MISSION

PURPOSE
- Coordination
calendar
- Communication
groups
directory
col.
- Verm quality of life
collaboration
- events

VERM ARTS

What IS me Hub? Who? how? $$
SDCF/VA CF
account?

* Org. Hub mtgs quarterly
* volunteers from "pillar" orgs
* point people
* face to face \( \rightarrow \text{Hub} \rightarrow \text{You are here} \)

\( \rightarrow \) infiltrate existing calendars
\( \rightarrow \) Arts Hub Google Cal for internal use
\( \rightarrow \) google site, purchase domain

FEBRUARY 25, 2023
VERMILLION, SOUTH DAKOTA
Arts Hub III Notes - February 25, 2023

Attendance: Hannah Mosterd, Geoffrey Gray-Lobe, Ally King, Rosemary Buchman, Michele Mechling, Shannon Cole, Joe Vito, Travis Letellier, Michelle Reidel, Carrie Malek-Maldani, Pam Ford, Todd Cranson, Martin Prendergast, Ruth Hamel

I – Introductions and refreshers
Attendees reported on their “homework” of identifying personal/organizational needs and what they have to offer. New community collaboration ideas came to the fore, including:
- Community band, specifically for the July 22 Prentis Park Centennial
- Downtown Trick-or-Treat arts value–added (activities, music, etc.)
- Arts fair of Verm local artists/orgs

II – Purpose
Attendees revisited the purpose of our arts hub. A refined list of goals and objectives emerged:
- Coordinate – create a public directory of Verm arts org
- Communicate – maintain an accessible arts calendar
- Collaborate – meet quarterly to update/plan/assist one another, Hub events
- Contribute to Vermillion quality of life – continue providing our arts & culture efforts

Together, attendees created the following mission statement:
*Enrich the Vermillion quality of life by communicating our arts & culture opportunities*

III – Branding
The group was in favor of continuing with a tree as a representative metaphor/logo for the Arts Hub, with the caveat that the final design ultimately be circular, to suggest the “hub"

Working logo:  

Notes: Incorporate “Vermillion”
- Catchy acronym?
- Create version with QR code for stickers
- Shannon Cole to bring versions to next mtng

IV – Resources
Attendees agreed a website is the best repository for Hub resources, namely a calendar and directory. Discussion of the existing “welcome to Verm” and “Verm events” Facebook groups concluded because there are many efforts in that direction already, the Arts Hub doesn’t need a FB group—better instead to create a resource others can link to/share from.

Hannah Mosterd volunteered to develop a Google site that could serve as a free website for these purposes. Shannon Cole to send Hannah the email list of Arts Hub participants to the
test building directory when the site is ready. Todd Cranson volunteered to be among the team that maintains the calendar.

Shannon Cole to communicate with VCDC regarding a city of Verm phone application that’s in development and may be of use here.

V – We Are the Arts Hub
Those in attendance recognized that—for the time being—a collective of representatives from Verm arts orgs is a positive, necessary force and a sufficient structure for our immediate aims. Formalizing the body into a city commission or other hierarchical structure has been tabled for now. Rather, invitations will continue to go out to all Verm organizations, artists, supporters. Once the visioning sessions/building blocks are complete, Arts Hub meetings will occur quarterly. When ready for that step, “point people” will be identified as calendar maintainers, points of contact, etc. Pam Ford suggested the SD Community Foundation might be a resource for creating a bank account for the Hub, should one be needed to conduct future business.

VI – Going Public
The group set itself the deadline of July 22, 2023, as a “reveal” date, to coincide with the Prentis Park Centennial. Arts Hub to set up a tent to entertain questions, hand out stickers/info with QR links to our resource page—Todd Cranson to confirm with Centennial planning committee.

Desire was expressed to debut the Arts Hub’s usefulness and strategic power with a coordinated event. The group agreed to plan a Vermillion-centric arts fair, for local orgs and artists to showcase their wares/offerings/talents. Idea to combine an arts fair with an existing effort e.g., Thursdays on the Platz GatheRED (Todd Cranson will raise it with USD, Shannon Cole to raise it with VCDC) or Ribs, Rods, & Rock’n’Roll. A desire to begin with a small, localized fair was acknowledged. Areas of investigation include:

- Insurance concerns
- Sales tax for vendors
- Booth fee for vendors
- Sign-up form on website
- Rain-date location

NEXT STEPS
Approve logo
Keep up momentum! Invite folks to next mtng!
Test website, solicit data for directory
Research arts fair options/concerns

NEXT MEETING
Saturday, March 25, 11am–1pm, at the Washington Street Arts Center (VAAC)
Hosted by Ally King Hannah Mosterd, Joe Vito