

MINUTES

Grand Junction Commission on Arts and Culture (GJCAC) Wednesday, June 26, 2013, Hospitality Suite, Lincoln Park

Commissioners Present: Miranda Ashman, Randall Cupp, Judy Dyrud, Charity Finnigsmier, Jeremy Franklin, Gisela Flanigan, Jennifer Hancock, Darcy Johnson, Lancer Livermont,

Commissioners Absent: Diane Kress Hower, Emily Pfeifer

Others Present: Lorie Gregor

Chair Gisela Flanigan called the meeting to order at 4:05 p.m. Miranda Ashman moved to approve the minutes of the May 22 meeting, Charity Finnigsmier seconded, and the motion carried unanimously.

NEW BUSINESS

Grant Presentation, Grand Junction Downtown Partnership Art and Jazz Festival, GJCAC grant \$3500: Aaron Hoffman said an estimated 12,000 people attended the successful 25th annual festival. Aaron said they could not have free admission without the GJCAC grant. Eleven musical and 2 dance groups performed and the Main Street Art School gave 140 private lessons. Some spectators requested more advance notice so they could sign up for lessons. Others at the festival suggested a Peoples Choice award in the juried art competition, an official Friday kickoff, and better sound in the 500 and 600 blocks. Next year “Jazz” will be dropped from the name to include more musical styles. Gisela suggested they make any new name distinct from the Performing Arts Festival.

Grant Presentation, Grand Junction Senior Theatre, GJCAC grant \$630 (reduced from \$1250): Patrick Metoyer distributed a written report on the Theatre’s community outreach. The GJCAC grant was meant to fund 100 free tickets and transportation to disadvantaged residents, but only 37 people used the tickets and only 11 of them used the chartered bus. An educational talk was given backstage. Jennifer Hancock said GJCAC was not acknowledged in the playbill or announcements. Patrick said the playbill was already in press when the grant was awarded. Gisela suggested they leave enough time after grant awards to allow for these acknowledgments. Patrick said this year’s schedule was determined by District 51 spring break, which was the only time the Grand Junction High School stage was available for a full week. He said the Theatre learned from this experience and will work to alleviate all these problems if they apply for GJCAC grants in the future.

Grant Program Goals and Objectives: Gisela thanked the committee assigned to revise the goals and objectives. The Committee first added comments to a shared Google document, then met to finalize the revisions, consolidating redundancies and eliminating inaccuracies. The new list was based on Darcy Johnson’s definition of “goals” as high level and not easily measured and “objectives” as specific subsets of the goals, measurable and achievable within a time frame. Gisela noted that the revisions clarified ideas from the original goals and objectives without adding new ideas. The Commissioners agreed to study the list and make note of any suggestions before the July meeting, when they will vote on the revised goals and objectives. Lorie Gregor said the rest of the GJCAC grant application, which also needs revision, can be taken up in August.

Avalon Theatre Project: Debbie Kovalik of the Visitor and Convention Bureau said City Council has agreed to commit \$3.1 million, and the Avalon Theatre Foundation is pursuing further grants and donations for the \$8.5 million project. It will not include stage expansion or the multipurpose room found in the \$12-\$15 million proposal, but will include improvements in acoustics, sightlines,

seats, lighting and restrooms. Work will begin July-August for a projected opening in May 2014. Performing groups that cannot use the Avalon during construction may find space at Two Rivers Convention Center or Colorado Mesa University.

Facebook: The purpose and effectiveness of the GJCAC Facebook presence was discussed. Diane Hower has been screening posts from others. Lorie said grantee information and links to arts-related videos and websites should be posted frequently to maintain viewer interest. Miranda said ideally something new should appear every week. Gisela said Commissioners should post new items, but we must not post anything that could benefit a Commissioner or even appear to be a conflict of interest. If a post is questionable a Commissioner can post to his/her own Facebook account. Lancer observed that a post before and after each grantee event would be 36 posts a year, so reaching the ideal 52 may not be too difficult. Lorie added that events could also be posted twice before the event at 1 month and 2 weeks prior. Further discussion was tabled for future meetings.

OLD BUSINESS

Education Committee: Gisela said the committee worked on the essay contest theme and poster. The theme was changed to What Creativity Means to Me to inspire students who may not study the arts but may display creativity by decorating skateboards or cupcakes, writing poetry, etc. Miranda will take the revised poster content to Cobb Associates to design the poster.

Art Exhibit Committee: Lorie said a great show was hung at Tiara Rado. The Senior Show exhibit at City Hall is scheduled to tear down July 8, AQUA installation July 9 and opening reception July 12. Lorie asked for volunteers and will finalize the volunteer list by email.

Art for New Public Safety Buildings: Lorie said the Police Dept. sculpture has been installed. The Fire Dept. sculpture will install Aug. 17. The Fire Dept. interior panels are drying and will install soon, and rough designs of the Police Dept. interior panels have been submitted for approval.

REPORTS AND ANNOUNCEMENTS

Salt Wash Dance Theater: The organization returned their \$2050 grant to GJCAC because the director of the Performing Arts Festival has resigned and moved away from the area. The City Manager asked all departments to draft a theoretical 4% decrease in this year's budget, and Lorie counted that \$2050 in the reduction for GJCAC.

Regular Meeting: GJCAC will meet Wednesday, July 24, 4:00 p.m. at the Hospitality Suite.

As there was no further business, Gisela declared the meeting adjourned at 6:33 p.m.

Respectfully submitted,

Judy M. Dyrud