

Arts Alliance Leadership Team Notes

February 6, 2008

Date, time: February 6, 2008, 4 p.m. Center for Community Support and Research, Kansas Room
Paulette Goines, Seth Bate (CCSR); Suzie Ahlstrand and Diane Longfellow (Chamber)

Attendees: Lon Smith, Barbara Chamberlin, Gay Quisenberry, Tanya Merritt, Collin Allen, Charles Steiner, Garrett Jeter

Materials: agenda, notes from previous meeting

Today's Agenda

1. Welcome and Introductions
2. Review notes from 12/05/07. No changes suggested. They will be posted online.
3. Review agreements (see below)
4. Announcements.
 - New gallery in Delano District, 917 W Douglas – The Blank Page. Could be a site for Blue Theatre improv performances. Open mike night planned.
 - Suzie attended Arts Council retreat and provided a report on Alliance activities. Discussed scope of work of Arts Council -- which sincerely wants to partner.
 - Suzie is aware of a theatre director who wants to return to Wichita after hearing of the Arts Alliance. How do we get this person's resume out? Is there a way that we can help list opportunities? Need a central website/clearinghouse to list opportunities. Maybe future idea for Media Group (website) features of artists who are making a living in the region – opportunity for regular feature.
 - Eagle profiles, too. New arts & leisure staff coming – may be opportunity? Charles has had a discussion that suggests we need to “speak to the paper” and keep it aware. Need to get a specific contact. In the meantime, send to Pam Seidel and Lori Linnenburger/Becky Tanner.
 - College Hill Commoner (chance to forge a relationship – Collin is inviting to Alliance) and Naked City
5. Work group reports (Plans, timelines, resources needed, etc.)
 - **Gay/Jaki – Media** Working on two main things – a website and an artists directory. Also creating a survey. Want to invite the media to help us get artists in the directory. We need the help of all media

outlets to get the word out. Meeting Feb. 7 to discuss what we want in the directory. Should it include a venue directory? Looked at last arts council directory. Will be talking about the look and the cover. Website will take a while but team members have an assignment to identify how they get information about arts opportunities. Hope at least calendar listing option for website will be available in the next few months. Want to get this information from the artists who are there.

- **Lon – Events** Discussed what kind of event is desired. Goal for Feb. 7 meeting is to choose what kind of event and then begin implementing. Got hung up between the option of an event that's attached to another successful event (*e.g.*, Final Friday) vs. a standalone event. Also thought a first step might be a marketing event for artists – how do you market yourself as an artist? Other ideas included art in the park, First Night. Consider that galleries may be trying to build up more mid-month business. Or maybe the goal is that EVERY Friday is busy. Focus on “how do we sell our art?” maybe too narrow – consider how we can promote all the arts in the region. Consider audience(s): is the greatest hope to introduce art to new audiences? At the same time, to bring about artists' participation, they have to have the opportunity to make money. Scope is a question – how do you have an impact but still have it small enough that you can feel assured of success? Hope to see as many groups and media represented as possible.
- **Collin – Space (Space workgroup: Purpose(s) for space, amount of space needed, location(s), idea/goal for funding)**

Planning survey of alliance members and Final Friday viewers 2/29. Will also go online. Looking to find true needs (studio? Living space? What else?), areas of town to focus on. There is a lot of available space. Hoping to have information ready for a meeting March 5. Discussed makeup of Commerce Street arts district. What plan, if any, does the City have for that area? How does the arena affect opportunities there? Or is it important to focus on other areas (*e.g.*, area near Dunbar Theater)? Will we be able to/have a need for office space? Feel strongly that downtown has an attraction because of sense of community. May need help sorting information before/around March 5 meeting.

- If you knew success were guaranteed (for this project/in this area),, what/what else would you do?
- What else is needed to motivate and involve those who are might be supportive and involved, but are not currently?
- Next steps?
- Mission Statement Review – Response of workgroups? CCSR staff facilitate this. Is it bold enough? Should it be specific to a plan – such as an ongoing downtown arts district? (But aren't we thinking beyond downtown as well?) Media Committee is “blessed” to play around with these words.

6. Plan next full Alliance Meeting (February 25, 2008 6:30 – 8:00 – Metroplex)
- Keep thinking about the vision – what do we want Wichita to be? Imagine being so rich in arts and culture that there is always something happening and there is a reason to come downtown. Need a sense of fun – “artists live here, so come see them!”
 - Need news release announcing meeting, outlining project areas and that we’re looking for promising artists to participate in these groups. Chamber and Media Work Group will collaborate to get this out. Recognize, too, that word of mouth is still the most effective tool.
 - Objective is to focus on the “vision” and get people involved in these three groups. Need people to participate in the plan for it to work.
 - Includes web presentation – info from Suzie?
 - Get info from artists who attend about how they receive information on arts opportunities
 - Promote space group survey
 - Pep talk –
 - Have some art and/or performance

AGREEMENTS			
WHO	WHO ELSE	WHAT	BY WHEN
Team members		Convene workgroups at designated times and place (see above)	Completed
Chamber		Send e-mail announcements to arts alliance distribution list to notify of workgroup meeting dates and next alliance meeting	Completed
Suzie		Arrange for presentation on website	Completed
Collin		Prepare research on space available and present to group	Ongoing
Team members		If you have perspective on how much and what kind of space is needed, contact Collin	Ongoing
Team members		Take draft mission statement to workgroups to garner feedback and input	Media Group is going to look at this again

AGREEMENTS FOR TODAY			
WHO	WHO ELSE	DO WHAT	BY WHEN

Media Group	Chamber	Get news release and pix out promoting Alliance meeting	Before Feb. 25
Media Group		Find someone(s) to give a pep talk at the Alliance	Part of Feb. 7 meeting
Events Group		Find art and/or performance that can be part of the Alliance meeting	Part of Feb. 7 meeting
CCSR		Send draft Alliance agenda to Gay, Collin, Lon, Chamber and “pep talker”	Feb. 17

Next Meeting Agenda

Alliance Meeting – February 25th @ 6:30 – 8:00 Metroplex

- Workgroups present activities/accomplishments and workplans
- Presentation on website

Questions for larger Alliance:

- If you knew success were guaranteed (for this project/in this area), what/what else would you do?
- What else is needed to motivate and involve those who are might be supportive and involved, but are not currently?
- Next steps?