

MINUTES

Grand Junction Commission on Arts and Culture (GJCAC) Wednesday, March 23, 2015, Parks and Recreation Office

Commissioners Present: Betsey Dick, Betsy Brodak, Darcy Johnson, Gary Ambrosier, Jennifer Hancock, Jeremy Franklin, Lancer Livermont, Laura Bradley, Marjorie Haun, and Thea Arandjelovic.

Commissioners Absent: Mary Olkowski.

Also present: Lorie Gregor

Chair Darcy Johnson called the meeting to order at 4:00 pm and moved to approve the minutes of the February 24th meeting with the correction of Betsy's name on the schedule for the Farmers Market. Lancer Livermont motioned, Jennifer Hancock seconded and the minutes passed unanimously.

NEW BUSINESS

Introduction of new member

Welcome to Thea Arandjelovic! The Commission introduced themselves.

Review of Arts Commission's mission and goals

Darcy Johnson reviewed the mission and goals of the Commission. She stressed the importance of attending meetings, being prepared with schedules, and participating in the gathering of economic impact surveys. Jennifer stated that the Commission should focus on the implementation of action items from the Cultural Plan that are within their capabilities.

City Hall Art Exhibit/Reception

Monday, March 28 – 8:00am Lancer, Jennifer, Darcy and Lorie

Tuesday, March 29 – 9:00am Betsy, Marjorie, Darcy & Lorie

Friday, April 1 – 5:00pm Gary, Darcy & Lorie

Lorie explained how Cathey Pabst has designed 12 multi-media pieces that represent animals at Roice Hurst. For the adoption fee, a person can have the artwork and the adoption fee goes to subsidize an adoption for a senior citizen or veteran. Lorie will email fliers to Commission to be distributed to vets and pet stores.

OLD BUSINESS

Cultural Plan – Small group updates

History/Science and Culture: 1st meeting is scheduled Tuesday, March 29 at 4:00pm, Library and 2nd meeting is scheduled for Tuesday, April 26 same time and place.

Public Art: 1st meeting is scheduled for Wednesday, March 24 at the Library

Cultural Facilities/Urban Design: 2nd meeting will be Wednesday, March 30 at 4:00pm at Parks and Rec

Creative Districts/Creative Industry: 2nd meeting is scheduled Wednesday, March 30 at 8:15am at Parks and Rec. Gisela Flanigan and Kirk Granum are chair and co-chair.

Economic Impact: Met Monday March 21. Established goals and strategies:

GOAL: Establish a consistent significant funding commitment from the community within five years.

STRATEGIES: Completion of an economic impact study and a literature survey, Creation of a lobbying entity for the arts, establishing an economic development partner on local governmental boards and organizations, Get representation from local governmental boards and organizations in return County Commission, City Council, Club 20, GJCAC, GJDS, MACO.

Arts Education: Met Tuesday, March 22. The group discussed a desire to focus on community arts education rather than District 51. Jennifer used Doodle to schedule the meeting and it was very effective!

Economic Impact Study Update – Lorie stated that 475 surveys have been collected from 25 different events so far. She is finalizing the list of Cultural non-profits in Grand Junction to be sent to Americans for the Arts by March 31, 2016. There are 107 organizations so far. She suggested the Commission utilize this list to educate these organizations about our resources: the website and Facebook.

Grant Funding Discussion

Marjorie reported that she was told the grant program was cut due to a decrease in severance taxes and the \$43, 300 allocation went to the general fund. Several Commissioners have been told that the budget will be looked at mid-year for consideration of some kind of reinstatement. The Arts Commission feels it's important to demonstrate the impact to the community.

REPORTS

KAFM – Jennifer reported on the KAFM Community Calendar. This is one of the best marketing tools that the grant program supported. Exposure is up to 40 times a week mentioning the Arts Commission. It's also an invaluable resource for all of the arts and cultural non-profits in the Grand Valley.

Culture Fest - \$2300 grant. Jennifer said the event has really improved in attendance and # of booths representing more countries and performances. 1700 attended the event and 12,500 attended the art exhibit.

World Affairs Council –\$5990. Darcy reported that the speaker events were well attended, between 250 – 500 people. High-caliber speakers and a wide variety of topics. They did a great job in promoting the Arts Commission in publicity.

The Arts Center Lecture Series – Darcy reported that attendance exceeded expectation, 758 total for 14 lectures. The program helped grow other events at the Art Center and introduced artists to other regional and national artists.

Las Colonias – Lorie reported that the Parks and Recreation Department presented their request for \$1.5 million to DOLA for Las Colonias.

aRT – Lorie reported that the 2nd meeting took place. Plans are to document and measure each site, finish the application and have the winner of Super Rad Mural Jam do the first mural on the Riverfront Trail. Possible celebration on October 15 incorporating Spanish Heritage month, Las Colonias groundbreaking, vetted art mural reflecting Spanish heritage, Art on the Corner change out and the Art Festival.

Horizon Drive – Lorie shared pictures of the 4 horses that are finished and are to be installed in the roundabouts on Horizon Drive sometime in July.

The next regular meeting of GJCAC will be at 4:00 p.m. Wednesday, April 27, at the Parks and Recreation office. As there was no further business, Darcy declared the meeting adjourned at 6:00 pm.

Respectfully submitted,

Lorie Gregor