

MINUTES

Grand Junction Commission on Arts and Culture (GJCAC) Wednesday, February 24, 2015, Parks and Recreation Office

Commissioners Present: Laura Bradley, Betsy Brodak, Darcy Johnson, Gary Ambrosier, Lancer Livermont, Betsey Dick, Marjorie Haun and Mary Olkowski.

Commissioners Absent: Jennifer Hancock, Emily Pfeifer, and Jeremy Franklin

Also present: Lorie Gregor

Chair Darcy Johnson called the meeting to order at 4:05 pm and moved to approve the minutes of the January 27th meeting. Gary Ambrosier seconded and the minutes passed unanimously.

NEW BUSINESS

Grant Presentations:

KAFM Entertainment Calendar: Ramona Winkeller, Executive Director

The entertainment calendar is played 5x/day M-F & 4x/day S-SU. 1716 spots a year, 2325 page views of which 1685 were new. Average age of listeners is 35-58. KAFM also offers special support for artists: on air spots, community calendar, call in to kitchen sink. They have 250 volunteers and 1700 paid members.

GJ Centennial Band: Gary Ambrosier & Jackie Severs

The summer season of concerts was geared to engage families and youth. The grant enabled the purchase of chairs and music. They purchased “Happy” and kazoos which they handed out to the kids and had a play along with “Chicken Run.” 12 youth played with the band. Increased marketing: print, radio, TV, social media, 600 posters/flyers.

RMPBS – Western Bounty: Catherine Melorango

RMPBS produced 10 Western Bounty segments which featured local artists, organizations and businesses in the Grand Valley. Increases awareness of the Western Slope statewide. 10,137 households viewed it on TV and 300 views on YouTube. Showed the segment featuring The Palette.

Western Colorado Writers Forum: Paula Anderson & Virginia Jensen

Paula reviewed the different programs that were offered including the Poetry Slam. WCWF built a relationship with the job corps performance artists. Virginia talked about the program “Write Now” which uses volunteers to teach people how to write their memoirs. Currently holding classes at the Senior Recreation Center.

The Art Center: Mikkell Kelly, Executive Director

Reviewed a successful year with the visiting artist lecture series. A total of 758 people attended the lectures. Mikkell stated that having the artists talk about their pieces really ties it all together for the attendees.

World Affairs Council: Joel Dyar

4 keynote speakers were brought to Grand Junction to talk about world affairs. WAC really strives to leverage the speakers while they are here for maximum exposure by doing radio interviews and attend other events. They have 250 members.

Arts Festival Discussion

Robin Brown, DDA, gave an update as to the vision of the future Arts Festival. October 15, 2016. Instead of closing off the street, utilize existing 12 galleries and various performing arts groups. It will include Art on the Corner change out. The culminating event will be the artist reception. Future visioning will be a week or two long celebration including cross valley participation, charging for the artist reception as a way to fund Art on the Corner. Laura Bradley has agreed to sit on this committee as a representative for the Arts Commission.

OLD BUSINESS

Cultural Plan Recap:

Urban Design has met and revised their goals. Creative Industries has met and had lots of discussion. Next meeting is set for March 16. The rest need to schedule their meetings. Economic Impact is pulling together some research regarding consequences of arts funding reductions to the community. Due to Emily leaving, Darcy will take on Public Art. Jennifer and Gary will take on Arts Education.

Economic Impact Study Update:

Currently 313 surveys have been collected at events.

The Commission decided upon 4 dates to participate in the Farmers Market:

June 23 – Marjorie & Gary, July 7 – Laura, August 4 – Betsy, September 8 – Darcy

Summer festivals which last several days will be attended during headline acts only to minimize burnout.

Grant Funding Brainstorming:

The Commission discussed ideas regarding the grant program. Several Commissioners will do some research.

REPORTS AND ANNOUNCEMENTS

Marjorie Haun reported on Rocky Mountain Public Broadcasting. She felt Western Bounty is nicely done and showcases local talent. She'd like to look into the metrics of how many folks from here watch the segment as opposed to statewide.

Laura Bradley reported on Riverside Educational Center: "Look What I Did!" She felt it was a well-rounded and creative exposure of arts to a range of ages. Suggested a program of the evening so you knew what to expect.

No other reports were given.

The next regular meeting of GJCAC will be at 4:00 p.m. Wednesday, March 23, at the Parks and Recreation office. As there was no further business, Darcy declared the meeting adjourned at 6:10 pm.

Respectfully submitted, Lorie Gregor