

WPB Promote the Arts Minutes

June 2, 2009 11:30 am

WPB Promote the Arts met at 1615 W North Avenue.

Present: Dan Kuruna, Claudia Skylar, Lela Head, Laura Weathered, Allison Stites, Wayne Jones, Lynn Basa, Jason Giarmo

Motion:

Promote the Arts would like to make a motion to fund the Face the Street Project in the amount of \$18,000. This project would be funded from item 3.08 Public Arts.

This funding is to be released and provided only if ALL of the following conditions are met:

1. A list of prospective curators is to be compiled with bios/CVs and submitted to the Promote the Arts committees' voting members. Voting members are responsible for conducting due diligence regarding prospective curators' qualifications and professional credentials and approving their candidacy for a curatorial position for the FTS project. If no curators are approved, FTS will provide other candidates until acceptable parties are found.
2. 6 signed letters of commitment/contracts from business and/or space owners including a commitment from the business and/or space owners to pay the 4-month, \$150/month promotional fee (\$600 total).
3. A comprehensive evaluation in addition to the customary final report will be provided. This evaluation is to be crafted jointly and approved by the Promote the Arts committee and the FTS project at a later date.

In response to repeated concerns expressed by members of the Promote the Arts committee, the meeting opened with a discussion regarding the metrics for success when granting money to fund cultural and arts organizations and their various activities. The email exchange on this and other topics began with a summary of issues and context regarding the Master Plan for the neighborhood, the specific recommendations that fall under the Promote the Arts mandate, past funding history, guidelines and trends along with the budget noting funds currently available for use. The email exchange brought up a host of issues and questions: prioritization, timeline for implementation, influencing practice and behavior of organizations, the role of the SSA: advocate, partner, funder, public art and how much we can get for the money we have, who, how and should we engage more people, assessing effectiveness of grants, lack of a true cultural audit and integration with the current marketing project. This discussion will continue via email and at following meetings. Promote the Arts will also be doing an informal survey of how other cities have developed "cultural districts" in neighborhood similar to ours.