Summary Minutes
Tacoma Arts Commission
Community & Economic Development

These minutes accompany the recorded meeting of the Tacoma Arts Commission, which are available at www.tacomaculture.org/arts/tac.asp.

Date: April 11, 2011
Location: City of Tacoma Municipal Building, Room 16
Time: 5:00 pm

Commission Members in Attendance:
Traci Kelly, Vice-Chair
Rachel Cardwell
Robin Echtle
Janice Karroll
Don Lacky
Bill La Vergne
Janet Matzke
Aimee Mell
Dane Meyer
Jacqueline Peterson
Mike Sweney
Jana Wennstrom

City Council Members in Attendance:
Lauren Walker

City Council Members Absent:
Marty Campbell

Staff Present:
Amy McBride, Tacoma Arts Administrator
Naomi Strom-Avila, Cultural Arts Specialist
Rebecca Solverson, Public Art Assistant
Martha Anderson, Assistant Director of CEDD

Commission Members Excused Absence:
Jan Brazzell
Antonio Edwards, Jr.
Sarah Idstrom, Chair
Mike Sweney
Jana Wennstrom

Guests:
Lynn Di Nino
Ann Meersman

1. Call to Order 5:05 pm (00:02) Vice Chair Kelly
2. Excusal of Absences 5:05 pm (00:14) Vice Chair Kelly

Chair Idstrom and Commissioners Brazzell, Edwards, Sweney and Wennstrom had an excused absence.

3. Approval of Agenda and Minutes 5:05 pm (00:23) Vice Chair Kelly

Motion: Bill La Vergne
Second: Jan Karroll
Motion: Carried
4. Chair’s Report 5:05 pm (00:43)  Vice Chair Kelly

Arts Leadership Lab is hosting a panel about letterpress and book arts on April 12, 7 pm at King’s Books.

Spaceworks Tacoma is hosting a spring reception on April 21, 5 pm at 904 Broadway.

The most current South Sound magazine was passed around which featured Commissioner Meyer’s photographs and an article about artist live/work space.

5. Staff Check-In 5:07 pm (02:09)

Public Art: In Depth and Tacoma Murals Project applications are due April 25.

The Appointments Committee will appointed Zach Powers to fill Jackie Peterson’s seat on April 12. The Appointments Committee has also recommended Scott Ramsey to fill the next available seat.

Public artwork for Cheney stadium was installed and is ready for opening day of the season.

The National Endowment for the Arts has approved moving ahead with the submission of an application for Our Town funding for design for the intersection of Pacific Avenue and S. 17th.

Commissioners volunteered to meet with Council Members as follows:

<table>
<thead>
<tr>
<th></th>
<th>Jake Fey</th>
<th>Mayor Marilyn Strickland</th>
<th>Marty Campbell</th>
<th>Joe Lonergan</th>
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</thead>
<tbody>
<tr>
<td>Volunteer 1</td>
<td>Bill La Vergne</td>
<td>Aimee Mell</td>
<td>Traci Kelly</td>
<td>Janet Matzke</td>
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<tr>
<td>Volunteer 2</td>
<td>Dane Meyer</td>
<td>Sarah Idstrom</td>
<td>Bill La Vergne</td>
<td>Dane Meyer</td>
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<td></td>
<td>Mike Sweney</td>
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<td><strong>Lauren Walker</strong></td>
<td><strong>Victoria Woodards</strong></td>
<td><strong>Ryan Mello</strong></td>
<td><strong>David Boe</strong></td>
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<tr>
<td>Volunteer 1</td>
<td>Robin Echtle</td>
<td>Jan Karroll</td>
<td>Traci Kelly</td>
<td>Rachel Cardwell</td>
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<td>Volunteer 2</td>
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<td>Rachel Cardwell</td>
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Commissioners volunteered to administer audience surveys for the Arts & Economic Prosperity IV study as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Organization</th>
<th>Event</th>
<th>Time</th>
<th>TAC Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/17/11</td>
<td>King's Bookstore</td>
<td>Wayzgoose</td>
<td>11 AM - 4 PM</td>
<td>Dane Meyer and Rebecca Solverson</td>
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<tr>
<td>4/22/11</td>
<td>Gold From Straw Theatre Company</td>
<td>Sloth</td>
<td>8:00 PM</td>
<td>Jana Wennstrom, Jan Karroll</td>
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<tr>
<td>4/30/11</td>
<td>Tacoma Symphony</td>
<td>Russian Finale</td>
<td>6:30 PM lecture, 7:30 PM concert</td>
<td>Don Lacky and Janet Matzke</td>
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<tr>
<td>5/6/11</td>
<td>Grand Cinema</td>
<td>72-hour Film Festival</td>
<td>TBD</td>
<td>Don Lacky, Rachel Cardwell</td>
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<tr>
<td>5/7/11</td>
<td>Museum of Glass</td>
<td>Family Day</td>
<td>1 - 4 PM</td>
<td>Janet Matzke</td>
</tr>
<tr>
<td>5/7/11</td>
<td>Tacoma Concert</td>
<td>Fiesta Mexicana</td>
<td>7:30 PM</td>
<td>Don Lacky</td>
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6. **Action Items**

**A. Review and Approval of Link Light Rail Recommendation  5:13 pm (08:48)**

The selection panel for the Link Light Rail program interviewed three finalists: Saul Becker, Mindy Barker, and Chandler O’Leary. They recommended Chandler O’Leary for the project. Commissioners viewed Chandler’s portfolio. The design will be done at the end of May and installed in June.

Amy McBride stated: “We should get a motion to approve this selection.”

There was a motion: “So moved.”

Motion: Robin Echtle
Second: Rachel Cardwell
Motion: Carried

**B. Review and Approval of Prairie Line Trail Recommendation  5:20 pm (15:00)**

The selection panel for the Public Art Plan for the Prairie Line Trail interviewed Jack Mackie; Gretchen Freeman; Carolyn Law, Ellen Sollod, and Stokley Towles; and Todd Bressi and Thought Barn (Robert Gay and Lucy Begg). They recommended the trio of Todd Bressi and Thought Barn.

Commissioners discussed opportunities for the project.

Vice-Chair Kelly asked, “Is there a motion to approve that recommendation?”

There was a motion: “So moved.”

Motion: Aimee Mell
Second: Jackie Peterson
Motion: Carried

**C. Review/Approval of Pacific Avenue Recommendation  5:31 pm (26:17)**

The selection panel for Pacific Avenue interviewed Lorna Jordan and Ellen Sollod. They recommended Lorna Jordan. Commissioners viewed Lorna’s portfolio and discussed the project.

There was a motion: “I make a motion that we accept the recommendation.”

Motion: Dane Meyer
Second: Aimee Mell
Motion: Carried
7. Discussion

A. Retreat Wrap-up 5:39 pm (34:05)

Commissioners reviewed the strategic goals from 2010 and discussed their continued relevance. The goals are: sustainable funding, healthy ecosystem for the arts, and engaging more people.

Commissioners reviewed some of the goals discussed at the Retreat and organized them into three categories as follows:

<table>
<thead>
<tr>
<th>Specific and Attainable Short Term</th>
<th>Current to mid-term</th>
<th>General/Conceptual Value Direction</th>
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</thead>
<tbody>
<tr>
<td>Schedule Council Coffees</td>
<td>Review Funding/Facilitated discussion</td>
<td>Pursue Live/work spaces</td>
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<td>Schedule/invite speakers to TAC:</td>
<td>Communications</td>
<td>Show how the arts connect throughout the city (unite, not divide/separate)</td>
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<td>• Rose Lincoln Hamilton GTCF</td>
<td>The Year of ‘Getting the Word Out’</td>
<td>Be inclusive of all age ranges</td>
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<tr>
<td>• Experience 253</td>
<td>• Get the word out about the arts in Tacoma</td>
<td>Consider tie between art and social services</td>
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<td>• Tacoma Public Schools</td>
<td>• Optimize Technology</td>
<td>Embrace diverse disciplines</td>
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<td>• Metro Parks</td>
<td>• Reach out to media more</td>
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<td></td>
<td>• Look into connecting with school programs to increase video content</td>
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<td></td>
<td>• Work on messaging and outreach to sustain programs</td>
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<td>Schedule presentations for Rotary, Click! Other</td>
<td>Develop/continue partnerships</td>
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<td></td>
<td>• schools</td>
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<td></td>
<td>• parks</td>
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<td>• service orgs</td>
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<td>• neighborhood councils</td>
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<td>etc...</td>
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<tr>
<td>Spaceworks:</td>
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<tr>
<td>• get community feedback re: program</td>
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<td>• connect more artists with opportunities</td>
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Commissioners discussed ways to reach out to and help struggling organizations.

Commissioners reviewed the following suggestions regarding funding programs that were brought up at the Retreat:

- Teach appreciation and literacy of the arts
- Be more prescriptive about what types of outreach the commission would like to see from Anchor Fund Orgs.
- Encourage organizations to find out what their audiences want and to develop new audiences. (Wallace Foundation/WSAC APLI initiative)
- Find out what our constituents want/need.
• Facilitate a discussion around values/point of funding to lead into guideline review.

B. 10-Year Timeline  
6:22 pm (1:17:19)
Commissioners brainstormed some of the things that have happened in the arts in Tacoma in the past 10 years as well as what they would like to see in the next 10 years.

8. Report Back  
7:01 pm (1:56:04)
Meeting adjourned at 7:01 pm