

## Arts Website Subcommittee Minutes Dec 29, 2011

Attending: Laura W. Carron L, Anna C, Jessica W, Brian W

Not attending: Whitney T, Charles R

Meeting purpose: To discuss how the Chamber website might serve the arts district in Wicker Park Bucktown.

WPB Chamber website purpose: to serve its members, to promote its members, to offer a variety of interesting itineraries to the public, to offer an events calendar to members and community groups.

Background history and discussion:

- The micro site for On the Make, and Make Believe demonstrate clean, dynamic sites preferred by Artists, rather than the business services of the Chamber.
- The arts community is the rich, constantly changing, content provider that attracts global interest.
- A searchable archive of events and artists is important to promoting the arts district
- An itinerary of public art should be on the chamber website
- A blog could share background information, criticism and engage the public with artists
- The special events should list categories that relate to the arts
- The purpose of arts is not to promote the commercial district, yet is an added value, quality of life.
- Artists want professional opportunities that validate their careers, they continually volunteer, yet are not compensated as professionals. If artists could pay rent and buy food with promotion and marketing they would.
- The chamber website could feature a list and description of venues.
- The chamber website events are updated by members who pay dues.
- Should/could/would the arts district become dues paying members of the Chamber?
- The arts defines the unique character of WPB, has attracted significant new investment to the neighborhood, and yet remains in serious danger of displacement. • There is interest in bringing more of the arts into community festivals, so perhaps the discussion is bigger than a website, and bigger than a community grant proposal. What would a partnership between the arts district and chamber look like.
- We looked at comparable web sites that include Chicago Arts District, Logan Square, Indianapolis, Denver, and Los Angeles.
- Suggestions include web site design to be readable by smart phones, mobile app to list events, more than just First Fridays to promote events, and special events announcements with art, photo and events details on Bus Tracker and Website.
- Business 101 is not of any interest to artists, but marketing, promotion and social networking is a keen interest.
- Cimmfest and NNWAC Digital Services represents a direction by artists as entrepreneurs, to build infrastructure in new media.
- The web site design discussion points to larger Issues need to be brought to the Promote Committee, the Arts Committee and SSA brainstorm session.

Minutes submitted by Laura Weathered