



MINUTES

3:30 PM, Thursday, February 10, 2011

Room 426, Fourth Floor, City-County Building

316 North Park Avenue, Helena, Montana

1. Call meeting to order and establish a quorum

Members present - Vivian Hayes, Carol Montgomery, Carol Swanson, Jim Gilman, Karen Sturm. Russell Cargo arrived late. Staff - Kathy Macefield. Members absent – Bobi Harris, Amy Teegarden, Matt Elsaesser.

2. Enlist help from the PAC members to write up the meeting notes

Jim Gilman agreed to write up the minutes.

3. Approve minutes from January 13, 2011

Carol Swanson moved and Carol Montgomery seconded the motion to approve the minutes from the January 13, 2011 meeting. The motion passed unanimously.

4. Community Art Show Report

A letter and materials have been sent to Community Development Director Sharon Haugen. Kathy reported the City Commission is considering having some of the appointed advisory committees, including the HPAC, work through the Helena Citizens Council (HCC). Since this is under consideration, there will be no immediate movement on HPAC's letter for an art show. We will wait and see. However, we still need to reserve to Capitol for February 2012 so that it will be available if the community art show gets the go ahead.

A. Scholarship matching funds

Kathy asked Robyn if the scholarship matching funds has to be cash, can it be in class fee reductions. No answer yet and Kathy will ask again.

5. Chalk Up Helena! School outreach

A. News Release to teachers and parents (free)

Kathy can send a news release along with the Chalk Up application form to Stephanie Knisley at the school office for distribution to teachers who often have email distribution to parents; this would be free.

B. Flyers to schools: 3500 duplex copies, cost \$245

Kathy can print 3500 copies of the Chalk Up application form to be distributed to all grade-school kids, at a cost of \$245. Karen questioned if the parents would see these

flyers. This option would be an expense for Chalk Up in a year when we typically do not buy chalk since the chalk lasts 2 years. If the distributed printed notice generates a significant response, the chalk on hand may not be enough. Other notice options could include posters and e-mail to schools, Holter, Grandstreet etc. to get to word out. The general consensus was to use option A, and electronic notices and to see how well that does.

The County Health Department will donate water bottles and signs indicating smoke-free zones for Chalk Up again. It's not yet known if the Downtown Sidewalk Summerfest sale will happen on the same day (July 16th). Information about the event has been sent to various websites (tv, IR, Chamber of Commerce, Downtown Helena, Montana Magazine, American Profile and AAA Via magazine).

**C. Child and Family Resource Fair, Saturday, March 19, 11:00 AM - 3 PM
Sheridan Hall, 501 Euclid Ave.**

HPAC will have a booth at this event, Carol M suggested we let the kids draw chalk on paper and Vivian volunteered to attend. Carol M may also be able to attend. We may need more HPAC members to help.

6. Updates:

A. Walking Mall concrete arches

The City Commission approved this project on February 9, 2011. The easement and contract will needed to be presented at a Commission meeting, perhaps March 14, 2011 (Monday, 6:00 PM). Lance will need to acquire liability insurance (approximately \$400). Lance mentioned to the Commissioners yesterday there would be some minor adjustments to the design; he also agreed to give the Commissioners a short historic report on the piece. Kathy agreed to visit with the City Attorney regarding the liability insurance.

B. Open Studio Tours

Kathy reported 13 artists have confirmed their participation. Karen will contact potential ticket vendors in March; Birds and Beasleys has confirmed they will be a ticket outlet again. Information about the event has been sent to various websites (tv, IR, Chamber of Commerce, Downtown Helena. Montana Magazine, American Profile and AAA Via magazine will be contacted in May).

C. Public Art Plan

Carol M will look at the airport as a potential site for public art; Springfield MO has a new "artport," and Seattle's airport features a lot of art works. HPAC art guides need to get distributed again. Russ will be out of town, so discussion of the plan will be moved to May.

D. Nominations for Best Companies Supporting the Arts in America

Kathy is working on the nomination, due on the 18 of February. It was agreed she could contact Toni Broadbent to help finish the write up.

10. Public Comment

None.

11. Other business: Next meeting 3:30 PM, Thursday, March 10, 2011

Next Thursday the Holter is honoring Public employees. The Spring Artwalk is May 20th. Kathy distributed a copy of the FY12 budget and work plan memo.

12. Adjourn

The meeting adjourned at 4:50 PM.