



Minutes
Advocacy and Communication Committee
Subcommittee of Tempe Municipal Arts Commission
May 5, 2009

Minutes of the Advocacy and Communication Committee meeting at 11:30 a.m. on May 5, 2009, at the Tempe Public Library, 3500 S. Rural Road, Tempe, Ariz.

(MEMBERS) Present:

Frank Williams, Chair
Barbara Hanigsberg
Shirlee King

(MEMBERS) Absent:

Donna Goyette

City Staff Present:

Mary Fowler, Management Assistant
Nikki Ripley, Communication & Media Relations
Director
Martha Garner, Communication Coordinator

Meeting convened at 11:35 a.m. by Frank Williams.

Agenda Item – Call to Order

Frank Williams welcomed group members and led a discussion related to the committee's purpose.

Agenda Item – Update on city's social media plan

Nikki Ripley and Martha Garner presented information on the city's plan for using social media to expand information dissemination. The city is investigating Facebook, Twitter, Blogspots and video sharing. An electronic newsroom is being developed, as well. Dates for launch will be set pending updates from the Information Technology Department and the City Attorney's Office.

Agenda Item – Communication strategies past, present, future

The group discussed communication resources. Frank asked Mary Fowler to send an update of where the city's art programs appear.

Agenda Item – Explore areas for advocacy

Barbara Hanisberg suggested that TMAC have a presence at city festivals, such as the Oktoberfest and the Tempe Art Festival. Mary suggested partnering with Friends of Tempe Center for the Arts. Frank updated the group on ASU's plans to develop a film series in connection with the city, Harkins Theaters, the Mill Avenue District and others.

Agenda Item – Other business

Shirlee King mentioned efforts related to arts and homeless outreach.

Meeting adjourned at 12:38 p.m. by Frank Williams.

Next meeting: 11:30 a.m., June 2, Tempe Public Library, Connections Café

Prepared by: Mary Fowler

Reviewed by: Adrienne Richwine

Authorized Signature
Position/Title