



**Rough Agenda for Arts Alliance Leadership Team Meeting**  
**October 3, 2007**  
**4:00 p.m.**  
**SHN**

Attendees: Eric Bell, Garrett Jeter, Gay Quisenberry, Tanya Merritt, Jodi Drinkwater, Lon Smith, Ron Holt, Jaki McElroy

Thoughts, concerns, ideas from last Alliance meeting

- 78 people attended. Lots of new people. Half and half, new and second timers.
- People are ready to do something.
- We can continue the process while we're also "doing something." Go for "low hanging fruit"
- Beneficial to ask the question, "if we did it right, what would it look like?" How do we do this meeting right today. Have an action point.
- People are ready to do something.
- The process is working. It is that process that has gotten us to this point. We had to go through everything we've been through to get to this point.
- Sheri from "Real Development" was in attendance at the meeting (the "Minnesota Guys"), and would like to address the group at an upcoming meeting.
- Has anyone done any research on available space for artists in the community? Research stage will be critical.
- Would like to see the brainstorming from the first meeting more organized. Jaki has already taken a first stab at organizing the visual arts. Are there people who would like to volunteer with organizing other aspects of the arts?
- Might be helpful to develop a mission statement to help provide direction.
- Developing an artists' guide might be a great idea.
- Jodi volunteered to assist with any typing or word processing.
- Cultural arts administrators: no unified calendar available
- Find a high school or university who might take this on as a project (marketing, directory, calendar, etc.)

Check in with Diane re: e-mail comments to be attached to notes

Review responses to "what could we do now?" (see attached notes from Alliance meeting)

- 3 responses were primarily regarding media, communications, etc.
- Expanding Final Fridays
- Tallgrass Film Festival enhancements (Oct. 20)

Expanding Final Fridays:

- Involving more organizations in the transportation and destination networks
- "Bring your own bike" event – would require marketing, etc.

- Creating space for conversation across the several arts districts
- Need to involve those who promote, advertise arts, arts events (i.e. Chris Shull/Wichita Eagle, etc.)
- Need to generate some funds so that we can do some of these activities, i.e. marketing, etc.
- Approach the city
- May need to develop a cooperative concept, (example: Dallas/Artist 360).
- Need to have a media meeting to seek support from the media
- Who's in charge of Final Fridays? No one. Individual artist driven.
- **(FUNDING COMMITTEE)** Develop a committee for soliciting donations (Jodi wants to be on that committee)
- Developing partnerships, fostering relationship is key to promoting arts activities, venues, etc.
- Promote the inclusiveness represented by this group, and use that as a media promotion point.
- Media needs some direction on ways to better promote the arts
- Print media is on the way out --- need to focus more on other technologies, i.e. television, Internet
- **MEDIA RELATIONS COMMITTEE?**
- Recreational Alliance (Suzie): coordinating and cataloguing available recreational assets in the Wichita MSA. Decided to develop a web-based database that lists all assets, their locations, conditions, etc. Building it as a pod/template – after recreational alliance, wants to do the arts. Suzie will be seeking funding for arts piece of the database, will bring template to alliance, and the alliance will look at it and tweak it to fit our needs.
- What are the funding streams for the arts in the community? Need to diagram and share with larger alliance.
- Long hanging fruit is good, but maybe what we're trying to do is to develop a method for how to do art/promote art in this community.
- Possibility of a logo for the group? Yes, as long as we don't lose our identity as a Visioneering Alliance.

How can the arts alliance respond in an organized fashion?

- Workgroups around these suggestions?
  - Media
  - Final Fridays
  - Tallgrass Film Festival
  - Around disciplines?
- **(EVENTS COMMITTEE?)** Easiest way to coalesce around an idea is to plan an event. Very expensive and huge to coordinate. Maybe talking to organizers of similar events would be best way to research this (i.e. KidsFest, etc.) (Lon and Jaki volunteer to be a part of this committee)
- **(GENERAL ARTS COMMITTEE?)** organized around various arts disciplines

- Next meeting should be to set up small committees (those in parenthesis). Maybe ask larger group what committees are needed, in addition to the four already identified. Perhaps small leadership team headed committees could meet prior to next large group meeting to plan for next alliance meeting.
- Who else might need to be involved (nor currently engaged)?
- May be good to wait until committees are formed to ask the question: “who else?”
- Nobody at WSU in the theater department knows about the Arts Alliance. Is there a way to get the word out there? Yes, everyone use their individual spheres of influences and networks to promote. May distribute flyers throughout the community. Maybe develop a poster. (Jaki volunteers to leaflet a certain quadrant of the city.)
- Alliance needs a mission statement/benchmark – probably will work with larger group to get to that.

Kristen wants to make sure we stay true to the vision of Visioneering, She will open next Alliance meeting (Monday, October 22, 2007 6:30 – 8:00 maybe at CityArts – Jaki will check on availability)

- What else?

Re-gather alliance before year's end/early in 2008 –

- To determine if there are more longer range projects we can work on?
- Possibly plan a panel discussion with local arts promoters/networkers, i.e. City Arts, Wade Hampton/Arts-blog person, Dallas from Cowley County, Chris Shull – Wichita Eagle, others? (Media Committee to take to committee.)
- Other ideas?