

## Wailuku Arts District Management Plan Advisory Committee Meeting

Thursday, May 19, 2022 | 9-10 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. Kelly reviews our chosen mechanisms for generating a community-driven SWOT analysis - *10 mins*
  - a. Focus groups, walkins and add-on to upcoming board meeting agendas
  - b. May Open House (5/20/22, 4:30 - 6:30 PM, MAPA food court)
  - c. June Open House (Guided Tour of the Arts District via *Da Bee*): let's schedule this today
  - d. Survey (review prelim today) [Online survey](#) | [PDF](#) | [QR code flyer](#)
    - 1.d.1. Incentives = Wailuku Coffee (\$10), Shikeda (\$25) and 62Market (\$50).  
How do you suggest applying these?
  - e. Anything else?
2. Maggie presents feedback trends to date - *20 mins*
3. Carolyn to share ideas and feedback re prelim survey/ let's revise! *20 mins*
4. Confirm next steps through June 30 and next meeting - *10 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:

1. Determine mechanism for community driven SWOT (4/21/22)
2. Assign sections to committee members to flesh out (4/21 + 5/19)
3. Compile a new draft with SWOT results (June meeting), structure (Q3), and dive into budget projections (Q4)
4. Present draft to Committee for final review/ edits (Q4)
5. Present to County (Q4)
6. Make any necessary changes to the draft for final Plan submission (2023)

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