

MINUTES
Grand Junction Commission on Arts and Culture (GJCAC)
Wednesday, June 25, 2014, Parks and Recreation Office, Lincoln Park

Commissioners Present: Gisela Flanigan , Lancer Livermont, Jeremy Franklin, Laura Bradford, Deanna Pickman, Jennifer Hancock, Emily Pfeifer

Commissioners Absent: Darcy Johnson, Miranda Ashman, Judy Dyrud

Others Present: Traci Wieland

Chair Lancer Livermont called the meeting to order at 4:01 p.m. Jeremy noted an error in the May 28 minutes (location was Parks and Recreation Office, not Hospitality Suite) and the corrected minutes were approved by acclamation.

NEW BUSINESS

Grant Presentations: Naomi Barlow w Super Rad

Some money saved because venue wasn't available on time, but they had to cover insurance because Loki couldn't help this year. Showed images of winning art pieces, as well as community art projects (felt wall) will keep as annual, as well as paper walls with drawings. Some artists did attend, but this was a hard thing to get the artists to come. Images of winners with statues (handmade statues) were presented. Didn't get turn out they'd hoped for. Next year, stronger backup plan so if the mall has more scheduling conflicts, they'll be able to do without the mall. It's more important to work with school schedule. They had lots of traffic both days. Emily asked if the show was regional. Naomi said yes. Caprock was new this year. She will be bringing in more non- traditional schools next year. WCCO is longer vision. 144 entries this year

Aaron Hoffman Art and Music Festival

The new format was really successful despite weather. There were huge crowds on Friday (est. biggest ever) for the headliner. Sat and Sun deteriorated with weather. Good comments on 4 stage events. Business and art vendors liked them... circulating people whole length rather than clustered around main stage. Also good feedback on quality of music acts. With regards to art, the artists were mostly happy. Jennifer suggested advertising in Glenwood/Aspen/mountain towns. Main Street Art School was good. 125-150 people in 7 media, 15 hours of instruction. Volunteers led instructions. More about music: Beer and wine vendors on every block helped as well as spreading musicians out. Also eliminated need for speakers. People enjoyed moving around. Carry Rodriguez played twice and people came after seeing her open for main show. Good strategy, they thought. Sunday, originally planned on open mic but because of weather was a bust. Zip code survey: 29% out of area attendees, which is normally around 10%. Budget etc. in written report. Budget was rough, beer and wine sales declined including sponsorships. He was pleased with improved production values and overall quality of event.

Ed Amos Messiah: Did not attend.

Exhibits:

7/7: City Hall/County Tear down, move to County (Lancer, Darcy, Lorie)

7/8: City Hall Install (Darcy, Jeremy, Laura, Lorie)

7/9: Two Rivers Tear Down (Darcy Lorie)

7/11: City Hall Reception 5:30 (Laura, Deanna, Lorie)

7/14: Two Rivers Install (everyone same)

OLD BUSINESS

Avalon: Tours will be offered in the future for the Commission.

The Commission has changed its mind about the mural on the 2nd floor. It does need to go; especially since the renovations look so nice, the mural just looks sub-par and dated. Lancer wants everyone to look at the maps Lorie sent and give feedback about should they be gallery space or permanent art? Lancer has no strong feelings about them. Ideas include "areas" such as children, photography, etc. By next meeting we should be ready to send our recommendation to City Council. Traci suggested the July meeting could be held in the Avalon, because everyone needs to see the areas. Traci reported that Lorie submitted a \$4000.00 grant request for the hanging system from Colorado Creative Industries. We'll be notified in September.

Historical Photos: Reviewed existing imagery from old lobby area. Jeremy advocated strongly that they should be kept. Jennifer suggested opposite the stairwell (new building, ground level) where the projector would be. Lancer noted that they might be better where they were (old building, near light sources, no need for hanging system). Three suggestions: Jennifer- group them all together in new building, Emily- one level, in some kind of chronological order, Lancer (default)-leave them where they had been.

Google Doc: No new comments. Laura couldn't get in via Gmail. Lancers thought is that the purpose is to generate dialogue about goals and objectives, which tie into strategic plan and economic impact study. We should move more toward strategic plan, table Google Doc indefinitely until we have more of a sense of strategic plan and economic impact study. Commission agreed.

Economic Impact Study: Traci/Lorie suggests working into City Budget as multi-year program, later in year, \$5K end of this year, \$5K at beginning next year. Over \$10K is capital improvement plan, new category. Difficulty is it's based upon budget approval annually. We couldn't guarantee that we'd get the second half. General feeling was that getting funding via other sources would be difficult in this economic climate, based on previous discussions. In August we'll put in the request, pending December approval. The Commission would spend the \$5K early on. Need to work with contractor to have a two phase approach. Other suggestions included returning to other sources once a specific EIS was in place (St. Mary's, CMU, VCB, Chamber, MACO, etc.). Lorie will bring in examples of the kinds of studies other communities have commissioned so we can begin getting quotes.

Strategic Plan Review: A subcommittee was formed: Laura, Jeremy, Jennifer, Lancer, Darcy, and Emily. Lancer will take lead on scheduling subcommittee. Goals include: Review document and evaluate accomplishments, revise and implement it.

Committees:

Education: 3pm on Wednesday, July 23 at Main Street Bagels: Judy, Gisela, Jennifer, and Lorie.

Champion of the Arts: Gisela set meeting for right after the regular October meeting 10/22.

Marketing: 3pm on Wednesday, July 23 at Main Street Bagels: Emily, Jeremy, Lancer, and Laura.

Reports: Traci presented Cupcake Wars which is a STARS tween program. Competition is 7/10 at 1:30-3:30pm, at Mesa View. Laura, Jeremy, and Jennifer volunteered to judge cupcake designs.

The next regular meeting of the GJCAC will be 4:00 p.m. Wednesday, July 23, Avalon Theatre for tour and then meet at the Hospitality Suite. As there was no further business, Lancer declared the meeting adjourned at 5:29pm.

Respectfully submitted,

Jennifer Hancock.