

**CITY OF GRAND JUNCTION COMMISSION ON ARTS AND CULTURE
MINUTES**

April 24, 1996

COMMISSIONERS PRESENT: Perry Coyle
Ursula Hemmerich
Karen Kiefer
Janet Terry
Phil Rogers
Ann Sanders

COMMISSIONERS EXCUSED: Jeanne Killgore and Richard Leinaweaver
COMMISSIONERS ABSENT: Peter Ivanov
OTHERS PRESENT: Allison Sarmo, Cultural Arts Coordinator

The regular meeting of the Commission on Arts and Culture was held at 4:00 p.m. on the above date. Chair Kiefer called the meeting to order. A motion was made by Rogers, seconded by Coyle, to approve the minutes of the two previous meetings of March 27 and 28, 1996, as written and mailed. The motion carried unanimously.

Hemmerich reported on the Marsha Thomas Chamber Music Festival coming up May 18 and 19 in downtown Grand Junction, saying they still need a dozen more volunteers, and noting the committee has had very good luck raising funds from local businesses. Terry noted that the festival is on the same weekend as the Museum of Western Colorado's Native American Arts Gathering in Lincoln Park, and Hemmerich said that this was purposely done.

OLD BUSINESS: Unable to find a convenient date for a Commission board retreat in May, the matter was tabled until the next meeting. Kiefer suggested the Commission have a table to distribute the Commission's cultural events calendars and other material during the Art on the Corner Arts and Jazz Festival June 7 and 8. The consensus was that everyone could volunteer at least an hour or two of their time. There was a discussion about the need for an artsy banner or sign to hang on the table, and to use for future events. Kiefer thought this could probably be done for about \$50. Coyle moved, and Hemmerich seconded, that a banner be made with the Commission's name. The motion carried unanimously.

The discussion about asking local service clubs to donate funding to the Commission to give to local arts programs and events was continued from the previous meeting, and the perception that the Commission would be competing with local art and cultural organizations was again noted. Terry suggested instead doing a presentation to local clubs encouraging them to donate to arts activities, and Sarmo suggested this idea be included in the Commission's slide presentation which is given to various clubs.

Hiring the executive director of the National Association of Local Arts Agencies, Bob Lynch, to come speak in Grand Junction was discussed, at a potential cost of about \$1300. Sanders suggested the possibility of working with the school district and having this as a mini-in-service training session. Sarmo suggested the option of making Lynch the focus of the Commission's annual roundtable meeting of local arts organizations' board members and staff. Expanding the roundtable to include board development and possibly a luncheon open to the public was suggested. It was noted that if there are sessions for each arts organization, the organizations attending should help pay some of the cost. Sanders moved, and Rogers seconded, that the Commission explore the possibility of bringing Bob Lynch to Grand Junction in conjunction with other arts organizations. The motion carried unanimously.

Hemmerich distributed a detailed written report on the success of the Commission's team, sponsored by the *Daily Sentinel*, at the recent Big Kid's Spelling Bee, noting that the Commission was given excellent publicity through this event, and came in fifth in the contest.

COORDINATOR'S AND FINANCIAL REPORTS: The Cultural Arts Coordinator's Report and the Financial Report for April were distributed. Sarmo reported on the grant workshop done by the Commission and the Colorado Council on the Arts April 18. The need to take photographs at Commission events such as the Business in the Arts Award Ceremony was discussed. Sarmo noted a request to give the Commission's slide presentation sometime during the Memorial Day weekend and Kiefer volunteered. Sarmo reported on a meeting of the Colorado Arts Consortium board in Parker, Colorado April 20 and 21, and asked permission to mail CAC brochures and a letter from the Commission inviting arts organizations statewide to become CAC members. Sanders moved, and Coyle seconded, that the Commission help with the Colorado Arts Consortium membership drive by mailing membership materials to up to 200 Colorado art and cultural organizations. The motion carried unanimously. (Terry had to leave the meeting.)

Sarmo noted with regard to questions raised during the review of grant applications at the March Commission meetings, that Assistant City Attorney John Shaver stressed the Commission is a public body and all meetings must be open to the public in their entirety.

Sarmo also asked permission to design and produce a flyer to send to the 36 local schools outlining information on the three school tours which the Commission is helping support (Performing Arts Conservatory, Colorado West Performing Arts Center, and Monument Arts Institute). The consensus was that this is a good idea, and Sanders suggested including a paragraph in the brochure about why the Commission is giving them sponsorship.

A thank-you letter was read from artist Tricia Berg. A letter was read from the Grand Valley Beautification Council inviting a member of the Arts Commission to attend their monthly meetings, but no one was able to commit the time to do this. Sarmo was asked to tell them the Commission appreciates what they are doing and to keep us informed.

Sarmo reported that the Museum of Western Colorado is considering a mural on the north side of the C. D. Smith Building, and there is a possibility that this may become a joint project with the Downtown Development Authority, the Commission, and the Museum.

The 1996 update of *The SourceBook: A Directory of Grand Junction Area Artists and Arts Organizations* was discussed. Sarmo noted a need to make the book more informative, and to make some distinction between the professional artists and the amateurs. She brought up a suggestion by Linda Afman to offer advertising to anyone in the book (artists, arts organizations, and art-related businesses), noting that this would not only help defray the cost of printing (\$2000), but would provide significant additional information about the individual artists, and allow artists to show examples of their work. Both Coyle and Rogers noted that advertising would be a benefit to the artists as well as to the public, but Sanders and Hemmerich questioned the propriety of selling ads. Coyle talked about artists directories done in other cities. Suggested prices of \$25 for a quarter page, \$50 for a half page, and \$100 for a full page ad were discussed. Sanders advised calling the major arts organizations to ask if they have a problem with this idea. Rogers moved, and Coyle seconded, that advertising be offered to the artists, organizations, and businesses listed in the updated *SourceBook*. The

motion carried: Two in favor, one opposed, and one abstained.

REPORTS: Kiefer noted that the Art Center is no longer providing insurance for local artists who exhibit there and this could cause problems for some artists and arts groups. Kiefer also reported that the Homebuilders Association sent invitations to all local artists offering them the chance to display their work in the 27 houses featured in this year's Parade of Homes.

Rogers reported that he approached the Art Center and the Museum boards about making their programs available to low income participants, but that he does not yet know how these participants would be identified. He reported that the Trend Benders Arts and Recreation Task Force is focusing its efforts on building a new recreation center, and that the City, County, and School District can and should work together on this idea. Sarmo noted an appeal from Leinaweaver for more arts representation at the Trend Benders meetings.

Hemmerich reported that after several failed attempts to contact Channel Six, she was finally able to order the Wynton Marsalis music tapes, suggesting that the Commission would receive some excellent publicity by funding the \$80 cost and donating the tapes to the school district. She noted that David Hein, the school district music coordinator, was very interested in utilizing the program. Sanders questioned the process, suggesting that the Commission should have had a chance to decide whether or not to purchase the tapes before they were ordered. Hemmerich noted that she will pay for the tapes if the Commission does not. As there was no action on this matter, it was referred to the next meeting.

Sanders asked if the April Commission meeting could be changed from the 22nd, since she will be unavailable. Moving the meeting to the 29th was discussed, but Rogers noted that he will be gone the 29th. Sarmo will canvass those Commissioners who are absent.

As there was no further business to come before the Commission, Chair Kiefer declared the meeting adjourned.

Respectfully submitted,

Allison Cowan Sarmo
Cultural Arts Coordinator