

**Members**

Robin Echtle, *Chair*  
Sarah Idstrom, *Vice Chair*  
Julie Anderson, *City Council Liaison*  
Lauren Walker, *City Council Liaison Alternate*  
Jan Brazzell  
Rachel Cardwell  
Phillip Hill, *LPC Liaison*  
Janice Karroll  
Traci Kelly  
Donald Lacky  
Bill La Vergne  
Janet Matzke  
Kristi Nebel  
Margaret Payne  
Jacqueline Peterson  
Michael Reynolds  
Mike Sweney

# Minutes

## Tacoma Arts Commission

### Community & Economic Development

**Staff**

Amy McBride, Tacoma Arts Administrator  
Naomi Strom-Avila, Cultural Arts Specialist

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Date: April 13, 2009  
Location: City of Tacoma Municipal Building, Room 16  
Time: 5:00 pm

*Commission Members in Attendance:*

Robin Echtle, Chair  
Sarah Idstrom, Vice-Chair  
Rachel Cardwell  
Janice Karroll  
Traci Kelly  
Don Lacky  
Bill La Vergne  
Janet Matzke  
Kristi Nebel  
Margaret Payne  
Jacqueline Peterson  
Michael Reynolds  
Mike Sweney

*Staff Present*

Amy McBride, Tacoma Arts Administrator  
Naomi Strom-Avila, Cultural Arts Specialist

*Guests Present:*

Judy Durkin

*City Council Member in Attendance::*

Julie Anderson

*City Council Member Absent:*

Lauren Walker

*Commission Members Excused Absence:*

Jan Brazzell

*Commission Members Absent:*

Phillip Hill

- |                               |                |                           |
|-------------------------------|----------------|---------------------------|
| <b>1. Call to Order</b>       | <b>5:02 pm</b> | <b>Chair Echtle</b>       |
| <b>2. Excusal of Absences</b> | <b>5:02 pm</b> | <b>Vice Chair Idstrom</b> |

Commissioner Brazzell had an excused absence. Commissioner Hill was absent.

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**3. Approval of Minutes****5:02 pm****Vice Chair Idstrom**

Motion: Jackie Peterson

Second: Bill La Vergne

Motion: Carried

**Approval of Agenda****5:02 pm****Vice Chair Idstrom**

Motion: Margaret Payne

Second: Mike Sweney

Motion: Carried

**4. Chair's Report:****5:03 pm****Chair Echtele**

There was no Chair's report.

**5. Staff Check-In****5:03 pm**

The Water Forest is scheduled to be assembled and glued starting April 15. The acrylic benches installed on the Museum of Glass plaza were starting to delaminate. As such they were removed; this will open up room for the reinstallation of the Water Forest.

The Metal-Urge summer event has about 20 venues participating. A call to artists brought in about 50 applications from metal artists in Washington and Oregon. Local venues can use the applications to curate their own exhibits if desired.

Una McAlinden and Lynn Eisenhauer have been rescheduled for the May meeting to talk about arts education and ArtsEd Washington.

The Economic Development subcommittee of City Council will hear from representatives of the creative cluster on April 14 at 3 pm. Representatives will include:

David Fischer, Executive Director of the Broadway Center for the Performing Arts  
 Linda Danforth, Artist and entrepreneur of Jet Artist Cooperative, Broadway Artist Cooperative,  
 253 Gallery & Tacoma Art Place  
 Marianne Wombacher, Architectural Designer with BCRA presenting on Pecha Kucha concept  
 Bret Schnorenberg, Urban Accessories

The Tacoma Arts Commission meeting agenda was posted to the TacomaArt listserv to let more people know about the monthly meetings.

Commissioners volunteered to meet with Tacoma Artists Initiative Program funded artists for their mid-project meetings as follows:

**TAIP Funded Artist      Commission Volunteer**

Mauricio Robalino      Traci Kelly

Fumiko Kimura      Janice Karroll

Commissioners volunteered to help jury art exhibits as follows:

<b>Event</b>	<b>Commission Volunteer</b>
National Arts Program exhibit	Michael Reynolds, Janice Karroll, Kristi Nebel
Commencement Bay Maritime Juried Art Show	Don Lacky

Commissioners volunteered to attend and evaluate Arts Projects and Anchor Fund events as follows:

<b>Date</b>	<b>Organization</b>	<b>Event</b>	<b>Commission Volunteer</b>
18-Apr	Tacoma Symphony Northwest	Classics IV – Season Finale: Carmen & Carmina	Michael Reynolds
18-Apr	Sinfonietta	Jazz Quartet	Jan Karroll
Apr 24 & 26	Tacoma Musical Playhouse Northwest	The Producers	Robin Echte, Janet Matzke
25-Apr	Sinfonietta Tacoma Concert	The Hours	Naomi Strom-Avila Don Lacky, Jackie Peterson
25-Apr	Band Northwest	East Meets West	Jackie Peterson, Don Lacky
2-May	Repertory Singers	A Northwest Celebration	Jackie Peterson, Don Lacky
8-May	The Grand Cinema	72-Hour Film Festival	Robin Echte

## **6. Action Items**

### **A. Click! Call to Artists**

**5:12 pm**

Click! Cable TV has provided the Commission an ON Demand button called TacomaArt & Culture. The button currently airs programming produced by the Commission as well as programming created by artists and organizations funded by the Commission.

Click! would like the Commission to extend programming so community members can submit work to be considered for airing on the button. Commissioners reviewed a draft version of a call to artists. The call is open to people who reside and/or work in Pierce county.

Once finalized, the call to artists will go out to the public, a panel will review the submissions, and final programming will be determined for airing throughout the year. The panel will be comprised of Commissioners and community members.

Click! is planning on producing an ad to promote the call to artists. The Tacoma Arts Commission can be recognized through additional slides and ads which are part of the partnership with Click!

The Commission is encouraged to review and provide recommendations regarding the call to artist wording by April 14.

There was a motion:

“I’ll motion to support exploring the Click! ON Demand partnership and accepting the language provided.”

Motion: Traci Kelly

Second: Bill La Vergne

Motion: Carried

## **B. Community Gathering**

**5:25 pm**

Commissioners discussed the possibility of convening the community to get a pulse of what is currently happening and what their concerns and needs are.

Commissioner Reynolds asked whether a discussion could be an in-person event as well as a virtual conversation.

Commissioner Cardwell asked if the event would be facilitated and if the Commission is prepared to respond to the concerns voiced. There would need to be a plan and goal for any meeting.

Commissioner Sweney suggested focusing on who is invited to the session so they know why they are at the meeting.

Commissioner Kelly suggested focusing on one specific issue so the conversation is more defined. She also suggested talking to Sue Pivetta who helped organize the large-scale community meeting in 2005 and consider hosting a similar type event again.

Commissioner Payne suggested setting up a networking opportunity for artists.

Commissioner Reynolds suggested having a presence at pre-existing arts events to gather feedback from the community. Commissioner Payne suggested that this could be attached to programming such as the Arts Symposium in November. Events would need to be selected wisely for this tactic to be effective.

Vice-Chair Idstrom suggested hosting an annual stakeholder meeting of the Arts Commission.

Commissioner Cardwell suggested that the Commission have a conversation about the issues the community is currently dealing with and assess ways that the Commission can impact these issues.

## **C. Municipal Art Plan Draft**

**5:51 pm**

The Commission reviewed a draft of what the Municipal Art Plan could look like. The plan is a mechanism to allow staff to identify the capital projects that are required to contribute to the Municipal Art Fund so that the Commission can look at those projects and determine actual public art projects that could happen. Money could either go to the project from which the funds came from or it could be pooled to go toward a special project. The plan would be sent to City Council for their approval.

The plan would have sections including: what the Municipal Art Program is, what the Municipal Art Plan is, a list of projects that are required to participate in the Municipal Art Program, a list of public art projects that are currently happening, a list of proposed public art projects, and a list of the funds that are saved up for future projects.

In the past, funds have usually been restricted and have been required to go back into creating public art for the projects from which the funds came from. Future projects could possibly allow for pooling of funds.

The plan would be updated with each biennium.

The Commission voiced support for the current draft of the plan.

## **7. Retreat Follow-Up**

### **A. Timeline and Focus**

**6:00 pm**

Chair Echtle led the Commission in looking at the project timeline that was put together at the Commission retreat and determining if items could be moved around or meshed with other programming to make the most of limited staff and Commission member resources.

Some of the items listed for April included: Anchor Fund guideline review, signature event discussion, branding toolkit, communication and marketing task force, and developing an attendance baseline for programming produced by the Arts Commission.

Commissioner Reynolds suggested that Art at Work month could already be Tacoma's signature arts event. Commissioners discussed how a signature event would benefit from warm weather when the community would want to be outdoors. They also discussed how Art at Work month may not function as a signature event for Tacoma because it happens over an entire month vs. a few days and because it is focused solely on the arts. They discussed how it could provide the context in which to host a signature arts event. Commissioner Karroll suggested that Art at Work month could be the Arts Commission's signature arts event and that a community-wide signature event should be a separate thing.

Discussion about a Tacoma signature event was moved to the August agenda. A community forum to discuss a possible event for 2010 could be scheduled for November as part of Art at Work month 2009.

Commissioner Reynolds noted that a discussion about a branding and/or marketing toolkit could benefit from a facilitator or a specialist to guide the Commission through the process. Commissioner Kelly suggested talking with the marketing departments of Anchor Fund organizations.

Chair Echtle clarified that when talking about branding, the Commission is more broadly talking about a marketing tool kit to aid with general communications in helping spread the Commission's reach. A task force could help narrow the focus and make some recommendations to the Commission. The task force will meet in April.

Vice-Chair Idstrom asked if all of the items brought up at the retreat were placed on the timeline. Staff will check to see if any other items should be added to the timeline.

### **B. Anchor Fund Guidelines**

**6:25 pm**

The Commission discussed what the Anchor Fund is, who the Commission supports, and why.

Commissioners defined Anchor Fund organizations as: having the highest artistic quality; providing a draw to Tacoma; having stability of staff, finances and product; being a good investment; having an economic impact; providing something unique and representative of Tacoma; diverse; enriching creativity; and anchoring the cultural scene in Tacoma.

The Anchor Fund is not currently structured as an entitlement program.

Commissioner Cardwell noted that seeking out a diverse representation of art forms across our organizations is reliant upon the organizations that already exist and how they qualify under the guidelines.

Chair Echtle asked whether the goal was to fund as many organizations as possible or to fund a smaller number of organizations with a larger amount of money each.

Commissioners Nebel and Lacky suggested that the Commission aim for a diversity of art forms funded. Vice-Chair Idstrom added that diversity was fine as long as the organizations were financially viable.

If the Commission were to reduce the number of organizations funded through Anchor Fund but increase the funding amount possible, Chair Echtle believes that organizations would work harder in submitting higher-quality applications. Commissioner Karroll asked if a higher-quality application would equal higher-quality programming.

The Commission discussed whether the mission of Anchor Fund organizations must be arts based or should remain arts and culture based. The guidelines must have clear language so that the panel knows how to judge applications fairly.

Commissioners were asked to consider the idea of inviting a representative from applicant organizations to come to the Anchor Fund review and answer questions that the panel may have.

Another topic for future consideration is the duplication of programming across Anchor Fund organizations.

Commissioners were asked to think about the concerns brought up about the Anchor Fund and bring it back for future discussion.

### **C. Marketing Tool Kit**

**6:56 pm**

Discussion about a marketing tool kit was covered in the Timeline and Focus discussion and was removed from the agenda.

## **8. Report Back**

### **A. Center for Urban Waters**

**6:56 pm**

Commissioner Sweney sat on the panel for the Center for Urban Waters. The panel met last week to interview four finalists. Robert Horner was selected to create public art for the Center for Urban Waters. He is a relatively new artist with experience creating three public art projects.

The Center for Urban Waters will be LEED Platinum. Robert's work and process is about sustainability and meshed well with the concept of the building and the work of the future tenants.

Robert's initial suggestion was to create a meditative space where you could enter and watch the tide rise and fall. Walls would be created of compressed earth, algae and green walls. The final project will need to be modified to take into consideration safety and maintenance issues.

Meeting adjourned at 7:01 pm