



**Des Moines Arts Commission
Meeting Minutes
March 12, 2018 • 6:00 pm
Beach Park Dining Hall**

Present: Sheri Verburg, Michelle Fawcett, Anne Sweet, Patrice Thorell, Shannon Kirchberg, Luisa Bangs, Fred Andrews, Patricia Clark, Nicholas Fannin, and Marcus Williams.

Absent: Alfonso DeAnda, Ekkarath Sisavetdy.

The meeting was called to order at 6:00pm by Chair Sheri Verburg.

Minutes Approval

February 2018 minutes were presented for review.

Clark moved to approve the minutes as presented. Fawcett seconded the motion. The minutes were unanimously approved.

Budget Report

Kirchberg reported that she has not yet received the budget. Thorell noted that an invoice has been received for the acquisition of the sculpture "Harpoon." The invoice will be submitted to the City, and the City is then reimbursed by Legacy Foundation. Future invoices could be submitted directly to Legacy.

Vision Statement

The draft Vision Statement reads as follows: "Des Moines is recognized for its advancement of vibrant arts and culture."

Andrews moved to approved the Vision Statement as written. Sweet seconded the motion, which was unanimously approved.

Mission Statement

The draft Mission Statement reads as follows: "Establish Des Moines as a center for the arts."

Sweet moved to approve the Mission Statement as written. Andrews seconded the motion. The motion was unanimously approved.

Goals

1. Improve diversity/access to the city through the arts.
2. Communicate with the City on a quarterly basis.
3. Increase gross earnings 20 percent over previous year.
4. Develop a DMAC marketing plan.

Verburg noted that three of the four points are measurable, except for goal number one. After discussion it was noted that diversity and access could be measured by handing out feedback/survey forms, including requesting zip codes. Perhaps a giveaway could be offered to encourage patron participation in filling out the forms. Kirchberg noted that surveys sheets have been used in the past.

Goal number one was amended to read: "Improve diversity/access to the City through the arts as measured by DMAC."

Clark moved to approve the Goals as written and amended. Sweet seconded the motion. The motion was unanimously approved.

Sculpture/Public Art Updates

Spirit of Des Moines: The mural located at the Des Moines Marina, is deteriorating. It had been restored once previously, but the wood and paint have now deteriorated and it is non-restorable. Andrews suggested taking it down and replacing it with something new. Some sections of the piece are still in good shape. He suggested six pieces that could be cut out, framed, and auctioned off at the Gala. This has been okayed by artist Anita Corby, but a written release should be obtained from her.

Discussion included the idea of replacing it with something more youthful, perhaps street art. The space is 10 feet high by 80 feet long. It is estimated that the cost for plywood, screws, and primer would be about \$700. The cost of the art could be \$3,000-\$4,000. A call for artists will be sent out, with a goal of completion in 2019. Andrews will create a timeline.

Clark moved that we proceed along these lines. Andrews seconded the motion. The motion was unanimously approved.

Spanish Castle Magic: Andrews informed the Commission about the famous Spanish Castle dance hall, which opened in 1931 and closed in 1968. It was the biggest dance hall in the Seattle/Tacoma area and drew 2,000-3,000 people on weekends. Swing, country, and rock music were played there, and it was famous for the beginning of Northwest rock music. Well-known regional musicians played there, including Jimi Hendrix. This year is the 50th anniversary of its closing.

Andrews has submitted a Heritage Grant application to 4Culture. He is planning to create a weekend event called "Spanish Castle Magic," which will open with a swing band in the first half and conclude with a rock band in the second half. He will also be creating a video. He is aiming for the latter part of September, but not the same weekend as the Arts Gala. He is open to DMAC involvement.

International Sculpture Day: Saturday, April 28, is International Sculpture Day. Andrews suggested organizing a Des Moines sculpture walk for that day. Verburg agreed to lead the walk.

Marketing/Social Media

Website: Williams reported that the DMAC website needs a fresher look. It is currently hosted by iPage and is on a three-year contract, which ends in September. He suggested an easier platform, such as SquareSpace, etc. He noted that most hosting contracts are month-to-month or on an annual contract that offers a discount. The marketing team will come up with a recommendation.

Social Media:

DMAC is already on Facebook. There are currently 722 people who have Liked the Facebook page. The goal is to reach 1,400. The content is organic, such as announcing, promoting, and recapping events. We have the ability to boost our events by placing ads, which would be included in the marketing budget.

Snapchat is another popular social media network. Williams noted that with Snapchat we would have the ability to design a DMAC geofilter. It was noted that Snapchat is on a personal phone. Kirchberg pointed out that we would need to have a succession plan as commissioners rotate out at the end of their terms and also that content needs to go through the City for review prior to posting. It was requested that we look into having the City's communication or IT person attend the next DMAC meeting to inform us on these policies and answer questions.

Instagram is a photo-based network where artists and others connect. It was again noted that we need to consult with the City's communication person, since this too takes place on one's personal phone.

Print marketing would include fliers and posters. We should leverage artists we have a connection to for design. It was also noted that there should be crossover between marketing and the other committees.

Williams noted that a percentage of the operating budget will go toward marketing. He felt that the bulk of the marketing budget should go toward digital marketing and also noted that the first year would be the most expensive due to the website redesign. He hopes to present a budget at the next Commission meeting, as well as having three website proposals to look at, along with power point examples from those who have submitted proposals.

Potential Fundraising Paint Party

Kirchberg has been working with the Paint Night people on this fundraiser. They provide the paint, easels, etc., and they do the set up. We will receive \$15 per person. Destination Des Moines (DDM) or Legacy Foundation will do the wine. The goal is to get 50 people there. The proposed dates are May 23, 30 or 31. Paint Night will choose the date that works for their schedule. We can sell tickets at the May Wine and Art Walk. They will advertise and we can also put it on Facebook. They would like four DMAC people to be there as volunteers.

Fawcett moved to proceed with Paint Night. Fannin seconded the motion. The motion was unanimously approved.

Orientation

Orientation is set for Monday, April 16, at either the Founders' Lodge or the Dining Hall. It will be for about an hour and a half.

Band Selection Team Report

Fawcett, Williams, Fannin and Verburg had met to review the bands and select a group of finalists, which would then go to Kirchberg to coordinate, nail down dates, and get contracts. The selected bands will mostly be cover bands, with one wild card. DDM wants to pick the band for the opening concert, so we need clarification on what they will do.

The need to start planning earlier next year was discussed. Also, the farther into the year it goes, the more bands Shannon will need, as those bands book their schedules and/or some may cost more than the budget will allow.

The committee had discussed the need for diversity and there was a desire for more original music, rather than all cover bands. However, it was noted that a great base has been built at the concert series with cover bands, which also help to generate a lot of money in the beer garden.

The suggested themes for this year's series are Salsa, Reggae, Sock Hop, 60s, 70s, 80s, Elvis, and one group playing original music.

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No report this month.

Movies for the Community

Fannin reported that he had been approached by someone whose company would be willing to facilitate movies for the community. He will be put on the agenda to inform the Commission about this.

Quarterly City Council Update

DMAC's quarterly report to the City Council is scheduled for Thursday, April 12. All available Commissioners are encouraged to attend.

12 Minutes: 1 Minute Commercial Around the Room

Fannin: An underwater piece of art will be created and located near MaST in Redondo. Andrews had sent out an e-mail about this project, and he will be meeting with representatives of MaST and University of Washington on Monday, April 2. When he knows what time the meeting is, he will let everyone know, in case they would like to attend.

Fawcett: They will meet with DDM and finalize the band selections within the next two weeks.

Verburg: Would like to create a goals thermometer.

Sweet: Is co-chairperson of the Equine Art Show that takes place every year in mid-July at Emerald Downs in Auburn. It offers significant prize money in several categories for adults and also offers categories for children, pre-teens, and intermediates.

Clark: Is on the Board of the Allied Arts Foundation. Last year they gave out \$15,000 in visual art grants. This year they will be giving out \$20,000 in grant money in music, with the focus on women who perform and write original works.

Williams: Noted that he would be gone the week of April 9.

Andrews: Noted that the former Junior Commissioner from Ethiopia is now applying to colleges. Also, Andrews will be traveling to Switzerland for two weeks later this year to celebrate his son's graduation. His son will be going to Harvard with studies in the field of world health.

Kirchberg: Will be sending out the Arts Gala flier and the Artist Application for review.

Andrews made a motion to adjourn. Clark seconded the motion. The motion was unanimously approved. The meeting was adjourned at 7:43 p.m.