



DEPARTMENT of ECONOMIC DEVELOPMENT

JACKIE BISKUPSKI
MAYOR

KELSEY ELLIS
ASSISTANT DIRECTOR

BOARD MEETING MINUTES
March 8, 2017
Art Barn in Reservoir Park

PRESENT:

John Johnson	Annie Dayton
Jennifer Horne	Efren Corado Garcia
Whitney King Hyans	Richard Jaramillo
Kerri Hopkins	Matthew Castillo
Eva Rinaldi	Linda Hunt

Staff Members

Kelsey Ellis, Assistant Director
Wendy Evanoff, Office Facilitator
Dana Hernandez, Public Art Program Manager
Jesse Schaefer, Performing Arts Program Manager
Kandace Steadman, Visual Arts Program Manager

EXCUSED:

Cannon Tarbet	Mike Colby
Chad Whittaker	Denise Brenes

GUESTS:

Sylvia Richards, Public Policy Analyst, City Council Office
Lia Summers, Salt Lake City Mayor's Office
Mr. Ben Kolendar, Deputy Director, Dept. of Economic Development

I. Call to order / Approval of minutes

Ms. Kerri Hopkins called the meeting to order at approximately 5:30 p.m. Mr. John Johnson made a motion to approve the minutes from February's board meeting; the motion was seconded by Ms. Whitney King Hyans and passed unanimously.

II. Executive Committee

Ms. Lia Summers provided an update for the Mayor's office reporting on the development proposal of Library Square. She reported the City is partnering with Urban Land Institute of Utah, who has agreed to cover 75% of the cost to bring a panel of experts to review background data and listen to what the community is wanting for that space. The technical assistance panel will be in Salt Lake for two days to

meet with stake holders, hold a public charrette, and present their recommendations for the best use of the space that makes the most sense financially and what the next steps should be.

Mr. Ben Kolendar introduced himself as the new Deputy Director of Economic Development. Mr. Kolendar returns to Utah from Washington D.C. where he worked in Economic Development for the Obama Administration. He reported that as a part of Economic Development, the Arts Council is merged with Business Development to find synergies between the two organizations on how to have overlap with businesses in fundraising efforts and coordinate artistic events. Mr. Kolendar also stated he has experience on the federal level with measuring impact in a multitude of ways.

Ms. Kelsey Ellis reported the RFP for the Cultural Core has been released and she is working on the application for the Salt Lake Arts Council Foundation. The three main goals for the RFP are creative place making, audience development and marketing and communications. Ms. Ellis stated the request is to have a detailed one year plan and a four year plan for some concepts of activation and what that would look like.

III. Budget update

Ms. Kelsey Ellis reviewed the Profit & Loss statement and Balance Sheet as of March 1, 2017. She reported that an offer has been made for a seasonal Development Coordinator position and will be funded through the City. This person will work at the Arts Council for the next six months to help generate additional contributions for Living Traditions and Twilight.

IV. Committee reports - none

V. Staff reports

Ms. Kelsey Ellis reported there have been requests to clarify board rules and responsibilities. She stated that board members serve as the board of the Foundation and as the board for the City division of the Arts Council. Ms. Ellis said she is working on getting clarification about the expectations of a board member between the City and the Foundation.

Ms. Kelsey Ellis also reported that moving forward with programming for the Arts Council, there are a few things that are slowing the process. The first being the uncertainty of the Executive Director position, the outcome of the Cultural Core RFP and possible funding for programming on projects managed by the Redevelopment Agency.

Mr. Jesse Schaefer reported there has been a lot of turn over with the seasonal staff but has most of the positions filled. He also reported that application for the 2017 Brown Bag Concert Series is available through May 26 and applications for the 2017 Twilight craft vendor and 2017 Living Traditions food market should be available within the upcoming week. Mr. Schaefer announced Omar Souleyman as the special guest star for the Living Traditions Festival. Mr. Souleyman is a Syrian artist who resides in Turkey. Also, final artist confirmations are being made for Twilight. The first artist will be announced on March 30 and the remainder of the lineup will be released on April 10.

Ms. Wendy Evanoff announced the Love Utah Give Utah campaign scheduled for March 30, 2017. She reported that the campaign this year will be to support the Twilight Concert Series 30th anniversary.

Ms. Dana Hernandez announced there are two calls for artists currently open. The 337 Pocket Park with a submission deadline on March 14 and Fire Station #14 which closes on March 21, 2017.

Ms. Kandace Steadman reported that the latest gallery exhibition opened on March 3 and runs through April 14. She also mentioned nominations for the Mayor's Artists awards are being accepted. The deadline for nominations is Monday, March 13. Also, the 2018 Finch Lane Gallery call for Entries is open and applications are accepted online through Monday, April 20. There will be a Q&A session on March 25 from 10:00 – 11:00 a.m. at the Gallery.

VI. Arts event discussion

Ms. Kerri Hopkins reported she had the opportunity to represent the Arts Council at the Visual Art Institute's fundraiser where she was a judge for four artists doing live paintings.

Ms. Whitney King Hyans announced the opening of the exhibition Through Her Eyes...Through Her Words at the George S. & Dolores Doré Eccles Art Gallery located in the Salt Lake Community College South City Campus.

VII. Public comment - none

VIII. Other business / Adjourn

The meeting adjourned at approximately 6:16 p.m.