

WPAA meeting re Wailuku Arts District
Wednesday, March 16, 2022 | 5 PM | Swan Suite + Zoom

Context: I have a new 2022 + 2023 *Grants for Arts Projects* grant through the NEA to: A) sustain and develop place-based, culturally rooted public art collaborations in Wailuku; B) design and implement public art activities in up to three new Maui County neighborhoods; and C) deliver a public art master plan for the County of Maui, which will include the Wailuku Arts District Management Plan.

Assignment: 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 goal: Meet WPAA for about an hour to gather a better understanding of this group's shared goals, needs and outcomes so that these achievements can be supported through a **Wailuku Arts District Plan.**

TODAY'S MEETING:

1. Intro/ Who am I
2. Why I'm here (NEA grant with 3 deliverables)
3. What I understand the need to be today (promo mgmt maintenance)
4. Who you are (intros and your aim for creating an alliance) - *take notes*
5. What I just heard the actual need is
6. Potential Benefits of arts district (promo mgmt maintenance) + Plan Components
 - 6.1. Table of Contents
 - 6.2. Acknowledgements (Council, MRA, Plan committee, etc)
 - 6.3. Letter (from high profile TBD outlining the need/ opportunity, vision, hype)
 - 6.4. Executive Summary
 - 6.5. Arts District Timeline + Map + Wailuku Town Improvements (with future map)
 - 6.6. Situational Analysis (exhibit market demand with metrics/ guarantee of use (interviews, focus groups, "public meetings" (MRA agenda item 4th friday of every month) results– or – constituents of each respective arts org) + outline needs for investment: space, mgmt, marketing, funds, maintenance)
 - 6.7. **Management Plan**
 - 6.8. Budget
 - 6.9. Funding Plan (we'll provide [options](#) for County review and next steps)
 - 6.10. Next Steps
7. Let's exhibit that there is a *concerted* effort to problem solve / position the arts as a mechanism to revitalize Wailuku — perhaps we'll get some assistance (for the rich arts neighborhood that we all dream of!) and maybe even new spaces or public investment in existing **spaces to create, teach and exhibit/ celebrate** our work.... Signs, sculptures, festivals, showcases, tours, etc.
8. **Who has time and interest to meet once a month or quarter to pitch in?**
9. **Who else needs to be involved in this process?**

NEXT STEPS:

1. Recruit Wailuku Arts District Plan Advisory Committee to meet either monthly or quarterly to assist in the delivery of a draft plan by the end of calendar year 2022, the latest. **Next meeting = 10 AM April 21 (Thursday)**
2. Share draft/ notes + schedule feedback meeting for April
3. Determine mechanism for community driven SWOT (exhibit market demand with metrics/ guarantee of use (interviews, focus groups, “public meetings” (MRA agenda item 4th friday of every month) results– or – constituents of each respective arts org) + outline needs for investment: space, mgmt, marketing, funds, maintenance)
4. Assign sections to advisors to flesh out
5. Compile a new draft with SWOT results and dive into budget projections
6. Present draft to Committee for final review/ edits
7. Present to County
8. Make any necessary changes to the draft for final Plan submission
9. County Council to pass a resolution officially designating the District and stating its boundaries (may also need to pass zoning ordinances creating an overlay for the District to allow for space accommodations)
10. Identify the single management entity
11. Create artist certification program + Adopt artist certification policies
12. Determine County seed funding amount (while fund development action plan is implemented (income from tickets, events, parking, and any Funding Structure recommendations)
13. Create District advisory board
14. Hire a district manager to oversee this business plan
15. Identify volunteer workforce/ committees
16. Invest in annual public art plan (MPAC)
17. Renovations?
18. Signage
19. Market regionally + nationally
20. Release events calendar