

**Public Art Design Council
Minutes – March 8, 2018
City Hall – Executive Conference Room**

1. **Call to Order** – Charles Johnston (Chair) called the meeting to order at 3:30 p.m. Present: Patrick Calvillo, Jim Heck, Kari Mailloux (V. Chair), Jana McCarron*, and Larry McLain. Absent: Justin Combs*, Lovella Kelley, Teresa Oton Preston, and Jim Seitnater*. There is one vacancy in the HRAH position.
(* Ex-Officio with voting privileges.)
2. **New Agenda Item** - Chairperson Charles Johnson amended the agenda to include a business item on the **Transient Guest Tax**. He introduced Carol Berger, President of the Fox Theatre board and Josh Davies, executive director of the Fox; Charlotte Summers, President of the Art Center board; and Peggy Livingston, President of the Stage 9 board. He said the groups are looking to approach the City Council in April to request an increase in the Transient Guest Tax by 1% or 2% to be split by the Fox Theatre, the Hutchinson Art Center, Stage 9, and Hutchinson Public Art. Johnston provided a handout detailing the proposal. He said discussion has been had with LeAnn Cox of the CVB and Andrea Springer of the HRAH board. They will also meet soon with the Economic Development subcommittee of the Chamber of Commerce. The Fox, Stage 9 and the Art Center have determined these 3 agencies qualify for the funds, and each board has approved the proposal which would split the increase in tax. The recommendation is to provide 10% for Public Art and the remaining 90% would be split between the 3 agencies based on a percentage of combined operating budgets. Of the remaining 90%, the Fox would receive 76%, the Art Center would receive 13%, and State 9 would receive 11%. The group requested that the Public Art Design Council publicly support and promote the proposal for an increase in the Transient Guest Tax. Following questions and discussion, Jim Heck made a motion for the Public Art Design Council to publicly support and promote the proposal for an increase in the Transient Guest Tax as outlined in the proposal. Larry McLain seconded the motion with the following roll call vote: Yes – Calvillo, Heck, Mailloux, McCarron and McLain; No – none; Abstain – Johnston. The motion passed.
3. **Oral Communications by Audience** – There were no other audience members.
4. **Approval of Minutes** – McLain made a motion to approve the January 11, 2018 minutes, which was seconded by Heck and passed unanimously. (Jana McCarron excused herself from the meeting.)
5. **Reports**
 - A. **Percent for Public Art Projects:**
 - i. **Fire Station, Main Street Streetscape and Zoo Education Center** – No updates.
 - ii. **Otter Exhibit** – On February 6, 2018, the Design Council’s recommendation to hire local artist Marge Barron to paint the mural for a contract price of \$3,750 was approved by the City Council. Contract #2018 C 45 was signed by the Mayor, and the first of five partial payments was issued. Artist is required to provide a Final Design proposal to be approved by the City prior to project start. Once a Notice to Proceed is issued, Zoo Director Ryan VanZant will manage the project and work directly with the artist.
 - iii. **Splash Pad (Rice Park)** - On January 16th, the City Council approved a purchase agreement (#2018 C 9) to buy the sculpture “Good Morning Sunshine” for \$5000 using 1% of public art project funds of \$3000 and private donations of \$1500 from Lovella Kelley, and \$500 from Nancy and Gary

Witham. The sculpture will be removed from 3rd & Main and moved to the splash park area between May 3-5 with assistance from artist Reven Marie Swanson.

- iv. **Orchard Park** – Dye showed architect’s drawings of exterior and interior views of the community center. The building is still under design and the 1% for public art will be determined when the project is bid. Public art could be added on the exterior or the interior, but members agreed the interior would be best to avoid vandalism.

- B. **SculptureWalk Update** - Dye showed a power point of the final selections of 9 sculptures for the 2018 SculptureWalk. One or more current sculptures could be purchased and remain downtown through donation to the City. If no purchases, then one other sculpture could be added to the exhibit. The revised budget includes costs that have been covered by HRAH and DHRP in the past. Members agreed that the budget should include all associated costs. Current receipts are at \$14,460 with donations of \$3,500 pending. Expenses are estimated at \$15,725. Any unspent funds will go toward program costs for next year. Dye shared the Salina Sculpture Tour brochure, and suggested expanding our brochure to also feature photos of sculpture that have remained in Hutchinson. This would add to the cost of the brochure.

6. **Unfinished Business** – None.

7. **New Business** – Calvillo submitted a **Mid-America Art Alliance grant** to do mural workshops. Johnston provided a letter of support for the grant on behalf of the Design Council. Janice Turner from HCC will come to the May meeting to provide an update on **HCC’s Beautification Program**. This year’s program will include 3 sculptures selected from artists who applied for SculptureWalk. Dye said she will continue to help HCC find sculptures so they are not competing with SculptureWalk. Dye said Julie Black is leading a group of volunteers who are planning a national event called **Art Under the Umbrellas** that will be held at Avenue A Park in September. This is a juried show of fine art that will also be for sale, and expected to attract 150 artists and bring visitors from all over the country. The group is planning to make this show an annual event.

8. **Adjournment** - Motion to adjourn by McLain, and second by Calvillo. The motion passed.

Minutes prepared by Meryl Dye

<p>The next meeting date is May 10, 2018 at 3:30 PM.</p>

TRANSIENT GUEST TAX PROPOSAL FOR 1% INCREASE

1% TO BE SPLIT AS FOLLOWS

10%



90%



Proposed by



Josh Davies, Executive Director

Carol Berger, President, Fox Board of Directors



Charles Johnston, Producing Artistic Director

Peggy Livingston, President, Stage 9 Board of Directors



Patrick Cavillo, Director

Charlotte Summers, President, Stage 9 Board of Directors

PROPOSAL

Increase Hutchinson's Transient Guest Tax (TGT) by 1% (or 2%). Of this new revenue, 10% will be distributed to the Public Art Trust Fund. The additional 90% of new revenue will be split between qualifying professional downtown arts organizations to assist their endeavors in attracting out-of-town patrons and making downtown Hutchinson an appealing place to visit. The percentage of the new revenue that each organization will receive will match the organization's overall operating budget's percentage of the total overall operating budgets of all included organizations.

QUALIFICATION CRITERIA

To be included as a recipient of these new funds, each organization must meet the following criteria:

1. Must be a professional 501 (c) (3) non-profit arts organization employing at least one full-time employee.
2. Must utilize funds in accordance with TGT rules and regulations; e.g. advertising and marketing to communities outside Hutchinson, long term maintenance of facilities, projects or programs designed for visiting tourists.
3. Current qualifying organizations: Hutchinson Arts Center, Fox Theatre, Stage 9

FINANCIAL INFORMATION

Current Transient Guest Tax Rate: 7% \$803,414.23 = FY2017 TGT Collection for Hutchinson

By agreement, 57% of the TGT goes to CVB and 43% of FY2016 Collection dollars (\$326,874.47) are reserved for development and maintenance of a convention center in the form of CVB grants.

1% Increase in TGT to 8% would generate an additional \$112,373.46

Based on FY 2017 Collection, a 1% increase in TGT would bring total FY2018 TGT collection for Hutchinson to \$915,787.69

ESTIMATED 1% SPLIT AS PROPOSED

10%: PUBLIC ART
\$11,237.35

90%: Fox Theatre, Stage 9 and Hutchinson Arts Center
\$101,136.11

ASSUMING OPERATING BUDGETS ARE: COMBINED \$959,000

HUTCHINSON ARTS CENTER: \$125,000

FOX THEATRE: \$731,000

STAGE 9: \$103,000

BREAKDOWN:

HUTCHINSON ARTS CENTER: 13% or \$13,147.69

FOX THEATRE: 76% or \$76,863.44

STAGE 9: 11% or \$11,124.97