



VISIONEERING
WICHITA

ARTS ALLIANCE
Events Task Force
Jan. 9, 2008
Meeting Notes

Attendees: Ann Keefer, Bernadette Bradshaw, Collin Allen, Rodney Meller, Collin Allen, Wendy Haines, Brook Graham, Garrett Jeter, Gay Quisenberry, Dan Welty, Lon Smith

Purpose of today's meeting:

- Identify Event Ideas
 - Develop plan for implementation

Meeting Review

- Lon Smith, Chair, introduced himself and asked others to introduce themselves, as there were several new people
- Lon stated that there were no bad ideas and he hoped we would be able to discuss many options for our first event
- Suzie Ahlstrand gave a Visioneering update
 - Suzie reported on www.uploadwichita.com and asked people to visit the website
 - Suzie explained that when surveyed, 82 % of Wichitans really liked their hometown, but aren't sure their neighbors feel the same. Overall, we actually feel quite good about the Wichita Community.
 - The Racial Diversity Alliance did a survey in 2006 and found that many African Americans and Hispanics do not feel that there are as many educational and business opportunities for their communities as there could be. Another survey will be online Jan 21 to track progress in this area and Suzie asked everyone to help get the word out by emailing the information to friends, coworkers, etc.
 - Suzie also mentioned the need for the Alliance to reach out, not only to underrepresented people groups, but also to additional geographic areas including Sedgwick County and South Central Kansas

Event Ideas

- Lon kicked off the discussion of what type of event to do with the idea of coordinating an event at Century II that then would be made into a dvd that would be marketed to PBS stations across the country. This would provide Wichita with a great event and market Wichita nationally. PBS stations could use the dvd during pledge times and free copies of the dvd could be made available to each station as pledge incentives.
- Another idea would be to tape various events around the city and use those for a dvd for the same purpose

- Doing an Arts event in Riverside park was suggested
- Other event ideas were
 - Enhance Final Friday to include street performers, music, etc, maybe running later than 10:00 pm and/or continuing on Sat and possible Sunday.
Use Final Friday to kick off a weekend event. Possibly at Kennedy Plaza or the Old Town Plaza.
 - Tie into Artist Garage Sale.
 - Create a “First Night” event which would be a family friendly, non-alcoholic New Year’s Eve celebration that would be confined to one location so as to eliminate the need to drive from place to place.
- Some type of Austin City Limits type event that would not be just a one time shot.
- Day long conference on The Art of Selling One’s Art. Open to all ages and art disciplines. Bring in speakers and artists to help up and coming/new artists learn how to promote themselves. Possible panel discussions, how to obtain financial support, legal aspects, etc.

Questions that were raised

- Who is event marketed to?
- How does budgeting work?
- Should the first event be a stand alone event or tie into another event?
- Would participating artists get paid?
- Could we work with Wichita Festivals?
- How would an event be promoted?
- Who would be responsible for promoting an event?
- How do we get more people involved?
- How do we get more artists involved?
- Is the top priority selling art?
- How to get more kids involved?
- Would Wichitans go to a non alcoholic event?
- Is weather too risky for outdoor event?
- Could we tie into tourism?
- How could other existing Arts groups be included (Wichita Symphony, WSU, Friends, etc.)
- Could we start small and build up to a large event?
- Could we work with the Kansas Arts Commission?
- Who else should be invited to be on the task force?

Comments:

Many people within the Arts Community are not yet aware of The Alliance or are waiting to see what happens. There is a great need to reach out to people and share the vision and get more people involved. We also need to reach out to small communities in the area and make an effort to be as diverse as possible.

Assignment for next meeting:

Make list of possible events and do research to see what other communities are doing. The hope is to make a decision at the next Events Task Force meeting on a first event.

Next Arts Alliance Events Task Force Meeting:

Feb 7, 2008

5:30-7:00 pm

Museum of World Treasures

835 E 1st St N, Wichita

Next Arts Alliance Meeting:

Feb 25th

6:30 -8:00 pm

WSU Metroplex

5015 E 29th St N, Wichita