

ARTS ALLIANCE
Media/PR Task Force
Feb. 7, 2008

Meeting Notes

Attendees: Gay Quisenberry, Collin Allen, Kristen Spear, James Williams, Sharon Mallory, Bernadette Bradshaw, Diane Longfellow, Charles Steiner, Suzie Ahlstrand, Tanya Merritt
Meeting Notes: Tanya Merritt

Gay Q: Introduction & review of tonight's agenda

Visioneering Update - Suzie A:

Racial Diversity survey will close on Feb. 22, 2008. Please encourage people to take survey. You may print it out and hand out. There is also a version in Spanish.

Knight Foundation Grant Status – Suzie A:

No word yet.

Update on “Space” Task Force – Collin A:

This team is working on a survey to find out the needs of artists. Survey will be handed out at the next big Visioneering Art meeting on Feb. 25, 2008, and at the next Final Friday, Feb. 29, 2008. Collin stressed the need to have this information from artists before moving forward on the “Space” Task Force. There is a lot of “space” possibilities, it all comes down to money and how the space is to be used. There are also city codes to follow. They hope to survey a large variety of artists through various media. The Resource Directory would be helpful with this process.
Comments: Someone mentioned investigating “Artspace.com”

Update on “Events” Task Force – Gay Q:

This group has been investigating what other cities have done. Examples sited include:

- First Night (family friendly event around New Year)
- Artist Event – showing artists how to promote themselves, perhaps in a seminar format
- Final Friday – enhancing an event like this

Gay stressed that all of these task forces are related and what effects one, effects the other. Gay encourages everyone to actively participate.

Web Site Update – Suzie A:

Howerton & White will be at the next big meeting on Feb. 25 to present to the group.

TO DO'S FROM LAST MEETING:

Q: Where do you go for art information in Wichita?

A: *In no particular order:*

- Visitwichita.com
- wichitaarts.com
- WSU calendar of events (web)
- The “Go” section of the Wichita Eagle
- The College Hill Newspaper
- The West Side Story Newspaper
- Wichita Art Museum website
- City Arts website

- Wade's e-mail group
- Convention and Visitors website
- KMUW website (You can put your own event on it)
- Wichita Public Library
- The Humanities Council
- Watermark Books

COMMENTS:

Gay emphasized that once our website is up and running, we can link with these sites.

TO DO'S FROM LAST MEETING:

Q: How do artists promote themselves?

A: *In no particular order:*

- On foot – personal networking
- Arts Commission class – they may be open to doing more of this!
- Marketing 101 class
- Final Friday networking
- Arts Advisory Committee – meets quarterly. Ann Keefer is chair person this year.
- City Arts has a roster of artists – you can call and be put on their list. Contact: Tabitha Oblinger-Bean at City Arts

COMMENTS:

Suzie A: The website can only have one step initially...will it be “event calendar” style, or “artist directory” style? What does this Media/PR Task Force recommend? After some discussion “Event Calendar” style was recommended for the website beginning.

More discussion followed:

- City Arts has a small booklet called “The Art 101 Directory”. All formal art agencies in town are in it. Do not feel it is updated, however.
- There are currently 25 galleries on the Final Friday list and more that wish to be on it.
- Suzie A envisions a directory that is “deep” and contains bio's, etc.

TO DO'S FROM LAST MEETING:

Q: How does the media find out about artistic events?

A:

- Everyone agrees that we must go to the Wichita Eagle, don't wait for them to come to us.
- Much discussion about getting better maps, etc. to the Wichita Eagle
- Discussed getting the “Go” section to come out on a Wednesday, instead of Friday
- When Chris Shull with Wichita Eagle is replaced, we need to visit with that person
- Wichita Downtown Development (Ann Keefer) gets the word out to the community about the Final Friday stops and the trolley route. Map is on “wichitaarts.com” and on the WDD web site.
- We should pass this information along to the website developers: Howerton & White.

TO DO'S FROM AN EARLY MEETING:

Q: Way back this Task Force decided to focus on a website and directory.

A:

- What is a “directory”?
- Will it be in print and on line?
- What do we need to collect from each artist for a directory?
- Can artists be listed in different areas of the directory?
- Would be best if the artists could be responsible for their own insertion and updating of information.

- This is a long-term plan
- Directory may have to start with a small print version
- Could be like the "Career Builder" concept
- Who would be responsible for gathering this data?
- Suzie - Visioneering website might be a possibility for this directory.
- Gay – What about some 3"x5" cards for each artist to embellish, then these are reproduced, hole punched in the corner and put on a ring for easy updating?
- Whatever method we use, we need to get the Wichita Eagle to help get word out.
- Issue of censorship came up. Much discussion followed.

To collect artist's information, we agreed to **start** with the following:

Name of artist(s) or group _____
 Contact name _____
 Phone _____
 E-mail _____
 Website _____
 Type of art/media (List all) _____
 Venue to see this art? _____

OTHER COMMENTS:

- Kristen – says that ski towns have publications by each door of businesses telling about monthly events
- Kristen – Gen-Y crowd loves social events. Maybe we could launch the website with a large social event.
- James – We could register people for artist's directory at Final Friday...maybe a bank of computers for this purpose.
- Does the Wichita Public Library participate in Final Friday, maybe we could use their computers?

FINAL THOUGHTS:

- Gay Q - The Wichita Eagle responds to people. Maybe we could contact Pam Siddel there and let her know how important the arts are! Only 10-12 calls impact a politician.
- We also need to visit with WSU art department and get them on board with this alliance.
- Gay Q - We may want to host a "media lunch".

NEXT 'MEDIA/PR' TASK FORCE MEETING:

March 11, 11:30 a.m.-1 p.m., brown bag lunch, Location: TBD

NEXT 'BIG' ALLIANCE MEETING:

Feb. 25, 6:30 p.m. at WSU Metroplex (29th & Oliver)

TO DO:

All - Invite friends, etc. for next big meeting on Feb. 25

TO DO:

Tanya M - Make x200 registration cards for Artist's Directory and will bring them to Feb. 25 meeting for distribution.

TO DO:

Gay Quisenberry - Spearhead sketching out a media plan to bring to next Media/PR Task Force meeting on March 11.

TO DO:

Gay, Suzie A. - Compose a “press release” about the upcoming big Visioneering Alliance meeting on Feb. 25 and distribute.

TO DO:

All – Encourage people to fill out Racial Diversity survey by Feb. 22.

TO DO:

Tanya M – E-mail Wade Hampton’s e-mail to Diane Longfellow for distribution to the team.
Wade Hampton’s email: wade@wadehamptonart.com

TO DO:

All – Continue to think about the Mission Statement. What is your idea for a better mission statement? E-mail at least one idea to Diane Longfellow by Feb. 20. info@visioneeringwichita.com

--Current mission statement:

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

With slight revision: The VWAA, cultivating a better way of life for the community through the arts.

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