



DEPARTMENT *of* ECONOMIC DEVELOPMENT

JACKIE BISKUPSKI
MAYOR

KAREN KRIEGER
DIRECTOR

BOARD MEETING MINUTES
October 12, 2016
Art Barn in Reservoir Park

PRESENT:

Denise Brenes	Whitney King Hyans
Mike Colby	Richard Jaramillo
Matthew Castillo	John Johnson
Annie Dayton	Eva Rinaldi
Kerri Hopkins	

Staff Members

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

EXCUSED:

Linda Hunt	Efren Corado Garcia
Cannon Tarbet	Jennifer Horne
Chad Whittaker	

GUEST:

Sylvia Richards, Public Policy Analyst, City Council Office
Lia Summers, Salt Lake City Mayor's Office
Lara Fritts, Director of Economic Development

I. Call to Order/Approval of the Minutes

Ms. Kerri Hopkins called the meeting to order at approximately 5:37 p.m. Ms. Whitney King Hyans made a motion to approve the minutes from September's board meeting; the motion was seconded by Mr. John Johnson.

II. Executive Committee

Ms. Lia Summers reported the Mayor's Office made changes to what was the Signature Events Fund and is now the ACE Fund. (Arts, Culture and Events) The ACE Fund is a grant opportunity out of the Mayor's office to support community programming which could be something as small as neighborhood barbeque to something as big as the Arts Festival. There are three funding tiers, the lowest being tier three which is anywhere from \$100 - \$2,000, tier two, \$2,000 - \$5,000 and tier three,

\$5,000 - \$15,000. The application process has been changed slightly for the tier three and tier two grant requests to make funds more accessible to smaller community groups. The applications opened on September 1st and closes on October 31st and can be found at www.slcmayor.com/ace.

Ms. Lara Fritts, Director of the Department of Economic Development presented a work plan for the Department of Economic Development. She stated that the strategy for the Department will focus on the following five key areas:

- Organization – To build a Department of Economic Development that is pro-active, responsive, professional, accountable and dedicated to the future.
- Business Development – Reduce commercial vacancies by building upon current economic base by recruiting, retaining, expanding businesses which are sustainable and support higher wage employment opportunities.
- Place Making, Redevelopment and Revitalization – Partner with the public and private sector to sustain a vibrant, economically aesthetically and environmentally attractive community.
- Arts and Culture – Partner with the public and private sectors to maintain a robust and vibrant arts and culture segment of the City which is accessible to all.
- Research, Marketing and Communications – Create awareness of Salt Lake City in priority markets, to key industries and audiences, as well as the existing business community.

Ms. Lara Fritts reported that her goal is to create a one year work plan followed by a three to five year strategy.

Ms. Kerri Hopkins provided an update on the Board Committee Assignments/Plans. She reported that there are still opportunities to participate on some of the committees.

III. Budget Update

Ms. Karen Krieger reviewed the budget amendment request of \$150,000 to fulfill this fiscal year's projected deficit. She reported that if the course of the last three years continues, we will be short in next year's budget.

Ms. Lara Fritts proceeded to review the budget amendment and how it will be addressed to the City Council. She reported the challenge is the Arts Council spent money that wasn't there however, the City Council asked that we continue with Twilight understanding that it would likely run a deficit again. Ms. Fritts reported that she obtained a legal opinion which stated the Arts Council is a separate legal entity that does not have to follow the Fiscal Procedures Act. Ms. Fritts brought up a second concern regarding the way the City funds the entity as a nonprofit and whose responsibility it is to get into conversations about programming. Ms. Fritts stated she is concerned that the Council is getting involved in program planning, which should be the responsibility of the Board.

Ms. Lara Fritts suggested to the Board of Directors that she have a role in the Arts Council as the President of the organization where she would act as a liaison between the City Council and the Salt Lake City Arts Council. Mr. Richard Jaramillo responded stating he thinks it is a good idea to have somebody from the department level involved in these conversations with the City. He suggested that the bylaws be reviewed and amended so there is a clear articulation of the role and responsibilities of the position. Mr. Jaramillo made a motion that the Board charge the By Laws committee with inserting the Economic Development Department Director as CEO of the Arts Council and come up

with the appropriate language as to roles and responsibilities and a sunset or review. The motion was seconded by Ms. Whitney King Hyans.

IV. Committee Report – None

V. Staff Reports

Ms. Kelsey Ellis reviewed the financial summary of each program which reflected the budgets for FY16 and FY17. Ms. Ellis also reported that she met with Firetoss who is our web design team. Firetoss will be hosting a Casino Night fundraiser, which will be held on Thursday, November 17. They will also be offering sponsorship opportunities where a portion of the sponsorship funds will cover the cost of the event and the remaining will go directly to the Living Traditions Festival.

Ms. Wendy Evanoff reported on the progress of the audit of the Arts Council. She mentioned that this year the audit process has been very smooth and that there are minimal audit adjustments.

Ms. Dana Hernandez introduced herself as the new Public Art Program Manager. She reported that by the end of October three new public art works will have been installed in the City. One, a mural by Tracy O'Very Covey at the Eccles Theater. Another at the Utah Theater on the facade of the theater by Soonju Kwon and by the end of the month Lenka Konopasek will install her work on the McClelland Trail.

Ms. Kandace Steadman reported that she received a \$500 grant from the Utah Division of Arts and Museums to host a public workshop on November 5. At the workshop, Dr. Donna Poulton will discuss how to build an art collection on a modest budget.

Mr. Jesse Schaefer reported that the program season is over and it has been a fantastic year and there were many successes and also many challenges moving forward. Mr. Schaefer is in the process of wrapping up the Twilight Concert Series with staff, sponsors and partners. He reported that he is working on feedback from surveys given to patrons and ticket holders.

Ms. Karen Krieger reported that as an ongoing commitment to the City Council, we worked with Cicero to conduct on-site patron engagement surveys at the Twilight Concerts. Also, Ms. Kelsey Ellis and Mr. Jesse Schaefer emailed a survey with similar questions to ticket holders and also posted the survey on social media.

VI. Arts Event Discussion/Upcoming Events

Ms. Karen Krieger reported that the ribbon cutting for the Eccles Theater will be held on Tuesday, October 18 and the opening gala celebration will be held on Friday, October 21. On Saturday, October 22 there will be several performances throughout the building by local artists and on Sunday, October 23 there will be a couple of performances after the Music and the Spoken Word, which is being broadcasted from the Eccles Theater. This will be the first time in its history that it has been presented off-site from Temple Square.

VII. Public Comment

VIII. Other Business/Adjourn

The meeting adjourned at approximately 7:04 p.m.