Arts Institute Steering Committee & Administrative Planning Council Meeting
January 25, 2016 9:00am

Present (10): Ann Archbold; JJ Murphy; Henry Drewal; Ralph Russo; Sherry Wagner-Henry; Susan Cook; Amaud Johnson; Roberto Rengel; Jin-Wen Yu; Norma Saldivar

Absent (5): Willie Ney; Russell Panczenko; Kelley Conway; Patricia Boyette; Douglas Rosenberg

Staff (5): Kate Hewson; Ben Reiser; Christina Martin-Wright; Zack Robbins; Staci Francis

Guests (3): Natasha Veeser; Susan Barribeau; Jason Vargo

Notes: Sarah Chapeau

Call to Order 9:03am
- Approval of Agenda, Archbold motioned, seconded by Cook
- Approval of Minutes, Drewal motioned, seconded by Wagner-Henry

Director’s Report (Saldivar) 9:05am
- Report on ticketing operations: Office of Quality Improvement is evaluating operations of ticketing. Bruce Harville will be contacting chairs to discuss ticketing needs and how the departments utilize the ticketing vendor. 2015 revenue from online ticket sales was 1.3 million dollars, not including day of sales (walk-ups). Looking at what the vendor can continue to offer us.
- Affiliation request: Lee Gray, Associate Director Ruth Davis Design Gallery. Rengel provided some input noting that she is very knowledgeable and seems ready to contribute. Dean Shim gave the okay to hire new staff, with the goal of making the gallery self sustaining. The gallery will be doing more collaborative shows and more outreach to appeal to broader audiences.
  - Drewal motioned to approve, seconded by Yu, all in favor unanimously approved.
- Anonymous fund block grant coming up the deadline is early February. If you have any projects, you would like to add don’t hesitate to come to us. We are including a project for Art Department faculty member Faisal Abdu’Allah. Encourage you to talk to faculty about applying for the awards. Consider talking with Sue Zaeske and Beth Hart (College of Letters & Science administration) about the available awards.

Committee Reports (Hewson) 9:19am
- Arts Awards: ad hoc committee looked at application process in the fall and expressed interest in getting together in the spring to look at overall process and assess how the process went with the updates made. Clarified some of the questions in the call to make the criteria clear. Faculty on selection committee felt process went smoothly. Ad hoc committee will look at award history for faculty to see how many have already won to evaluate if will we get to point with small amount of eligible faculty. Communication around call and directly with students will help to increase number of applicants.
• Gallery Committee: Tom Dale, Sherry Harlacher, Marianne Fairbanks, Faisal Abdu’Allah. Working on a common application for student artists. Students want to exhibit more and this will make it easier for them to find where they can exhibit. May eventually expand to performance spaces. Currently working on creating an inventory of spaces available to exhibit across campus.

• Academic Affairs: Interdisciplinary Artist in Residence Program. Planning campus visit for Meeta Sandeep, she is not able to come until April. We are scheduling Skype planning meetings to begin to plan the course. The call is out for Spring ’17 until Feb 29. Proposals will come to this committee in March for approval. Kate Hewson and/or Emily Lewis can come to the departments to explain the program further to help facilitate more applications. Wagner-Henry brought up the idea of the possibility of a collaborative group course. She will begin to circulate ideas through email to develop a possible proposal. Look at creative ways to increase flexibility in scheduling with artists because it’s often difficult to find artists who are able to commit to the 15-week semester schedule. Committee is also beginning to look at course proposals in preparation for next step after course subject listing approval.

Program Reports (Martin-Wright, Reiser, Robbins, Murphy) 9:39am

• Wisconsin Film Festival April 14th-21st: Currently working on publicizing and promoting the fest. Isthmus will print the guide this year. Reiser and Cinematheque programmer Amanda McQueen have been watching the Wisconsin’s Own submissions, there were approximately 175 submissions this year. We will be showing around 50 of those films, many are feature length films and lots with UW-Madison ties. Volunteer coordinator Terry Kerr has been managing the applications for volunteers over 160 applications have been submitted already. Emily Lewis is the venue coordinator. Details of special events: First look at fest March 16th at Sundance (trailers, hands on guide, buy tickets, food from many Hilldale area restaurants); Opening night reception at Barrymore April 14th; WI own celebration and Golden Badger Awards at Livingston Inn Friday April 15th. Workshops and sneak peaks at central library and outreach at South Madison branch as well. Building a broader partnership with Carmike Cinemas that can continue throughout the year. Best Western Inn Towner & Hotel Red are the only hotels that are providing rooms this year. Drewal suggested a way to get more faculty involved with fest by hosting filmmakers.

Shakespeare in Wisconsin 2016 (Veeser, Barribeau) 9:55am

• Susan Barribeau, Collections Librarian and Project manager for Shakespeare in Wisconsin 2016 and Natasha Veeser, Head of Communications Libraries joined the meeting to discuss. Folger library is traveling copies of The Shakespeare Folio around to all 50 states to celebrate the 400-year anniversary of Shakespeare’s death. UW-Madison was chosen as the host for Wisconsin and the Chazen will store the Folio while it is here November 3rd-December 11th. Trying to not make it Madison centric and bringing in partners from across the state. Developed a website with events where partners from across the state can submit events as well. Shakespeare.library.wisc.edu. Events throughout the year include: Kick-off evening with Anna Deavere Smith April 20th; Libraries Holding History events throughout the year; Randall Duk Kim & Annie Ochicogrosso October 21st evening @ Shannon Hall they will also present master class with Theatre & Drama students and travel to Ten Chimneys; Madison Early Music Festival theme is Shakespeare; Madison Symphony and Madison opera will have Shakespeare themes
throughout their seasons. Part of Folger requirement for hosting the Folio is to ensure there are K-12 educational opportunities. We have been working with Ron Parker at Appleton High School. Folger is supporting through provided materials. If there are things within departments that are ties to Shakespeare, please let us know. This is a great opportunity to cross-promote. The Folio will be bringing a lot of community folks to campus.

Old Business 10:21am
• Recruitment and Admissions (Saldivar): February 11th meeting with Steve Hahn Vice Provost for Enrollment Management and Adele Brumfield Director or Admissions will be meeting with the chairs and recruiters from the departments. Send others from your departments and send items for agenda.

New Business 10:23am
• Partnership with Isthmus (Martin-Wright, Robbins). Used the need for film guide as a catalyst for negotiating with the Cap Times and Isthmus. Reached a five-year agreement with Isthmus for publishing the film guide and Arts coverage throughout the year. Isthmus will begin publishing a full color full page ad with all campus arts events. Arts on Campus Ad. Focused on goal of enlightening and educating the public of all the events on campus. That there are affordable events and many are free. Three categories performances, lectures, exhibits and special events. We are discussing bringing the arts communicators group back together to ensure representation throughout, please share with them that we will be producing this monthly ad. The ad is intended to be a supplement to your current advertising efforts. See attached External Relations update provided by Martin-Wright to attendees.

UniverCity Year Alliance Program 10:45am
• Jason Vargo, Nelson Institute for Environmental Studies joined the meeting to discuss the UniverCity Year Alliance. It is an interdisciplinary initiative of the Nelson Institute with the goal of identifying ways to leverage UW expertise to help create more livable cities. Students will enroll in courses to work on issues identified by the partner city. Monona is the partner city for 2016 and the identified priorities are housing, transportation, parks and broadband infrastructure. Nelson Institute is interested in involving the arts in this project as well. The program is modeled after similar programs around the country, most famously at the University of Oregon. If you have any classes that you are interested in connecting to the program, please let me know and I can connect you with appropriate staff leads within the city to make them a reality. A list of courses that have already been connected to projects is attached.

Announcements
Wagner-Henry: Arts Business Research Symposium 2016 Creative Placemaking in the Future. Takes place April 28th-29th. There are student rates available. Possibilities to see how they can connect their work with other areas.

Adjourn 11:03am
Steering Committee Update
External Relations 1/25/2016

Arts on Campus Ad

- ISTHMUS
- Full page
- Full color
- First Thursday of the month
- 12 months

Goals:

- **Enlighten**: Up to 80+ public arts and culture opportunities on and around the UW-Madison campus each month.
  - Opportunities: Performances, Exhibits, Lectures
  - Excellence (students, faculty, guests)
  - Affordable
  - Accessible
  - All ages

- **Drive** visitors to arts.wisc.edu: Your source for UW-Madison Arts & Culture events, News, Highlights and Conversation

- **Educate: The Patron Experience**
  - Where to go? Way-finding
  - How and where to buy tickets? Links & Patron Services
  - Where to park? Links, Patron Services, Pre-Paid opportunities
  - Bus, Bike, Walk

Strategy Breakdown:

1<sup>st</sup> Introduce Concept
2<sup>nd</sup> Condition Readers
3<sup>rd</sup> Inform

In Progress:

- Adding Humanities to the arts.wisc.edu home page
- Branding exploration with Art Director, Cathy Sheets
- Ad Campaign design
- Communication with departments and producers regarding calendar population and preferred spotlight

Questions? Ideas? Concerns? Contact Christina

- christina.martinwright@wisc.edu
- 890-4561 office
- 358-8695 mobile
<table>
<thead>
<tr>
<th>Course</th>
<th>discussed</th>
<th>Title</th>
<th>Instructor</th>
<th>Term</th>
<th>Project</th>
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<td>CBA</td>
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<td>Cost Benefit Analysis of City-wide broadband rollout; scenarios for deployment</td>
<td>Dave Wiemer</td>
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<td>323</td>
<td>Green and Sustainable real estate</td>
<td>Tom Landgraf</td>
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<td>Housing</td>
<td>Site specific proposals for 'green and sustainable' development -sites to come from URPL workshop</td>
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<td>323</td>
<td>Cooperaitives</td>
<td>Anne Reynolds</td>
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<td>Case Study of RS-Fiber in MN - a high speed fiber co-op (implementation, organization, funding); form goals for Monona network</td>
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<td>broadband infrs.</td>
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<td>build out of network around city center OR app for city services</td>
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<td>building energy systems</td>
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<td>Prepare materials for Spring URPL Housing course (Paulsen) and Biz Real Estate Course (Ladgraf)</td>
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<td>Human</td>
<td>Geography</td>
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<td>Parks</td>
<td>history and culture of Ahuska Park (proposal for programming or some media book/video/radio)</td>
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<td>L 590(4)</td>
<td>Bike/Ped</td>
<td>Planning</td>
<td>Dave Ceislewich</td>
<td>S - 16</td>
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<td>Design Practicum</td>
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<td>Proposals for stormwater design treatments in Ahuska Park</td>
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