Steering Committee Meeting  
February 23, 2015 | 9 am

present (4): Norma Saldivar; Patricia Boyette; Jen-Win Yu; Kelley Conway

absent (11): Paul Sacaridiz; Amaud Johnson; Russell Panczenko; Susan Cook; Ann Archbold; Roberto Rengel; Sherry Wagner-Henry; Willie Ney; J.J. Murphy; Ralph Russo; Gene Phillips

staff (4); Kate Hewson (Interdisciplinary Arts Residency Program); Christina Martin-Wright (Associate Director); Allen Ebert (Arts Resource Coordinator); Staci Francis (HR Director)

guests (3): Jesse Winters (School of Education); Laura Heisler; Faisal Abdu’allah (Art)

notes: Alan Carr

AGENDA

Call to Order and Approval of Minutes  
9:00am

(unable to approve minutes- lack of quorum)

Director’s Report (Saldivar)  
9:05am

We were asked to do a 4% budget reduction. Our 136 will be taxed at 5%. It is important to come up with a plan that leverage revenue generating programs. We’re trying to offset the budget reduction by working with corporate donors, participating in development opportunities, and at the same time continuing to prepare for campus comprehensive campaign. There will also be fundraising events in New York and Chicago. The Chancellor specifically requested participation from the Arts Institute at these events. HUB services will not be cut. There will be a meeting on Friday, March 27 to determine what programs will be scaled back.

IARP Spring Call (Hewson)  
9:10am

• the deadline is two weeks from today. If anyone is interested in applying, contact Kate Hewson. Part of the lack of interest stems from the precarious state of the University budget.

• the Steering Committee has been tasked with reviewing the whole program. Provost has asked for internal reviews of all 18-20 units on campus in order to assess program effectiveness.

Arts Awards (Saldivar)  

• The ceremony will be held on Wednesday, May 13, 5-7pm in the Fredric March Play Circle Theater at the Wisconsin Union

• Invites, programs, entertainment are being worked on by Arts Institute HUB Service staff.

• Provost will be in attendance.
**Weaver Fund (Saldivar)** 9:20am

The fund provides around $20,000 to the Union that incentivizes departments to participate and perform at the Union. We will discuss this further at the next meeting.

**Wisconsin Film Festival Update (Ebert)** 9:21am

- sold 14,000 tickets on opening day.
- Continuing to receive some additional films: Earl and the Dying Girl. Premiere in the Midwest. Children’s Cinema is doing very well.
- A little bit of drama with spoiler reviews. One of the reviewers is boycotting the festival.

**Arts Institute Special Guest Events: Jordu Schell (Saldivar)** 9:25am

- AI and Raven Software are joining together to bring Jordu Schell to campus. Mr. Schell is very well regarded for his work in makeup and design. His work has been featured in horror shows, and the Lord of the Ring films. The Raven Software partnership brings Mr. Schell to campus and Madison for 2-3 days during the Wisconsin Film Festival. He will be available for campus activities. We are continuing to reach out to Film Studies, Com Arts, Art, Theatre and Drama. lecture.

- Jordu Schell may appeal to many of the departments and we ask committee members to let us know if they have students they would like to be invited to campus activities. We will be setting on an itinerary once we gauge the campus interest.

- This partnership is very exciting because it begins a partnership that we hope to capitalize on.

**Committee of Art Exhibition (Abdu’Allah)** 9:32am

Faisal reported on activities with Town Center.

He sits on a committee that has been convened in order to outline a program of arts exhibitions to be shown in the WID Town center during the 2015-2016 academic year.

The public announcement and call for proposals will coincide with the “Occupy WID” art action day set for Monday, May 11.

Faisal presented the following:

- Important to be launched in a bold way with very little expense. Main floor of WID. There is a lot of foot traffic in this space and is well-suited to a gallery.

- 999 images should be collected and displayed by the community emphasizing on the current events. Incorporate students across campus in collaborative fashion. 999 images could include words – would be either a wall of words or a wall of text. A collaborative work speaking to Tony Robinson tragedy.
• Dean of Students is thrilled to be involved in the WID gallery project. Also the community of Madison is interested in participating in the “999” project. The piece maintains the political edginess that is so apparent in the city of Madison at this time. Finding a way to capture the energy of the high school students in Madison who led the charge of activism.

• Getting students involved will also help spread the news through Facebook and twitter.

Regarding the 2015-2016 exhibitions, Faisal informed the committee that there will be:

• 6-8 shows for next year. Possibilities for all of the performing art departments.

• Will be archiving and potential involvement from the curatorial studies certificate students.

• Once the call is ready Faisal and the committee will assist in making known the specifics.

NEW BUSINESS 9:50am

School of Education Gallery Space (Saldivar, Jesse Winters)

Jesse Winters, Associate Dean of Facilities shared and proposed the following:

• This 300-400 square ft. gallery at the Ed building was created during the renovation in 2010. The space has been curated for a few one-off exhibitions by the departments and by alumni. The School of Ed sees the value of having art in the building and wants to continue to utilize the gallery, but they don’t have the infrastructure to support it. The School of Ed is looking to the Arts Institute to take on the role of running the gallery. Jesse outlined the cost is minimal and that there are areas pertaining to space usage that would be free of charge.

• Because of the limited resources in place, the shows are artist driven. School of Ed provides materials to patch the walls and return the gallery back to its original state. The artists have 24/7 card access. Building staff manage the gallery from 8-5 each day. There are no restrictions on content. Multimedia, Presentations with audio are welcome. School of Ed will continue to staff receptions.

• The Arts Institute could in partnership with Art, Art History, Design Studies, etc., utilize the space for the Resident Artists, MFA shows. What are the ramifications of the new Dean coming in? The Arts Institute would require a Memorandum of Agreement to utilize the gallery.

This is to be taken up at the next committee meeting for a vote.

Science Festival and Art Exhibition at WID (Heisler) 10:14am

• The Town Center at the Discover Building also has some space for shows/exhibitions. The space is not secure or well-controlled. As such, they are looking for shows and content that do not have a lot of intrinsic value. Sometimes there are installations that work in tandem with events that are going on at WID. Faisal is AI representative on the curation committee.

• However, the space was originally intended to drive engagement independent from any specific event. The idea was to target the first exhibition for Oct 22-25. The number of exhibitions during the year is in flux.
• Occupy Discovery - May 11 featuring the “999”, a community exhibit that will utilize either text or images. We could also explore a transition of the “999” exhibit over to the School of Ed gallery as a way of harassing the power of the show.

• Discovery hosts several events for school children. It might be possible to have a station set up where students could go and create their own 999 piece. There are also after school activities every Monday afternoon.

• One question is: How do we program a big reveal in order to showcase the value of art, the value of community, the value of education, the value of culture? The event needs to have an Activism + Art feel. It’s a real opportunity to make an impact on campus and in the community.

• 5th annual Science Festival: Oct 22-25. We encourage events all of campus and then many activities at the Discovery building. Also daily expos each day from 12-3pm. Last year Rise Over Run was featured. New component this year: “Made in Wisconsin” track. Celebrates made in Wisconsin ideas. There are many new industries and companies that are being set up in Madison. This is a way of building partnerships in the community.

• Our upcoming resident Artist Juan de Marcos is interested in participating. Television and radio are still partners. Public Library is involved through the book festival.

Announcements 10:35am

• Next meeting is April 27 and we will meet with Adele C. Brumfield, Director Office of Admissions. In the past, everyone has an individual relationship with admissions. We want to look at recruitment differently in order to enhance the enrollment in the arts programs on campus.

• 20,782 tickets sold for Film Fest (Martin-Wright)

ADJOURN 10:40am