

MINUTES OF THE REGULAR ~~JUNE~~ MEETING  
GRAND JUNCTION COMMISSION ON THE ARTS AND CULTURE  
Wednesday, ~~July~~ 15, 1992; 7:00 pm

June

ATTENDING: Sandra Brown, Stephen Laiche, Ann Sanders, Michael Smedley, Julie Schroeder-Wright; presiding.  
Meeting was called to order at 7:10 pm.

Pat Gormley was asked to present information on the Avalon Theater Project. He stated that the group was looking at a purchase price of \$200,000 and that a survey indicated that the costs of immediately necessary renovation would be roughly an additional \$400,000. At this point, the group was making contact with governmental bodies, service clubs, and other granting agencies seeking support, that the three downtown banks had pledged \$2,500 in challenge funding for planned fund-raising events, and the group anticipated having the building open for two or three fund-raising events this summer or early autumn. He reiterated the groups' earlier request for \$500 as seed money for their continuing search for support.

Steve presented a motion (Sandra seconded) that the Commission use funds originally intended for the report on Funding Sources, now being produced in-house, for the support of fund-raising efforts by the Avalon Theater Project. It was discussed that since Allison and the consultant Kirk McConnell had previously agreed that Allison would take responsibility for the production of that report, the funds for that report were no longer dedicated, and it was unanimously approved that Julie be directed to originate a letter to the city finance office authorizing the release of a check in the amount of \$500 to the Avalon Theater Project.

The draft report on The Economic Impact of the Arts was discussed and although the general content was considered satisfactory, significant revision was suggested to make the report more effective. It was discussed that the City Council needed an effective promotional piece for their use in the event they faced questions on why they felt it advantageous to use public money in Arts advancement; suggested revisions included making the report more effectively promotional, pithy, and exciting; the effective use of the arts as an industry was forewarded, and including the benefits of the arts in recruiting industry and retirees was emphasised. A sub-committee of Steve, Michael, and Julie was appointed to review and revise the report prior to approval. Sandra volunteered to present the report to the City Council when completed.

Ann agreed to join the Criteria Committee, replacing Larry, and a meeting of the committee was set for Tues. June 23 at Mountain-Roast Coffee.

The next meeting of the Arts Commission was set for July 15 at 7:00 pm at which time the calendar project would be reviewed; Julie and Kirk were to meet Fri. June 12 to work on the calendar.

Distribution of the Educational Opportunities brochure was discussed: clubs and organizations, the library, the chamber, parks and recreation, and District 51 were targeted for distribution and assignments were made.

The Artist's Workshops project was discussed, and it was suggested that further brainstorming development was needed to make it effective; Kirk would contact Michael to schedule development.

The Artist's Sourcebook was discussed; Kirk indicated that he had copies of the artist's registration forms used by the Center for the Arts three years ago and that publication in the Daily Sentinel would be a cost-effective method of distributing the registration forms in addition to distribution through arts organizations. It was determined that a final step, after the registration deadline would be necessary, including making personal phone calls to known artists in various disciplines to solicit information and get additional names. Kirk would schedule time for this step prior to production, and Michael volunteered assistance.

The meeting was adjourned at 8:45 by Julie Schroeder-Wright.

Respectfully submitted;

Michael Smedley