-sized organizations and individual artists. Commissioners underscored the need to hear input on the idea from these constituents. A survey sent to the general public, artists, organizations, and past participants would help gauge broad interest in the idea.

Commissioners asked that PC ACE be invited to the Commission to talk about the benefits of moving Art at Work Month to October.

Commissioners would like to know how the organizations that do participate in Art at Work Month utilize it, how they can help it work better, and how it can be more active.

Commissioners discussed using 2013 to investigate the possible change and to hear from the community on all levels. They also discussed need for the Commission to stay true to the goals of Art at Work Month in whatever decisions are made.

Commissioners discussed the possibility of renaming Art at Work Month or marketing it better so the general public is aware of what the event is about.

Commissioners discussed the Art at Work Month opening party and a desire to have active arts events as part of the lineup. Other ideas discussed included making the awards more formal, having a video segment for each award winner, providing plenty of time for attendees to mingle, and providing art opportunities while people mingle.

9. AMOCAT Arts Awards

1:30 pm

Staff presented a draft proposal for restructuring the AMOCAT Arts Awards. Awards will remain the same with three categories: Community Outreach by an Individual, Community Outreach by an Organization, and Arts Patron.

Proposed updates include calling the awards the AMOCAT Arts Awards; involving the Mayor by asking her to sign the certificates and present the awards; developing an online nomination form and solicit award nominations from the Commission, public, past funding recipients, and past AMOCAT awardees; having the Commission review all nominations and select award winners based on the quality of the work being done by the nominee not by the number of times the nominee was nominated.

Commissioners discussed the possibility of keeping the AMOCAT winners under wraps until they are announced at the Art at Work Month opening party. It was noted that voting on the awards at a Commission meeting makes the decision a public record.

Commissioners discussed the possibility of receiving a large quantity of nominations and if there might be a need to screen the nominees before the Commission reviews them.

Meeting adjourned at 1:57 pm

