

AAPAC Fundraising Working Group Report to AAPAC 3.6.19

In Attendance: Allison Buck, Jonah Copi, Mary Thiefels, Deb Mexicotte

City Council Update

The Working Group received an update on the City Council meeting on 2.19.19 from Allison Buck, who was in attendance with David Esau (Chair, CIP working group). The AAPAC CIP recommendations, after discussion, was approved 6-5.

Fundraising

There was a discussion from which a number of ideas for potential AAPAC fundraising efforts was solicited from the group, and the general parameters under which we should operate:

- 1) We should endeavor to do a few things well over the course of this year
- 2) We should look to strengthen durable relationships and develop collaborative projects with our natural partners in the city and community (Parks, DDA, others).
- 3) We need to identify private individuals and other entities who are interested financing public art.

Programmatic Ideas

- 1) We should take an opportunity to put together a major youth art event, with those partnerships and in conjunction with other events or initiatives (i.e. during Youth Art Month).
- 2) We need to leverage our current holdings – complete the public art survey/landscape work, and then promote those holdings online, develop sponsorship by private individuals and entities for pieces (a lá Sponsor a Highway).

Communication/Marketing

- 1) When working with public and private partners we should regularly bring their partnership and enthusiasm to the Council singly or in joint presentation with AAPAC.
- 2) Identify again all processes and channels for outreach to the public through allowable digital platforms (Can we do an e-newsletter? Social media? Embedded video (or links to video)).

Upcoming Opportunities to Discuss/Consider

- 1) Walkway near the water project
- 2) Canoe Fan installation – Victoria Fuller