

MINUTES APPROVED BY THE PAC ON SEPTEMBER 13, 2018

Commission Members Present: Emily Lux, Linda Taylor, Michael Goetzke, Dana Eytzen, Laura Frye, Kathleen Leatham, Kathy Broom, Amy Tracewell. **Staff Present:** Colleen Winters. **Excused:** Pat Truax, Tom Gamble, Tom Johnston.

1. **CALL TO ORDER:** By Dana Eytzen at 6:20 pm.

2. **ACTIONS & DISCUSSION ITEMS:**

- **Mission statement review:** Our new mission statement was voted in at our August regular meeting. It was briefly reviewed with little discussion.
- **Review concept of strategic plan priorities and smart objectives:** Our goal for this strategic planning meeting is to determine 3-5 strategic priorities to inform a three year plan, and develop as many objectives towards those goals that are seen as achievable over the span of one year.
- **Review and discuss 2018 goals:** 2018 goals and actions from our annual retreat were reviewed and discussed. It was noted that we did not speak to the promotion of artists in our goal-setting. We emphasize “promoting the PAC”, but we really desire to promote art. Ideas include sponsoring artists, possibly hosting artists of the month or similar events. Our goal is to get much more specific, increase clarity, and become increasingly time-bound in our mission.
- **Exercise-What do we do, what do we want to do, and priorities outline:** Our main planned activity was completed, where all of the activities that the PAC currently undertakes were listed as well as all of our goals and items that we hope to accomplish. These were all listed on multiple sheets of chart paper, and commissioners voted for their top priorities with sticky dots.
- **Revise strategic priorities and complete objectives worksheet for each identified strategic priority:** Based on the number of votes on each item, new strategic priorities were outlined. The two priorities that we had time to discuss and form objectives for are as follows:

Hold Signature Events Celebrating Public Art

Objective 1. Pop-Up Shows (ongoing)

Ways to measure: 1 year goal-plan to implement in 2020

Objective 2. Mural Festival (2020)

Ways to measure: Develop a plan to implement in 2020

Objective 3. Meet the Artist Dinners (ongoing)

Ways to measure: Two events

Objective 4. Art Bizarre (ongoing)

Ways to measure: One event, 15 or more artists

Objective 5. Art Walk (ongoing)

Ways to measure: Two tours in the next 12 months

Identify Local Artists and Promote Their Work (further discussion needed)

Objective 1. Featured Artists (ongoing)

Ways to measure: Find four artists to promote each year

Objective 2. Sponsorships (ongoing)

Ways to measure: Develop a plan to implement

Objective 3. Professional Development (ongoing)

Ways to measure: Develop a plan to implement

● **Discuss next steps:**

- Record the remaining strategic priorities based on the vote and discussion.
- Determine objectives for these new priorities.
- Move forward into Phase 3 of strategic planning.

3. ADJOURNMENT: Dana Eytzen adjourned the meeting at 8:37pm.

Respectfully Submitted by Emily Lux