



**Visioneering Wichita
Arts Strategic Alliance
February 25, 2008
Meeting Notes**

Attendees: Derek Miller, Connie Volkman, Garrett Jeter, Kat-Renée Kittel, Eric Bell, Hugo Zelada, Kacy Crider, Collin Allen, Gay Quisenberry, Charles Steiner, Herman Broodrÿk, Clayton Pearson, Lon Smith, Ken White, Nicole Howerton, Kristen Carlson, Dora Timmerman, Dale Wilkey, Charlie Gaynor, Shan Jabara

The Arts Alliance held its fourth meeting on Feb 25 at WSU Hughes Metroplex, Wichita.

Leadership team member Gay Quisenberry welcomed participants and reviewed the purposes of the meeting:

- Review Recreation Alliance website
- Review Draft Mission Statement & Provide Feedback
- Report on work of Three Task Forces
- Introduce City of Wichita's planned survey

Diane Longfellow mentioned Visioneering will be 5 years old in 2009 and a %Review, Revise, Refocus+initiative is planned.

Website Presentation

Ken & Nicole with Howerton & White gave a demo of the Recreation Alliance website.

- Users see what is available as well as given an opportunity to provide input.
- This concept can be applied to other alliances.
- User generated content.
- Plan to have a mobile side . access through cell phones
- Plan to have ability for users to generate their own profile
- Advertisement component to make the website self-sustaining

Go to www.thefineartoriginals.com to get an idea of what they can do. They plan to start with a robust events calendar pulling information from other website. The Alliance needs to give direction to Howerton & White. Is Events the place to start? Also, decide on a URL. Answer the question: Where do you go for information? What do you like about it? What don't you like about it? This information will be valuable for H&W.

Task Force Updates

Events: They have decided at the June Final Friday to have a 10x10 tent on Commerce Street to provide information on the Arts Alliance and generate more participation. They want to meet with the Media Task Force about what they could have to hand out, perhaps a button. They have discussed a larger event in October but nothing has been decided. There was discussion about doing something during River Festival.

Space: They have a conducting a survey to find out the needs for artists. Everyone was encouraged to complete the survey. They will be handed out at Final Friday, Feb 29th. They are working on an internet version.

Media: At the October Alliance the larger group decided a website and artist directory were priorities. Everyone was encouraged to complete an artist directory information card and take extras to give to others. If you think it is art we think it is art.

Mission Statement Audit

	Needs Work	Acceptable	Very Well	Total Surveyed
1.	6	5	3	14
2.	3	7	5	15
3.	1	6	4	11
4.	10	4		14
5.	3	7	4	14
6.	8	4		12
7.	3	4	8	15
8.	6	3	4	13
9.	3	6	5	14
Total Tallies	43	46	33	

Comments:

Comments on specific numbers:

- 1. What arts? Was added to the check box
- 6. Is concrete was underlined
- 3. %What are they+was written next to it

Comments at the top of the sheet:

- (Written on the Mission Statement) The Visioneering Wichita Arts Alliance will cultivate a better way of life through arts for the community.
- VW . Create a community in which arts can be better cultivated and flourished.
- (About the Name Visioneering Wichita) This name is too stuffy. We need something that POPS!
- (Written on the Mission Statement) The Visioneering Wichita Arts Alliance will cultivate a better way of life **<FOR ALL>** through arts for the community.
- (Written on the Mission Statement) The Visioneering Wichita Arts Alliance will cultivate a better way of life through arts for the community.

Comments at the bottom of the sheet:

- The Visioneering Wichita Arts Alliance will nurture a creative environment for arts and artists for the community.
- Bringing artists and the community together provides entertainment, education, and support.
- Expanding arts in the community

Based on the mission audit, our mission statement could be improved byō

- Too long . shorten it
- Assumes people need a better way of life
- Rewriting it
- Better way of life → define
- Who is the community?
- How will it cultivate?
- More specificity. We already know why we're here, but what exactly are we doing?
- Clarify %better way of life.+ For whom? Cultivate ~ grow? Meaning?

- Community+not defined well (artist community, general population?) Also does not define role. Support artists? Bring arts to public?
- Rewriting the mission statement → Cultivate . illuminate, bold???

City Survey

John D'Angelo gave information about the City's plans to update the 1994 cultural plan. There have been focus groups and community meetings. A needs and facilities assessment will be done. The Alliance's data collected from our survey will be helpful to them. Our input into the process is welcome. The survey is expected to be conducted this fall.

Next Steps

Everyone was invited to the Leadership Team meeting, 4 p.m. March 5, at the Wichita Metro Chamber of Commerce. The Leadership Team will set the agenda for the next Alliance meeting.