VISIONEERING WICHITA

Visioneering Wichita
Arts Strategic Alliance
October 22, 2007
Meeting Notes

Attendees: Jaki McElroy, Gay Quisenberry, Lela Meadow, Kelsey Riff, Emily Bonavia, Eric Moore, Collin Allen, Dora Timmerman, Christopher Gulick, Dan Welty, Eric Bell, Garrett Jeter, Clayton Pearson, Tanya Merritt, Tracee Adams, Nile Dillmore, Gretchen Mitchell, Erin Wolfe, Kristn Carlson, Emily Deaver, Brad Ruder, Carolyn Russell, Ann Keefer, Lon Smith, Craig Simon, Jodi Drinkwater, Roger Carvalho, Yolanda Orozco, Lee Whitman, Nick Pope, Gary Gimpel, John D'Angelo, Irene Hart, Greg Steiman, Walter Girton

The Arts Alliance held its third meeting on Oct. 22 at CityArts, Wichita.

Leadership team member Kristen Carlson welcomed participants and reviewed the purposes of the meeting:

- Identify and begin self-selecting into work groups
- Agree upon initial strategies and identifying some objectives and next steps for each strategy

Suzie Ahlstrand introduced the work of the Community Identity Alliance and Upload Wichita with a video presentation.

Craig Simon, Real Development, addressed the Alliance.

Facilitators from the Wichita State University Center for Community Support and Research acknowledged those who had attended the previous meeting and the leadership team meetings, as well as those who were new. All participants were asked to introduce themselves and their interest in or affiliation with the arts.

Planning

In small groups, participants were asked to begin planning in four areas, selecting from and building on work from past Alliance and Leadership Team meetings:

Fund Development	*Events*	*General Arts / Working Across Disciplines*	*Media and Communication*
Approach city	Expand and build on Final Fridays	Research existing space/space needs for artists	Develop artists' guide similar to newcomers' guide
Identify present arts funding streams	Provide cross-disciplinary opportunities at existing events (*e.g.*, street musicians at	Organize web brainstorming lists from 1st Alliance meeting	Unified arts calendar

	Tallgrass Film Fest)		
Answer the question, "What would we do with funding?"	Research big events and expos	Promote the inclusiveness of this Alliance	Involve those who currently promote & advertise the arts
Provide fund development skills to arts organizations, coops, and individual artists	Host an inclusive, low-cost arts event	Hear from a panel of people who are already connecting artists or promoting the arts (Wade Hampton, Chris Shull, Dallas Jordan, etc.)	Leverage Wichita State University (and other campuses') media
		Develop cooperative concept (*e.g.* Arts 360)	Hold a media meeting
			Website. Learn about and contribute to web-based recreation site (talk to Suzie A)
			Develop and agree on a logo for this Alliance
			Leaflets and posters

Planning results were captured on flipcharts and reported to the large group:

Tallgrass Film Festival

- Here's an event that's already happening. What can this Alliance do to support it?

Media and Communication

- Develop a logo: Have a unifying/branding identify to rally around
  - We will review samples (Brad) of design options by Jan. 1
  - We will develop a recommendation for the full Alliance by Feb. 2008 meeting
  - Alliance to make FINAL decisions by March 2008
  - Working on the project: Roger, Brad, Gretchen, Tracee, Erin
- Involve those who currently promote and advertise the arts
  - Put together a list / Identify current media outlets for news about the arts – electronic by Dec. 2007
    - Build on list from first meeting
    - Group members will bring their lists to NOVEMBER meeting
  - Invite people on lists to Alliance meetings – educate them upon completion of list
  - Get arts disciplines together to promote each other

Events

- Host an inclusive, low-cost arts event: "Bohemian Bash"
  - Purpose for an "event"
    - Art appreciation (all disciplines)
    - Share Visioneering vision for the arts

        - Bring artists together
    - Do research
        - Determine possible locations
        - Determine available dates
        - Determine costs
    - Meet again as part of larger Alliance

Fund Development

- Do research
    - Who is funding the arts now?
    - How have other cities raised funds?
        - Memphis
        - Kansas City
        - Santa Fe
        - Seattle
    - How have other artists raised funds?
        - Conduct interviews of artists/city reps/corporate heads
    - What do Alliance members want?
        - Poll Arts Alliance members for needs/wants for Alliance funds
- Develop funding plan by February 2008
    - Collected contact information to keep work going

Arts in General/Working Across Disciplines

- Organize web brainstorming lists from 1st meeting
    - Collin will help Jaki
- Space
    - Available – so what's keeping artists from purchasing?
        - Diversity in mindset
        - Specific needs
- Connect to media/communication group
    - Buy billboards with website info
    - Website where ALL Wichitans go for ALL Arts/Entertainment (without thinking)
- Get these people together
    - Wichitabandscene.com
    - Teachers
    - CityArts
    - WAM
    - The Eagle
    - Store owners for arts
- How to work
    - Make meetings longer
        - More time to get things done
    - Separate meetings
    - Group includes Shan Jabara, Collin Allen, Clayton Pearsen and Chris Gulick

Everyone was invited to the Leadership Team meeting, 4 p.m. Nov. 7, at the Wichita State University Center for Community Support and Research. The Leadership Team will set the agenda for the next Alliance meeting.