

PRAIRIE VILLAGE ARTS COUNCIL | AGENDA

MPR at City Hall

May 8th, 2024

5:30 pm

Mission Statement: *To foster cultural awareness and development in the City of Prairie Village.*

BUSINESS MEETING

1. **Call to Order**
2. **Mission Moment:** One 30 second “share” by a member of the committee on their “why” for serving on the PVAC.
3. **Approval of Agenda**
4. **Public Participation**
5. **Consent Agenda**

All items listed below are considered to be routine by the Governing Body and will be enacted by one motion. There will be no separate discussion of these items unless a Council member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the regular agenda.

 - a. Consider approval of the **March 2024** meeting summary.
 - b. Consider approval of \$112.44 for the new **Art of Photography** banner.
 - c. Consider pre-approval of \$122.44 for the new **State of the Arts** banner (no coupon).
6. **City Council Report** (Ron Nelson)
7. **Current Year Financial Update** (Nickie)
 - a. See attached.
8. **Old Business**
 - a. Budget discussion as needed
9. **New Business**
 - a. KS Arts Symposium, October 9,10 - Determine attendees and approve fees and travel costs:
 - i. Early Bird Registration - \$45/attendee
 - ii. Hotel - \$190/attendee
 - iii. Mileage - \$235/vehicle
10. **Announcements**
11. **Adjournment**

PLANNING MEETING

~6:00 pm

1. **Strategic Planning Update, Timeline & Discussion**
 - a. See attached follow-up documents from our 3/23/2024 session with Katie

If any individual requires special accommodations – for example, qualified interpreter, large print, reader, hearing assistance – in order to attend the meeting, please notify the City Clerk at 385- 4616, no later than 48 hours prior to the beginning of the meeting. If you are unable to attend this meeting, comments may be received by e-mail at arts@pvkansas.com.

Lord.

- b. Set an interim meeting date to review and make suggestions for where to take action in order of priority.

2. Past Show/Event Report

- a. Mar/Apr. (Amy & Jessica)
- b. Shooting Stars (Joanna)

3. Upcoming Show/Event Planning

- a. Art of Photography (Bonnie & Bob)
- b. Prairie Village Art Show (Abby)
- c. VillageFest - Opt out if it doesn't meet our guiding principles? OR "Connect an artist" to the VillageFest/Environmental committee to work with them?

4. Marketing Update

- a. Website-Newsletter-Social Media (Renee, Amy B., Jessica, Bob)
- b. Public Art ID activity (Bob)

5. Planning Ahead (if we have time)

- a. Public Arts Fund sponsorship program planning update
- b. Community Band idea (Renee)
- c. Future ArtWalk (tbd)
- d. Artist & patron survey update (Bonnie)

6. Ongoing/Future Meeting/Other

- a. Permanent plaques - in the works
 - i. Homesteaders - has delivered, but waiting until after Mission Rd project complete to install - RIBBON CUTTING FOR THIS; INVITE JESSIE C.
 - ii. Skate Park - may be complete, TBD

Prairie Village Arts Council Strategic Plan Executive Summary

By creating strategies for the future, the Prairie Village Arts Council (PVAC) is poised to set a new direction of self-definition and collaboration within the community it serves. The Arts Council currently has a good mix of new members who are eager to be “put to work” and seasoned members who bring their experience “to the table” and understand the history of the council. New and seasoned members are supportive of an expanded vision of the future based on discussion and feedback both before and during the session.

What is key to remember throughout the planning process and moving forward is that the Arts Council is an all-volunteer board. There are no paid staff to support the organizational operations, fundraising, event, and marketing needs. Success will depend on individual Council members taking “leads” as well as dividing tasks to create structure for key priority initiatives, such as marketing, art events, community collaborations with other organizations and connecting with artists and buyers where they are.

Through a series of self-definition exercises, the key focus of the Arts Council moving forward is on building a network of relationships with other organizations, while also maintaining a vision and mission that is not currently being served within both the Prairie Village arts community and the Greater Kansas City arts community.

The focus of the next three to five years, as determined by the PVAC, is as follows:

1. Create a place for LOCAL (defined as within driving distance for audiences, artists, delivery). Artists representing different mediums to display work attracting diverse audiences.
2. Connect local artists with a range of art buyers from novices to art aficionados.
3. Create lasting and sustainable partnerships with other Art Councils, Chambers of Commerce and arts focused nonprofits.

While the Council has several members that are passionate about serving youth and families in the Prairie Village community, this is not currently a top priority for the Council. To further explore this interest, it is suggested that children and family initiatives be explored through partnerships with agencies in the arts space currently serving this demographic.

As the Arts Council reintroduces itself to the Prairie Village community, the single most important focus for the Council over the next 12 to 18 months is the marketing, education, and promotion of the Arts Council itself within its own community, while also focusing on the expansion of Arts Council brand awareness in the Greater Kansas City Metro Area. Through a multi-channel approach, expanding beyond email and hyperlocal media (Prairie Village News), the measurement of success will be increased artist participation, the number of community members attending events and, ultimately, the purchasing of art which grows a thriving artist community.

The Arts Council is challenged to use partnerships to reach shared audiences by attending and networking at partner events, such as Chamber of Commerce events, art-based nonprofits and adjacent Arts Councils, while simultaneously converting participants to Prairie Village Arts Council followers. A key performance indicator of impact will be the growth of mailing and email lists, as well as open rates, followers and attendance at art openings, purchase rates of art and artist submissions.

Brand recognition and going to the places where likeminded audiences and individuals become educated and interact with the expanded Kansas City regional art scene will be critical to measured results. Go where your audiences go is the theme. By networking in this manner, the number of people who see the Prairie Village Arts Council messaging will expand significantly. People need to see the same message at least 7 times before acting. Big impacts will occur when your audience receives consistent messaging in small waves. Also, the more you are “seen” within the art community, by supporting other council events, the higher the likelihood that audiences will begin to integrate for common purposes.

Print media will need to be reintroduced as an area of outreach and growth both for fundraising direct mail strategy, an example being a year-end donation appeal, as well as communication with artists and buyers. A social media campaign for a specific PV focused Giving Day can also create buzz and awareness in addition to the strategic placement of ads and articles in greater Kansas City art publications (Studio KC).

Fundraising is also a need to grow, but minimal effort can yield high results. Both Operations (defined as supporting local artists) will be a key area of focus to grow the brand and strength of the council. Once this is achieved, the creation and focus on the Public Arts Fund can and will be the premier opportunity for fundraising with a more “tangible” focus of placing new public art pieces within Prairie Village.

The invitation to give and support should be printed and made available at each event and on all materials. Low barrier amounts with recognition opportunities, such as social media shout-outs, printed donor rolls, annual reports, etc. are all opportunities to offer public thanks. Thank you notes and phone calls from board members are also meaningful sources of appreciation. Having each Arts Council member create and practice their own personal giving story, highlighting why they are on the council, will also help create opportunities to engage with donors at events and facilitate follow-up activities.

Another key to assisting in solicitations is the importance of the stories told by donors, artists and buyers about their experiences and passion for the mission of the Arts Council. People give to stories. One story for each audience can be told in social media and digital campaigns with a yearly annual appeal being sent around the holidays, which still is the highest giving month(s) of the year. The outline of the appeal should be:

1. Story of Artist/Buyer/Partner/How the Council impacted someone.
2. The Ask with three giving options.
3. Impact Numbers

Following this formula across multi-channels should yield higher donor conversion and retention rates when paired with quick acknowledgment and notes of thanks and appreciation.

The Prairie Village Arts Council focus for the next three to five years is moving forward on the three main signature areas of the strategic plan: artists, buyers, and connecting with organizational partners in the Greater Kansas City Area arts community. By continuing to move forward on these three focus areas simultaneously, the PVAC will see a compounding effectiveness of their efforts that will lead PVAC to greater impact, greater success, and recognition of regional excellence in the Greater Kansas City arts community.

Prairie Village Arts Council Strategic Plan Notes & Highlights

1. Definition of the Prairie Village Arts Council
 - a. What do we WANT to be known for? (order of importance by votes)
 - i. Support of Regional Artists
 1. Defined as can hand deliver to show personally.
 2. Attend event/show (new requirement)
 3. Artist only reception attendance
 - ii. A connector of Artists to the Art Buyer
 1. Focusing on inclusivity, representation, and sales
 - iii. Partnership with other Art and Community organizations
 - iv. For Families and to start youth with art younger
 - v. A quality art facility to showcase work.
 - b. Who are we NOT?
 - i. Artist Friendly currently...
 - ii. For the novice artist or an incubator
 - iii. An artist association
 - iv. A for profit gallery
 - v. "Old" Arts Council with an art elite vibe
 - vi. A social club
 - vii. Redundant to other local art organizations
 - viii. No dedicated staff
2. PVAC Board Start/Stop/Continue Exercise
 - a. Start
 - i. Partner with other PV committee for Programing
 - ii. Create better labels of art and explanations with more detail.
 - iii. Create a new mission statement.
 - iv. (re)Start Art Walk
 - v. Work closely with the diversity committee.
 - vi. Better outreach to artists
 - vii. Have booths at other art shows/festivals/community events.
 - viii. Targeted communications to our identified audiences on a more regular basis
 - b. Stop
 - i. Overextending the council with other events
 - ii. Depending on the council chair
 - iii. Doing so many shows
 - iv. Using the same food and drink at every reception (culinary arts?)
 - v. Stop doing international shows.
 - vi. Using email exclusively for communication
 - vii. Being unsure of who we are
 - viii. Café
 - c. Continue
 - i. Same number of shows with receptions.
 - ii. Taking no commissions on art sales
 - iii. Current Meeting cadence with focus on planning

- iv. Partnering with other nonprofit organizations
 - v. Marketing and communications with promotion of partnerships
 - vi. Keep regional limits for artist entries.
3. Who is our Audience? (in order of importance as voted)
- a. Artists
 - b. Partners -Other organizations
 - c. Art Buyers/collectors
 - d. Kanas City Metro Area
 - e. Prairie Village Community
 - f. Regional Artists Community (KS/MO/NE/IA/AR/OK)
 - g. Businesses
 - h. Tied with 0 Votes
 - i. Families
 - ii. NE Johnson County
 - iii. Artist Followers
 - iv. Galleries
4. Deep Dive into Partners (Amy, Maddie, Abby, Gina, Joanna)
- a. Who do we have?
 - i. Arts Council of Johnson County
 - ii. Parks & Recreation of Prairie Village
 - iii. Diversity Board of Prairie Village
 - iv. Environmental Council of Prairie Village
 - v. Kansas City Ballet
 - vi. Meadowbrook Park
 - vii. Prairie Village Art Shows
 - b. Who do we want/need? (In order of Importance as voted)
 - i. Other Art Councils (Leawood, Overland Park, Lenexa)
 - ii. Other Nonprofits (local art organizations)
 - 1. Interurban Art House
 - iii. Chambers of Commerce
 - iv. Developers and Property Managers
 - v. Johnson County Library
 - vi. Family Art Activities
 - vii. K-12 Schools
 - viii. Higher Education Institutions (JCCC, Kanas City Art Institute)
 - c. How do we Connect with Partners?
 - i. Tag Others in Social media posts and follow their pages.
 - ii. Create an online webpage and have a physical handout.
 - iii. Join Chambers of Commerce and go to meetings.
 - iv. Brainstorm with other Arts Council (Symposium)
 - v. Include partners on webpage and on physical brochure.
 - vi. Have a representative in local chamber leadership programs.
 - vii. Sponsor Artist Awards and prizes.
 - viii. Make outbound calls to partners and attendees of events.
 - ix. Donations and sponsorships to other chambers/councils
 - x. Feature specific diverse artists & promote to diverse professional chambers.

5. Deep Dive into Artists (Bob, Jessica, Gina)
 - a. Who/Definition- Artists that are within driving distance. Major focus on Kansas City metro area but regionally Missouri, Kanas, Nebraska, Iowa, Arkansas, Oklahoma. Artists need to attend shows and will no longer focus on international entries or those that cannot interact with the buying community.
 - b. How do we connect with Artists?
 - i. Calendar of Events/Artists Opportunities across region
 - ii. Share open calls and events in Online Groups (Facebook, LinkedIn)
 - iii. KC Design Week Involvement
 - iv. Make sure we have local galleries, organizations, nonprofit are on all mailing lists.
 - v. Host and attend Artist meet & greets.
 - vi. Social media toolkits to featured outlets, performers artists (QR Code)
 - vii. Expand Artists definition and
 - viii. Invest more in artists we are already supporting.
 - ix. Recruit artists at other art events and exhibitions.
 - x. Art Ambassadors
 - xi. Livestock Exchange
 - xii. Better Materials explaining shows and who we are.
 - xiii. JOCO post
 - xiv. Booths at Art shows or places for literature

6. Deep Dive into Art Buyers (Bonnie, Laurel, Maddie)
 - a. Who/Definition- Art buyers are all people that interact with and value art in the community. We are not just catering to elite art buyers but to a diverse group through accessibility of price and medium. Novice to experienced buyer welcome and those who what to make their homes and public spaces beautiful.
 - b. How to connect to Art Buyers?
 - i. Interior Designers
 - ii. Airbnb/VRBO Owners
 - iii. Homeowners Associations
 - iv. Developers/Property owners
 - v. Cross Promoting with Other Galleries & Municipal Council
 - vi. Facebook Ads with target audiences based on analytics.
 - vii. Inn at Meadowbrook
 - viii. Visit KC
 - ix. Art Fair Presentations, Booths, Literature,
 - x. Interviews in Voice of PV/Ambassadors
 - xi. Pay what you can event/Under \$100 show.