

## Wailuku Arts District Management Plan Advisory Committee Meeting

Thursday, July 21, 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. 5 mins: Schedule August meeting (e.g. August 25 at 9 AM)
2. 15 mins: Erin & Carolyn share "Da Artsy Bee" update/ feedback
  - a. Do you want to design a "Show Passport" to incentivize riders? Who is willing to offer a ticket discount after x amount of stamps?
3. 15 mins: Review "gentrification" notes from last meeting and set a landlord huakai date & time for this group (before the end of Q3/ Sept 30)\*\*
  - a. We'll need to pull the landlords (approx 20) in for the gentrification discussion (Erin). Sharing this heartfelt community desire to keep the neighborhood affordable. We've been talking since 2012 about Wailuku as an incubator district.
  - b. Tax break for those in the neighborhood/ long-time owners = tax cap (housing valued will increase)
  - c. Share this survey\*\* the video clip of Maggie presenting will help w transparency with the invitation
  - d. Jackie sees 50/50 clients at her store – you need to show up to keep things local
  - e. Root the arts district in specific values (pull these from strengths + survey results)
    - 3.e.1. Maggie to share the values that she identified for today's discussion
  - f. Moving forward, each quarterly huakai may have a value or topic
4. 15 mins: Revisit Goals & Objectives [page](#)
  - a. Questions, Comments, Edits

### PLAN COMPONENTS:

1. Table of Contents
2. Acknowledgements
3. Letter
4. Executive Summary (with VALUES)
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