



## Washington County Arts Council

### Meeting Minutes

May 13, 2013

*Present:* Kim Konikow, Paula Bell, Carol Golichnik; From Washington County: Jim Eardley, Dean Cox, County Attorney Eric Clarke, and guests Victoria Bourns, Carter Livingston

*Absent:* Denny Drake, Allen Gardner, Joe Allen, John Sato, JJ Abernathy

*Next meeting:* June 17, 2013, 4:30pm

---

#### **I. Meeting with County Representatives and ZAP representatives about CARE**

Victoria Bourns runs the Zoo, Arts & Parks (ZAP) program in Salt Lake County. Carter Livingston ran the campaign to get the initiative passed. It took two tries before it passed in 1996. At that time there was a 3-person County Council. The tax was renewed resoundingly and is up for another renewal in 2014.

Although the County Council has the final decision for distribution of ZAP money, the advisory committee reviews all the applications and makes recommendations. The Council rarely rejects the recommendations. It helped that Salt Lake County already had a growth plan in place for recreation and parks. The roles of both the arts and recreation advisory boards were disseminated; tier applications based on organizational budgets were discussed and might work well in Washington County.

We were given a list of all the arts organizations and a map showing the recreation organizations and projects that received ZAP money. Every community saw benefits, similar to Cache County. It's the people's money. In general the money was spent 30% recreation, 12% zoo and 60% arts and culture. Some points were made about how money could be spent and we were reminded that recreation money could be spent for facilities and operations. Also, tax revenue can be used to secure bonds to complete projects quickly. Finally, organizations doing arts/culture residencies in schools could be funded by the tax as well; currently there are already SL County groups coming to Washington County that are funded by ZAP!

We discussed the campaign to renew the ZAP tax. They raised \$300,000 for the campaign mostly from local businesses. We think we would need approximately \$25,000 for CARE. For the most part, the business leaders ran the campaign. The chairman for ZAP fundraising was Harris Simmons from Zions Bank. Also involved was Ken Knight from Sinclair. There were many representatives from various art groups and all of the mayors were onboard and supporting the initiative. They had representatives from each community to communicate and participate in planning on their behalf.

We'll need to tell the stories; impact vs. money. The language has to be clear and articulate as to types of projects, but without dollar amounts. Can we do a poll? Use the Spectrum? Ask for input on water bills? Social media?

#### **II. Business from Commissioners**

The Washington County School District is planning to place a bond on the November ballot... It is likely that if CARE is also on that ballot neither will pass. Should we delay the vote on CARE? If so, we would use the spring 2014 primaries for CARE. Eric Clarke will confirm the School District's plan.

There is a meeting of the Council of Governments on May 21 at which the mayors should be present. The Commissioners agreed to ask for support for CARE. With this, St. George City won't be as easily able to try to keep a tax 'in-house.'

### **III. Possible Next Steps**

- Gather info on County taxes vs. Cities (Iron example of wanting tax but Cedar already has it...)
  - Obtain letters of support from local city councils and/or mayors
  - Engage business leaders to fund and support campaign; leadership crucial
  - Find out what the public wants the money to fund
  - Put together a campaign committee and begin to draft sample guidelines for application process
- 

### **IV. Evening Public Meeting – St George Branch of the Public Library**

Of the 13 people present at the evening meeting, only two were new, and there were no representatives from the Recreation Community.... Vicki and Carter did their presentation, and a few important facts were shared with the group.

- Publicly owned or operated recreation *and cultural facilities* will fall under recreation NOT arts, as that covers operation and management. This will be unique to Washington County.
- Applicants for arts funds must be a 501c3, or use a fiscal sponsor.
- Must have a broad representation of kids, families, church, business, seniors, arts and recreation.
- If we value the public we'll have their support.
- Demonstrate the need – show money raised for every dollar spent. Listen and learn.
- Research networks, polling. Come together for a greater goal. Let the campaign be grassroots.
- Don't engage with the negative zealots.
- There should be match requirements – we'll have to decide what these are.