

## Wailuku Arts District Management Plan Advisory Committee Meeting

Thursday, June 23, 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. 15 mins: June 14 huaka'i on *Da Bee*
  - a. What were your takeaways?
  - b. Should we plan another arts district team building experience for Q3 (Jul/ Aug/ Sep)?
  - c. Fun: Kelly asks for a volunteer to lead random selection of 3 gift certificate winners (\$10 Wailuku Coffee; \$25 Shikeda; \$50 SixtyTwo Market)
2. 25 mins: Community-driven SWOT analysis
  - a. Review of tools & tactics
  - b. Committee shares their contributions so that these can be included in our final report/ Plan.
  - c. Maggie presents summary of findings (*you have all now received the raw data for more custom analysis as it relates to your organization*)
3. 15 mins: Revise our original [SWOT](#) with community feedback trends. This data will inform the next Plan Component, "Goals & Objectives"
4. 5 mins: Schedule July meeting (where we'll present draft "Goals & Objectives" as program-logic models)

### 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