



## MINUTES

**3:30 PM, Thursday, Sept 8, 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, Karen Sturm, Carol Swanson, Jim Gilman, Bobi Harris. Guest: Ellen Bell; Staff - Kathy Macefield. Members absent – Carol Montgomery, Russ Cargo, 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 August 11, 2011**

Carol Swanson moved, and Bobi Harris seconded the motion to approve the minutes. The motion was approved unanimously.

### **4. Open Studio Tours Sept 10, noon - 5:00 PM**

**A. Publicity:** Aug 29, 1:15 - HCTV interview with Brian Lamour, Carol M. and Vivian. Kathy is going to get the DVD. Radio interviews were done as follows:  
August 30, 8:45 - 4 radio interviews 110 Broadway – Carol M.  
August 31, 8:45 - KMTX "headline Helena" radio interview with Paul Stark and record PSA, 516 Fuller Ave. - Kathy  
Sept 1, 8:45 KBLL radio "coffeebreak" interview with Jay Scott, 110 Broadway – Jim, Kathy. Paid radio ads started Sept. 6<sup>th</sup> on KMTX Radio (105 FM & 96.3 AM) - total of 10 times per station, and Cherry Creek Radio - 13 30-second ads plus 13 additional 30-second ads. 3 ads would be printed in the IR plus 3,000 website impressions in addition to the great article in the Sept. 8<sup>th</sup> Your Time. Information was on a variety of websites in addition to [www.helenapublicarts.com](http://www.helenapublicarts.com). Information had also been sent to various local businesses for their signs. A total of \$575 had been paid by the participating artists for advertising; \$576.78 was spent which would require \$1.78 from either the Public Art budget or from the ticket sales revenue.

### **B. Volunteers**

Friday – HPAC members will distribute OST identification signs and balloons - Ellen agreed to deliver item to artists 1,19. Kathy to artists 2,3, Vivian to artists 4, 6, 8. Jim to artists 5, 9a&b, 20, 21, 22. Bobi to 7. Carol Swanson to artists 10, 11, 12,13, 14, 15. Karen to artists 16, 17, 18, 23,24. HPAC members also agreed to leave a board

application form with each of the participating artists since there was still a vacancy for an artist.

Saturday - take pictures....Carol, Karen and Ellen will take pictures that can be used for the public art webpages.

### **C. Tour guide printing**

Kathy discussed the guide, Action Print made 200 copies at \$316. She summarized the other OST expenses which also included balloons for \$24.

### **D. Prize drawing - Locations**

The drawing will take place at Jim Gilman's studio Saturday just after 5p.m. The prizes included: Cathedral print by Jim Stevens; *Montana Star Quilts* book by Linda Parker; gift certificate from Linda Parker; one-year membership to the Holter Museum; oval serving dish by Jim Gilman; and a Ukrainian egg by Jo Lee Hawkins.

### **E. Ticket locations.**

Ticket outlets are Birds and Beasley's, Bears Den, Ghost Art Gallery, Holter Museum, Jim Stevens Gallery, Turman-Larison Gallery, and Upper Missouri Artists Gallery. Carol agreed to follow-up with the ticket outlets on Friday to see what how many tickets remained to be sold. It was agreed that Jim and Bobi would be the go-to ticket sales if people still needed tickets on Saturday. We could make more tickets if needed.

There was some discussion about what to do if someone comes to a studio without a ticket. It was agreed to suggest that the participating artists have a donation jar with a sign that could help with that situation.

**F. Thank You cards to participating artist.** Kathy brought cards for the participating Tour artists, and the HPAC members signed them during the meeting. Follow-up surveys will also be sent to the participating Tour artists to find out what went well and to get suggestions for next year.

### **G. Posters.**

HPAC members will deliver location identification posters and a balloon to each participating Tour artist.

## **5. Two current HPAC vacancies:**

### **A. Ellen Bell will be appointed to fill the arts organization vacancy.**

We still have a vacancy for an artist.

### **B. 2 upcoming vacancies (12/31/11): artist (Vivian), citizen at large (Karen);**

Kathy noted the members could 're-up' their 'tour of duty'.

### **C. One arts representative eligible for reappointment (Russ).**

## **6. Updates:**

**A. Trolley Block murals** are in progress. Celebration when the project is complete - sometime in October.

**B. HCC integration** - Carol S ... nothing new.

**C. Community art show** - Carol M... timeline is probably too short now for show next February since participation in the NAP's community art show requires a contract. With the City's process, the contract must be approved by the City Commission. Logistically, the HPAC's letter about the program would need to be submitted to Community Development Director Haugen; the contract would need

to be reviewed and approved by the City Attorney prior to submitting it to the City Commission; each step takes time.

**D. Airport as gallery space** – Russ; no discussion since Russ was absent.

F. HPAC member studio tour at Gilman's – The HPAC members enjoyed the personal tour which gave an opportunity to share information about materials and processes, plus a chance to see the marvelous flowers!

**G. City website logo** - Ellen showed us a Loren Kovich print. She didn't know if there was any funding for the project.

**H. Helena public art website** is up - check it out

7. **Public Comment:** none

8. **Other Business: next meeting 3:30pm, Thursday October 13, 2011**

Kathy said there should be some discussion about updating and reprinting the Arts Guide.

9. **Adjourn**

The meeting adjourned at 5pm.