

**MISSOULA PUBLIC ART COMMITTEE MINUTES**  
**YEARLY GOALS MEETING**  
**Tuesday, January 29th, 2019, 4-6pm**  
**Stockman Bank, 321 W Broadway St, Missoula, MT 59802**

**Committee Members Present:** Patricia Thornton, Taag Peterson, Lisa Simon, Kathi Olson, Stoney Sasser, Courtney LeBlanc, Cathay Smith

**Committee Members Absent:** Julie Armstrong, Peter Lambros

**Others Present:** Becca MacLean (Staff), Spider McKnight (Six Pony Hitch, Downtown Master Plan Representative), Linda McCarthy (Downtown Missoula Partnership)

**1. Call To Order 4:08pm**

**2. No Public Comment**

**3. Guests**

**a. Spider McKnight - Six Pony Hitch, Missoula Downtown Master Plan Discussion**

- Spider asks PAC to discuss what is working well for Missoula downtown, what's not working?
- PAC feels there are a lot of great arts organizations that need to collaborate. There are public, private and nonprofit players.
- More venues for artists would be great (gallery, performance, etc.). Have First Friday spaces be more accessible to artists wanting to show work as well as to visitors.
- Another idea is to create a committee for the arts in Missoula so there is conversation between organizations. Also, create a better forum where information is all in one place.
- Arts Missoula should have a list of art spaces - intended to be the hub for information. Better Communication to let artists know where to get information.
- Art spaces in Missoula available free of charge for performance, installation, etc. There are lots of spaces (lots, alleys) downtown that are not used year round.
- Lisa suggests an analysis of who the artist audience really is in Missoula. How many emerging artists? How many mid-career artists? How many professional artists? What are their needs?
- Discussion on First Friday outreach, food/drink availability, information available for the event. First Friday has a navigation issue. We need better maps that show visitors and residents where to go more clearly. We have an amazing First Friday but it should be advertised/detailed more efficiently.
- Discussion on an arts district and what that would like look. Include Arts Missoula, MAM, Radius, Clay Studio Area, Zootown Arts, etc. PAC hopes the district would include murals and sculpture. Discussion on potential boundaries of an arts district. Acknowledgement of different hotspots around town.

- Central office being ZACC/ARTS Missoula for people that want more information, etc.
- Discussion on “big art” and more large sculptures.
- Other thoughts: murals, open site performance areas, expanded public/private partnerships, projection and video art, rooftop theater, professional development for artists, all ages of kid-friendly events available, etc.
- Lisa suggests more emphasis on Native American Art, as well as Montana’s role in Contemporary Ceramics.
- Cathay suggests better signage and wayfinding for art institutions and galleries. Also, making downtown more walkable.
- Discussion on bus accessibility.
- PAC should look at Mindmixer website:  
<http://missoulasdowntownmasterplan.mindmixer.com/>
- Linda discusses the time frame for the overall plan and additional details they are working on (wayfinding, info kiosks, etc.). The Arts are certainly on the brain of the community. Programming of specific things is not necessarily in the larger plan.
- Welcome to Missoula signs.

#### **4. Format of Planning Session - Set Time Objectives**

- a. With our remaining time, Courtney would like to discuss bylaws, outreach and awareness and fundraising & project development.
- b. Lisa would like to touch on the Public Art Guide/Fine Art Guide

#### **5. Bylaw Review [Conflict of Interest Discussion]**

- a. Discussion ensues on bylaw update.
- b. The original concern was around PAC members recusing themselves for any given conversation if there is a personal or financial interest being added to bylaw language.
- c. Discussion ensues on edits to make to Jim Nugent’s phrasing to add to current Conflict of Interest language.
- d. PAC suggests taking a look at Missoula Art Museum’s conflict of interest language as a starting point.
- e. Courtney suggests revising bylaws based on new suggested edits come February Meeting.
- f. Jim’s suggested language will be incorporated into our current conflict of interest to specify details of one recusing themselves. Becca will send Cathay changes to bylaws based on today’s discussion, with MAM’s info underneath so PAC can edit at the next meeting. The more specific, the better.

#### **6. Outreach and Awareness [Social Media, etc.]**

- a. Courtney has been in touch with a photographer who would be willing to update our public art photos for our social media. She will continue the discussion with him.

- b. Lisa discusses combining the Fine Art Guide with the Public Art Guide. Missoula is currently saturated with publications that make it confusing for visitors as to which one to grab. By combining these two guides, the fee galleries pay to be in the fine art guide could be put towards reducing the need for all of the advertising (or a combo of both efforts).
- c. Lisa shows Scottsdales Art Walk guide and passes it around.
- d. PAC discusses Fine Art Guide and Public Art Guide collaboration.
- e. Discussion ensues on guide distributions. Becca ask Tom about Arts Missoula's distribution of Fine Art Guides.
- f. Kathi, Lisa, Becca will meet with Jacque Walawander from the Missoulian about possibilities of this year's guide. Becca discuss with Tom this combo guide idea also.
- g. This whole idea goes along with our branding and image. It would be great to collaborate more intentionally.

## **7. Governance**

- a. Tabled.

## **8. Fundraising and Project Development**

- a. Kathi explains that this year's signal boxes and the Van Buren Mural Neighborhood Grants have been official approved/funded.
- b. There is about \$15,000 total in the Public Art Fund.
- c. Stoney suggests a project idea: PAC to hire live dancers, performers, musicians, creators, etc. to perform on the street during a First Friday. We could take \$5,000 from our PAC fund and split it between multiple artists over a few months time (about \$200 each).
- d. Lisa brings up the point that these project ideas are great, but the PAC also needs to prioritize all of our ideas and see what we have on the table to tackle (ex. murals, TSBs, etc.).
- e. Courtney explains that we should have another percent for art project coming down the pipe. This is for the update of the detective building on Catlin. We also don't necessarily have to put a piece at that location.
- f. One of our next steps as a committee should be to hold a priority list meeting to talk about our projects and ideas (welcome signs, murals, performance art, parking space idea, etc.). Then, to delegate responsibility to PAC members.
- g. Stoney will reach out to gauge interest from her artist friends about her performance idea. Stoney wants to lead the development of this project. This item will be at the top of the February agenda.
- h. Lisa suggests for our social media fundraising plan we could get a business to fund something and run an online campaign to match that gift. There should be a benefit to someone giving that is more tangible.

## **9. Projects**

- a. Tabled.

**10. Quality**

- a. Tabled.

**11. Becca Other Thoughts: [Murals]**

- a. Tabled.

**12. No Comments**

**13. Adjournment 6:01pm**

The City makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in this meeting. People needing assistance should provide advanced notice to allow adequate time to make needed arrangements. Please call Heidi Bakula at (406) 552-6003 or write her at Mayor's office, 435 Ryman, Missoula, MT 59802 to make the request known.

**STRATEGIC PLANNING GOALS 2017-2019**

**Mission:** The Public Art Committee affirms the city's role as an advocate to public art, fosters and enriches the aesthetic of the City of Missoula, values and promotes the contributions of artists to the community and furthers the objectives of Missoula City Ordinance 3221.

**Vision:** The Public Art Committee envisions a community where art and artists are valued, and where public art is integrated into the fabric of our place, and enhances the quality of life of its citizens.

**YEAR 1-2017**

**Outreach and Awareness**

- A. Create monthly marketing PSAs
- B. Improve website
- C. Begin public art education for artists
- D. Make quarterly reports to council
- E. Establish a more formal connection to U of M art department
- F. Engage in community feedback

**Governance**

- A. Actively invite native representation onto committee
- B. Bring accounting and professional reporting to council
- C. Create annual planning and follow plan
- D. Create a catalogue and condition report
- E. Intentional use of staff and chair time

**Quality**

- A. Increase art call submissions

**Fundraising and Project Development**

- A. Pursue the idea of joining county
- B. Increase staff time
- C. Deepen our relationships to other Public Art Committees for inspiration and funding ideas
- D. Actively seek out grant funding
- E. Enrich private/public partnerships

**Projects**

- A. One big project per year- form committee
- B. Public Art Guide
- C. Parking meters
- D. Lighting for Crossings
- E. Lighting for Perseverance and Passage
- F. Traffic Signal Boxes

## **YEAR 2- 2018**

### **Outreach and Awareness**

- A. Create a public art scavenger hunt
- B. Continued public art education for artists
- C. Create a friends of public art volunteer group
- D. Enrich relationships with local artists by holding artists events

### **Quality**

- A. Hit maintenance harder

### **Fundraising and Project Development**

- A. Continue to increase staff time
- B. Enrich private and public partnerships

### **Projects**

- A. One big project per year
- B. Sculpture Park
- C. Live art/painting and music
- D. Community interactive art

## **YEAR 3- 2019**

### **Fundraising and Project Development**

- A. Continue to increase staff time
- B. Ask city for project specific money

### **Projects**

- A. One big project per year
- B. Bench project