

Arts and Culture Committee Plan of Work 2023

S.M.A.R.T. GOALS

Specific: Linked to a job description, departmental goals/mission, and/or overall City goals. Answers the question—Who? and What?

Measurable: The success toward meeting the goal can be measured. Answers the question—How?

Attainable: Goals are realistic and can be achieved in a specific amount of time and are reasonable.

Relevant: The goals are aligned with current tasks and projects and focus in one defined area; include the expected result.

Time Oriented: Goals have a clearly defined time-frame including a target or deadline date.

SUBCOMMITTEE
Artist Outreach

ACTION	RESPONSIBLE	START	END	STATUS	NOTES
Goal #1: Artist Interchange					
Determine tentative date	subcommittee	1/23	06/23		Possibly use The Firehouse Theatre, City Hall, or Rec Center
Planning and promotions	subcommittee	2/23	08/23		Send invites, organize volunteers, prepare guided discussion, gather materials, prepare project review report, promote event
Create detailed report of findings from event	subcommittee	9/23	10/23		

ACTION	RESPONSIBLE	START	END	STATUS	NOTES
Goal #2: Promote Artist Directory					
Run additional call for artists	subcommittee	3/23	5/23		Work with City staff to use City marketing tools
Ensure local arts supporters and artists are aware of directory	subcommittee	5/23	Ongoing		Work with City staff to use City marketing tools

ACTION	RESPONSIBLE	START	END	STATUS	NOTES
Goal #3: Arts Night at City Council					
Gather local artists to attend Council meetings once a quarter to be visible and support community outreach	subcommittee	1/23	12/23		

ACTION	RESPONSIBLE	START	END	STATUS	NOTES
Goal #4: Arts Day					
One-day event with opportunities to local artists/arts groups to present, display, demonstrate their art	subcommittee	1/23	6/23		Would invite local schools to also participate.
Secure location	subcommittee	1/23	6/23		The Firehouse Theatre or City facility likely location
Seek out artists submissions	subcommittee	2/23	8/23		Use directory, or findings from artist interchange, not a full blown submission process