

**MINUTES**  
**Grand Junction Commission on Arts and Culture (GJCAC)**  
**Wednesday, May 28, 2014, Parks and Recreation Office, Lincoln Park**

**Commissioners Present:** Miranda Ashman, Laura Bradley, Judy Dyrud, Gisela Flanigan, Jeremy Franklin, Jennifer Hancock, Darcy Johnson, Lancer Livermont, Deanna Pickman

**Commissioners Absent:** Emily Pfeifer

**Others Present:** Lorie Gregor, City Councilor Bennett Boeschstein

Chair Lancer Livermont called the meeting to order at 4:07 p.m. Lancer noted an error in the April 23 minutes (adjournment was 6:47 p.m., not 5:47) and the corrected minutes were approved by acclamation.

**NEW BUSINESS**

**Crawford Memorial:** Rob Schoeber, Director of Parks and Recreation, and Tom Ziola, Forestry/Horticulture/Cemetery Supervisor, detailed improvements to the Orchard Mesa memorial honoring Grand Junction founder George Crawford. When work is completed on the mausoleum, grounds and access road the City Hall statue of Mr. Crawford will be relocated to the memorial. A formal dedication is planned for July. The site offers beautiful scenic views and will be promoted to visitors by the Historical Society.

**Two Rivers Exhibit:** Jennifer Hancock, Jeremy Franklin, Deanna Pickman and Gisela Flanigan volunteered to assist Lorie Gregor with the June 9 teardown at 8:30 a.m. and new installation at 9:00.

**Committees and Timelines:** Lorie requested leaders/organizers for each GJCAC committee. The committee leaders will identify times for meetings, deadlines, presentations to full GJCAC, etc.

- Art in Public Places Committee, Darcy Johnson: cleaning of sculptures (Lorie to supply materials).
- Education Committee, Jennifer: creative writing contest.
- Champion of the Arts Committee, Gisela: nominations and commissioning award art.
- Art Exhibit Committee, Lorie: to meet immediately after this GJCAC meeting.
- Marketing Outreach Committee, Miranda Ashman: All Things Art project. Lorie asked Commissioners to contact her if they notice a location that needs an All Things Art sign.

**OLD BUSINESS**

**Avalon Theatre:** Lancer and Lorie toured the Avalon and identified possible spaces for art exhibitions. The renovated theatre has several open spaces totaling as much room as City Hall. GJCAC previously discussed the artistic use of reclaimed Avalon materials. The old side of the building might use photos of early performers, film reels, etc. for permanent display. Councilor Boeschstein brought up the second floor mural of Island Lake on the Grand Mesa. The Commissioners agreed it should be retained as a historical feature of the old Avalon and for its depiction of a Grand Valley attraction. Mr. Boeschstein added that the building's original air vents might lend themselves to re-use in contemporary sculpture.

Lorie noted that City Council must approve which spaces to use for exhibits, and Mr. Boeschstein said first GJCAC must recommended the spaces. The Commissioners approved Jennifer's suggestion to designate different areas for different media – a photography wing, etc. However, most Commissioners have not yet seen the potential exhibit spaces. Lorie will request tours at lunchtime and 5:30 p.m., which should accommodate the schedules of all Commissioners. She is also writing a Colorado Creative Industries grant for a hanging system for the new exhibits. Jennifer volunteered to proofread the grant.

**GJCAC Five Year Business Plan:** Lorie asked the Commissioners to study the 5 Year Business Plan in Google Docs and add their ideas and comments by next meeting.

**Grand Junction Strategic Cultural Plan:** Lancer asked the Commissioners to read the bold and broad 2001-2002 plan from the 50-person task force, which reflects the stronger economic environment of the time. We should prioritize what is currently relevant but not allow the other ideas to disappear entirely. Gisela said redoing the plan would require a facilitator, which means funding, and Lorie added that

getting important community input would require even more funding. The Commissioners agreed that the study of the local economic impact of the arts was a current priority. Lorie said funding for the study could be requested as a 2-year phased capital improvement project in our budget. She could also request funds from Mesa County, the Grand Junction Economic Partnership, and others with a stake in the results. Lancer said we will have more information on funding and budgets by next meeting.

### **Reports and Announcements**

**Downtown Grand Junction Business Improvement District, Art and Music Festival, GJCAC grant \$4000:** Jennifer said the event had extensive print, TV and Facebook advertising, almost all with the GJCAC logo. She attended Friday and loved it, as did artists and attendees she interviewed. Attendance was down Saturday and Sunday, presumably because of rainstorms. Gisela said we should ask outdoor-event grant applicants about their risk management plans. Jeremy said his own group decided not to perform because of communication problems with the organizers; Jennifer will mention this in her report. She will also suggest that the festival website list the visual artists and include links to their websites.

**Super Rad Art Jam, High School Mall Show, GJCAC grant \$2450:** Darcy went to the opening reception, where 25-30 other people attended including the coordinators, judges and only 2 artists. An estimated 1000 saw the exhibit May 15-20 (half of predicted attendance). The 144 artworks from 4 high schools were excellent and well displayed with additional lighting supplied by Super Rad. They thanked GJCAC effusively at the opening and were responsive to Darcy in all contacts. Award presentation was a little disorganized. Although the exhibition is during the busy last week of school, Darcy said the organizers could use more strategies and incentives to get the student artists more involved.

**KAFM Arts and Entertainment Calendar, GJCAC grant \$3500:** Judy Dyrud met with two KAFM staffers and toured production facilities. They demonstrated how artists and organizations submit calendar events on the KAFM website, discussed the process of acceptance and script creation, and showed how the calendar is produced. The calendar update is broadcast 6 times daily. Judy said the project is very successful and an excellent use of our funds to inform the community about the arts and increase attendance and support of local artists.

**City Exhibits and The Art Center:** Lancer informed Camille Silverman about the expansion of city art exhibits to the Avalon. She had no concerns about interference or competition with Art Center projects.

**CMU Exhibits:** Derrick Wagner of Colorado Mesa University met with Lorie about doing student and community art exhibits in 3 buildings. Lorie gave them tips about calls for artists and other information.

**CCI Conference:** Lorie and Gisela attended the recent conference of Colorado Creative Industries. Gisela said speakers from several states shared insights about the business of the arts. Lorie was impressed with discussions on the future of creative manufacturing with 3D printers. Gisela said CCI's designated Creative Districts brought together artists and organizations in those cities and built a sense of community. Jennifer suggested that our budget request for the economic impact study could also include sponsorship of city councilors to attend a CCI conference. Gisela said the Grand Valley arts community needs the community building that the Creative Districts inspired. Lancer said this can be pursued by the committee to be organized for the Strategic Cultural Plan.

The next regular meeting of the GJCAC will be 4:00 p.m. Wednesday, June 25, in the Parks & Recreation office. As there was no further business, Lancer declared the meeting adjourned at 6:09 p.m.

Respectfully submitted,

Judy M. Dyrud