



VISIONEERING  
WICHITA

# Visioneering Leadership Media/PR Task Force Meeting

Jan. 9, 2008, 11:30 a.m.-1 p.m. at 358 N. Main, Wichita, KS

**Attendees:** Justin Rorabaugh, Kristen Spear, Roger Carvalho, Ken White, Nicole Howerton, James Williams, Bernadette Bradshaw, Ann Keefer, Tanya Merritt, Sharon Mallory, Gay Quisenberry, Collin Allen

**Gay** – Led introductions.

**Gay** – Led overview of Art Alliance history.

**Gay** – Led review of mission statement at the bottom of the agenda:

The Visioneering Wichita Arts Alliance will cultivate a better way of life for the community through the arts.

--much discussion followed. Could we change “will cultivate” to “cultivates”, or “cultivating”?

Would then read:

“The Visioneering Wichita Arts Alliance: cultivating a better way of life for the community through the arts.

--Another idea thrown out on the table: “Rock’n the arts”.

**TO DO:** Think about this Mission Statement and bring suggestions to the next meeting.

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**Suzie – Led review of website**

--Many Visioneering areas in one website. There are dollars going to the website. Will this be a “Visioneering” website? We don’t know yet.

--We will be linking to other sites.

--Striving for a “live” interaction.

--Why not expand on existing sites like Convention and Visitors Bureau?

--Need open information.

--We need to get our “richness” out to the community.

--Looking to an arts directory, both online and hard copy.

**Future Work – End Product:**

**COMMENTS:**

--How else can we involve the media?

--We have lost our Wichita Eagle arts person: Chris Schull.

--Continue to lobby Wichita Eagle for art promotion and visibility.

--Someone will need to touch base with artists in town, as a lot of people don’t know about it.

--This is part of our Media/PR task – to get the word out about this alliance.

--Artists are so busy with their own art or gallery it is hard for them.

**VISIONEERING OVERALL**

**Suzie:**

--We aren’t taking over anyone’s territory, it’s about showcasing everyone

**Suzie:**

- In October 2007 the Visioneering Community Identity Alliance conducted a survey. It asked the question, how do you feel about your community?
- Most comments were positive by responders but those responders didn't think that others thought positively about Wichita.
- We seem to have a poor self-image.
- The Alliance launched a website, [www.uploadwichita.com](http://www.uploadwichita.com).
- Put your own feedback about art in Wichita on this site now.
- How do we get objectionable material off of this site?
- Will we see some themes developing?
- Who are we?...this is a start.

**Suzie:**

Visioneering Wichita is about reaching out. We must keep south central Kansas involved. We also need to keep diversity in mind.

**Suzie:**

Another "perception" survey across ethnic lines will be coming out soon (Jan. 21) which last ran two years ago. It measures perceptions about racial opportunity.

**TO DO:** Please download this survey and send it out to your contacts. We especially need more insights from: young, older, low income and Hispanics

**Suzie:**

In 2009 we need to look at Visioneering again, it will be 5 years old then as it started in 2004.

- Suzie stressed the three "R's": Review, Revise, Refocus.
- We need to open the doors to all groups

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**Gay:**

- We must continue to move forward. Have tangible solutions.

**WE BRAINSTORMED THIS IDEA:**

- Newspapers need to be involved with media/pr. Hispanic and black newspapers, etc.
- Need to keep media outlets updated.
- Grassroots – such as Tallgrass, Final Friday, etc. should know.
- Established entities also – such as Wichita Ballet, Symphony, etc.
- Art Advisory Board – has all the museum directors involved. Ann Keefer will be chairing this and she is on the Media Alliance.
- Art Teachers – however they are very busy.
- Empower small artists to self-promote.
- Could market Kansas art commission "Marketing 101: The Business of Art". There was discussion about this class.
- E-mail format might work for getting word out to artists about Final Friday.

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**WEBSITE PRESENTATION**

By Ken White and Nicole Howerton (Howerton & White)

- They shared thoughts about what they have done for the Recreation Alliance.

- NH – I want to be able to customize my site.
- NH – I want to bike within 3 miles of my house...Can I go this website and find it?
- NH – What if we did this same thing for the Art Alliance?...I could enter my area of interest and art businesses, etc. would show up.
- Could have a social network with a local focus.
- Would need community involvement.
- Nicole walked us through the site and showed us how an “art” site could work.
- NH – City/county must be involved in the site.
- NH – All alliances could use the site.
- NH – Advertising is welcome on the site.
- NH – We are in the concept stage now.
- NH – success depends on the users.
- The site has a place for many things...”Welcomes, announcements, advertising, communication”.
- What is the most efficient way to get event information in this web site?
- Could show galleries and specify how far from your house...what type of art, how to get there, etc.
- Advertising may pop up that might interest you so site \$\$ is sustainable.
- People need to share their experiences...was their experience good? Here are pictures, or here are the galleries I go to on Final Friday.
- How do we fund this?

**Suzie:**

- Looking into advertising dollars.
- Looking into grants.
- Cities and Counties money – but they don’t usually talk with each other – however, they are beginning.

**Comments:**

- In the beginning there are a lot of different calendars. Would be nice to link them and streamline them in the future.
- Convention and Visitors Bureau should be involved with this alliance. Can we expand on CVB web site?
- CVB is funded by the city.
- Will Visioneering Wichita be the central site with links off of that?
- How do we get the word out about the website? What do we call it?
- How will we get word out to poor artists? And the community?
- We have to start somewhere!
- How to get participation is another question?
- Suzie has \$15,000 that started the Recreation website going. Also got \$40,000 over 5 years to promote the arts portion.
- Suzie also applied for a Knight Foundation Grant...no word yet. \$420,000 grant submitted in November 2007.
- Nicole: Site we previously discussed could easily be \$250,000 site. So do we start with a “search” function? Do we spend \$\$ on marketing the site? Does the site get “rated”?
- Nicole/Ken – Grants are slow. How do we get from here to there to get up and running?
- Nicole/Ken – We need to set priorities of what to create first....A search engine?
- Gay – How do you get people to respond to websites? To our request for information?
- Have other cities done a site like this?
- Suzie – When she applied to the Knight Foundation, this was very cutting-edge.
- Gay – So while we wait for these dollars, how do we get started on the site?

--Suzie – We need to ask those that have given money so far...and then what do we think?  
--Gay – Do we start simple and quick to have something to show?  
--Nicole/Ken – Maybe we start with compiling information?  
--Where do people go to get their art information?  
--Younger people don't read the newspaper...there is a generational gap there.  
--Gen Y should like this web site.

**TO DO – ANSWER THESE Q'S AND BRING TO NEXT MEETING:**

- 1) Where do we go for our art information now? To see art and to hear music, etc?
- 2) To promote myself as an artist...what sources do I use?
- 3) How does the media find out about events? (posed by Gay)

We can send these questions to the big alliance also. Ann Kelly can ask her contacts these questions also.

--We could ask established places...How do you promote yourself? Places like Wichita Ballet, Orpheum, etc.

--Nicole/Ken – Why do we rely on the media? The media should rely on us.

**FINAL THOUGHTS:**

--Howerton/White is coming to the next big meeting on Feb. 25

**NEXT MEETING:**

Feb. 7, 11:30 a.m. at 358 N Main

See above where it says:

**“TO DO”**

And bring this info to next meeting.

Thank you – Tanya Merritt