

Members

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

Minutes

Tacoma Arts Commission Community & Economic Development

Staff

Amy McBride, *Tacoma Arts Administrator*
Naomi Strom-Avila, *Cultural Arts Specialist*
Rebecca Solverson, *Public Art Assistant*

Date: March 26, 2011

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

Time: 10:00 am - 3:00 pm

Commission Members in Attendance:

Sarah Idstrom, Chair
Traci Kelly, Vice-Chair
Jan Brazzell
Rachel Cardwell
Janice Karroll
Don Lacky
Aimee Mell
Dane Meyer
Mike Sweney
Jana Wennstrom

City Council Member Present:

Marty Campbell

City Council Member Absent:

Lauren Walker

Staff Present:

Amy McBride, Tacoma Arts Administrator
Naomi Strom-Avila, Cultural Arts Specialist
Rebecca Solverson, Public Art Assistant

Commission Members Excused Absence:

Robin Echtele
Antonio Edwards, Jr.
Bill La Vergne
Janet Matzke
Jacqueline Peterson

1. Call to Order

10:17 am

Chair Idstrom

2. Excusal of Absences

10:17 am

Vice Chair Kelly

Commissioners Echtele, Edwards, La Vergne, Matzke, and Peterson had an excused absence.

3. Approval of Agenda

10:18 am

Vice Chair Kelly

Motion: Rachel Cardwell

Second: Mike Sweney

Motion: Carried



4. Introduction 10:18 am

Staff presented an overview of the retreat schedule and planned activities.

5. Get to Know Me! 10:20 am

Commissioners participated in an exercise focused on helping them get to know each other and work in teams.

6. 2010 Strategic Goal Reflection 11:10 am

Staff presented a PowerPoint of 2010-11 funded artists, organizations, and programs; public art projects; Art at Work month programming; and Spaceworks Tacoma artists and projects.

Commissioners discussed ways to get the word out about what the Commission does including the suggestion of Commissioners presenting at various Rotary clubs in Tacoma.

Commissioners broke into three groups to review the following three strategic goals that were developed in the 2010 Commission retreat.

- 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

Stretch goal:

 - 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

Stretch goal:

 - 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

Stretch goal:



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

Commissioners listed what they accomplished in 2010 that relates to the stated goals and then came back together as a whole to review and contribute additional items.

- Strategic goal 1: Sustainable funding
 - Maintained three funding programs: Arts Anchor Fund, Arts Projects, and Tacoma Artists Initiative Program
 - Reviewed and revised funding guidelines with philosophical discussion about and major revisions to Arts Anchor Fund
 - Met with Council Members to advocate for arts funding
 - Rewrote ordinance to clarify what capital projects are eligible to participate and enforced participation in the 1% for public art program.
 - Launched three rounds of Artscapes in which artists are paid a stipend
 - Community-based arts programs were expanded through the development of the Tacoma Murals Project, Public Art: In Depth training program, an arts component to EnviroChallenger, Artscapes, Shunpike presence in Tacoma, and Art at Work month
- Future goals:
 - Review Arts Anchor Fund guidelines
 - Set up meetings with Council Members
- Strategic goal 2: Engage more people
 - Maintained involvement in ethnic celebrations
 - Received attention/recognition from Mayor and other public officials
 - Funding recipients credited the Commission in their programming
 - Artists presenting at City Club mentioned the Commission and City as being supportive of artists
 - Funds organizations that engage in education programming for the community
 - Spaceworks Tacoma has been widely publicized and is nominated for Tacoma awards
 - Artscapes' "Letters" project in Tollefson Plaza attracted a lot of attention and involvement by a very diverse audience
 - Dedication ceremony for the Welcome Figure
 - Developed partnership with American Leadership Forum XVI through the Human Rights Legacy project
 - Developed partnership with Shunpike through Arts Leadership Lab Tacoma
 - Developed partnerships with public schools and Arts Impact through the arts component to the EnviroChallenger program
 - Hosted monthly Washington State Arts Alliance meetings



- Continued partnership with Click! to host arts programming on ON Demand

Future goals:

- Be more prescriptive about what types of outreach (i.e.: education) the Commission would like to see from Arts Anchor Fund organizations
 - Encourage organizations to find out what their audiences want and to develop new audiences
 - Teach appreciation and literacy of the arts
 - Invite Rose Lincoln Hamilton from the Greater Tacoma Community Foundation to present to the Commission about its Youth Against Violence initiative
 - Invite representative from Experience 253 to present to Commission
 - Connect more artists with Spaceworks Tacoma opportunities and get community feedback about the program
 - Invite a representative from Tacoma Public Schools and Metro Parks to attend Commission meetings
- Strategic goal 3: Create a healthier ecosystem for the arts
 - Launched Spaceworks Tacoma, Artscapes, and Tacoma Murals Project
 - Hosted Arts Symposium
 - Will be launching public art training program – Public Art: In Depth
 - Administered three funding programs
 - Launched Facebook pages for the Commission and Spaceworks Tacoma, a blog for Spaceworks Tacoma, and added capabilities to websites
 - Administered the Tacoma Poet Laureate program
 - Currently conducting Arts & Economic Prosperity study for Americans for the Arts

Future goals:

- Develop partnerships with schools
- Pursue live/work spaces
- Focus on integration of social needs in the arts
- Work to ensure broader access to the arts in all geographic areas of Tacoma
- Embrace diverse disciplines (i.e.: new media, traditional arts, etc...)
- Optimize technology
- Reach out to the media more
- Work with local schools to develop video content for web and Click!
- Connect the arts throughout the City – unite, not divide/separate
- Broaden the age range of citizens involved in the arts
- Work on messaging and outreach for sustaining programs

7. Lunch

12:45 pm

8. 2010 Strategic Goal Reflection, cont.

1:15 pm

Commissioners continued working on developing a list of 2010 accomplishments in relation to the three goals and developing future goals.

9. Speaking to Our Audiences

2:00 pm



Commissioners participated in an exercise designed to familiarize themselves with how to speak about the value of the Commission and the arts to a variety of constituents. Commissioners brainstormed responses to the following three questions:

1. What does the Tacoma Arts Commission do?
 - a. Advocates for the arts
 - b. Promotes the arts as vital tools in building Tacoma's community and economy for the benefit of all its citizens.
 - c. Supports organizations and artists as well as community initiatives and projects
 - d. Oversees and maintain public art
 - e. Advises City Council on wisest expenditures for the arts
 - f. Prioritizes and dynamically responds to the needs of the arts/community
 - g. Supports the economic vitality of the arts
 - h. Provides arts opportunities
2. How does what you do benefit me?
 - a. The arts make the City a more dynamic and beautiful place
 - b. The arts are an important tool in the local economy
 - c. The arts make out communities livable and viable
 - d. The arts are inspirational
 - e. The Commission provides technical assistance and capacity building opportunities
 - f. The Commission advocates for the arts
 - g. The Commission supports programs that provide supplemental arts education in the public school system
 - h. The arts provide alternatives to negative behavior
 - i. The arts attract new businesses to the area
 - j. The arts attract and drive tourism
3. How can I get engaged?
 - a. Tap into the TacomaArt listserv
 - b. Use TacomaCulture.org as a resource
 - c. Friend Tacoma Arts Commission and Spaceworks Tacoma on Facebook
 - d. Attend arts/culture events
 - e. Serve on boards and committees
 - f. Take classes and workshops to learn more about the arts
 - g. Apply for funding through the Commission's three funding programs

Commissioners broke into pairs and participated in a series of role playing exercises focused on speaking to a variety of constituents about the value of the arts. Commissioners responded to the three questions in ways appropriate for the role-playing identity they were speaking to.

Commissioners came back together as a whole and shared what they learned from the exercise:

- Commissioners were naturally able to answer the three questions as the role playing conversations developed.
- Commissioners noted the importance of exploring and familiarizing themselves with the resources available locally so they can point people to specific resources.



- Find out what the person you are speaking to is interested in and use that as a jumping off point for what you talk about.

Commissioners noted the following helpful speaking points:

- It is important to support a healthy, holistic community, of which the arts are a vital part
- The arts are a great return on investment
- The arts improve quality of life

Meeting adjourned at 3:00 pm

