

Wailuku Arts District Management Plan Advisory Committee Meeting

Thursday, April 21, 2022 | 10:30 AM | BlueJeans (online)

Goal: Create a strategy to coalesce interested players under an umbrella called *Wailuku Arts District* that ultimately leads to coordinated facility + public space planning, management and maintenance.

TODAY'S MEETING:

1. Introductions (5-10 mins)
2. Review the Plan [timetable](#) (5 mins)
3. Arts District [history, map/ key players](#) (5 mins)
4. Conduct an initial [SWOT](#) analysis (20 mins)
5. Draft a timeline/ plan to collect key data between now and June 30, 2022 (*we will need to exhibit market demand within the business plan. Who will draft survey/s? Distribute? Who should be interviewed? How can info/ what info will be collected via public meetings? etc*) (15 mins)
6. Schedule May meeting & PAU (5 mins)

PLAN COMPONENTS:

1. Table of Contents
2. Acknowledgements
3. Letter
4. Executive Summary
5. Arts District Timeline + Map + Wailuku Town Improvements
6. Situational Analysis
7. Management Plan Goals & Objectives
8. Management Structure
9. Budget & Funding Plan (we'll provide [options](#) for County review)
10. Next Steps

NEXT STEPS as of today:

1. Determine mechanism for community driven SWOT (4/21/22)
2. Assign sections to committee members to flesh out
3. Compile a new draft with SWOT results, structure, and dive into budget projections
4. Present draft to Committee for final review/ edits
5. Present to County
6. Make any necessary changes to the draft for final Plan submission
7. County Council to pass a resolution officially designating the District and stating its boundaries
8. Identify the single management entity
9. Create artist certification program + Adopt artist certification policies

10. Determine County seed funding amount (while fund development action plan is implemented (income from tickets, events, parking, and any Funding Structure recommendations))
11. Create District advisory board
12. Hire a district manager to oversee this business plan
13. Identify volunteer workforce/ committees
14. Invest in annual public art plan (MPAC)
15. Renovations?
16. Signage
17. Market regionally + nationally
18. Release events calendar