

MINUTES
Grand Junction Commission on Arts and Culture (GJCAC)
Wednesday, August 23, 2017 Parks and Recreation, Lincoln Park

Commissioners Present: Betsey Dick, Sarah Dishong, Roseann Lyle, Sandie Nadelson, Honora Thompson, Betsy Brodak, Darcy Johnson, Merritt Kinsey

Absent: Ellen Moore, Andy Hamilton, Gary Ambrosier

Others Present: Lorie Gregor

Darcy Johnson, Chair, called the meeting to order at 4:00pm. Betsy Brodak motioned to accept the minutes of the July 26 meeting. Sarah Dishong seconded the motion, and the minutes were approved unanimously.

NEW BUSINESS

Las Colonias 1% for the Arts: There will be a 1% for the arts project at Las Colonias. We are awaiting direction from the Lions Club as to what type of art they are looking for. This is on hold until we receive that information.

Grand Junction Strategic Cultural Plan meeting: The meeting is scheduled for 2/15/18, 3:30 -5:30pm at the Hospitality Suite.

Tentative format is to open by sharing the list of accomplishments during 2017:

Grand Valley Creative Alliance was formed

Economic Impact Study of Arts and Culture in Grand Junction was completed

Signage for historical buildings has begun

Las Colonias was completed

Pursuit of grant funding for the feasibility study of a recreation center was approved by City Council

Culture Fest has grown to full capacity at the library

Grand Junction Symphony, the Museum of the Mountain West, and the Art Center have begun talking together

Tentative plans for the depot

Avalon Theatre completed phase 1

Avalon Theatre was added to the public art space managed by the Art Commission

Improved signage between CMU and Downtown

aRT – Riverfront mural project was successful

Maintenance of AOTC by Grand Junction Parks and Recreation was established

(More to be added)

Update from attendees on other accomplishments not mentioned

Brainstorming session for future direction of the community

Write On!:

Betsy Brodak reported that the committee has decided to keep the same format as last year.

Promotion: Lorie - home school and Writers Forum, Honora – United Way, Betsey – Library/school library

Honora will mock up a bookmark for distribution in libraries.

Lorie will do a press release.

OLD BUSINESS

Commission Presentations Check in: Organizations are being contacted and appointments set up for fall.

Facebook: Thank you to Honora for liking pages! Commissioners need to like and invite friends to like our page.

REPORTS

Committee Reports: None

Grand Valley Creative District Alliance: Sarah's report is attached.

Western CO Center for the Arts: Darcy & Sarah's report is attached.

The next regular meeting of the GJCAC will be 4:00 p.m. Wednesday, September 27, at the Parks and Recreation Office. As there was no further business, Darcy declared the meeting adjourned at 5:30pm.

Respectfully submitted,
Lorie Gregor

As you are aware, the Grand Valley Creative Alliance had applied for two grants to help with the formation of the arts district in downtown Grand Junction. These grants are; Blueprint Initiative: Community Placemaking and Blueprint Initiative: Creativity Lab of Colorado.

Two communities in Colorado received these grants, Grand Lake and Grand Junction. These grants are vital to the formation of arts districts. They help communities identify and focus on their top priorities and help them to stay on task throughout the process.

Gisela Flanigan (facilitator of the Grand Valley Creative Alliance), had the initial phone conversation with the Blueprint team. On Aug. 22, the task force had a conference call with the Blueprint team. During this call they reviewed the 10 Community Readiness Principles to help evaluate what the top priorities of the community are.

By Aug. 23, the Blueprint team will compile a survey and send it to the task force. It was decided at the meeting on Aug 22., that the survey would be sent into the community. The task force felt the Blueprint team needed to see a broader assessment of what the community sees as top priorities. This group should include downtown BID members, attendees of the recent economic conference, executive directors of influential entities in the Grand Valley such as the museum and library, civic leaders, members of GJEP, etc. Gisela Flanigan and Allison Sarmo specifically requested that Lorie Gregor forward the survey to city council, the city manager, and the participants on the Arts & Culture email list. The task force also felt it was important to have each of the commissioners on the Arts & Culture Commission respond to the survey. This survey can be forwarded to individuals who you feel will give an honest assessment of the needs of our community. The deadline for completion of the survey is Aug. 31. Upon receipt of the completed surveys, the Blueprint team will review the assessment and send a recommendation of how the task force should proceed.

In another 1-1 ½ months, the Blueprint team will come to Grand Junction and hold 2-half day sessions. The task force has requested early Oct, the meetings will be held on a Friday afternoon and Saturday morning. At this point the task force will look to the community and ask them to attend one of the sessions. The priorities will be in place and the Blueprint team can help present and encourage community involvement. There will need to be a large response from the community at this point. Letters of support and other help will be needed for the completion the arts district application. I believe Brandon Stam, director of the DDA, will complete the application for the arts district.

The arts district application is to be completed by early January.

What can we do in the interim? We can start spreading the word about the arts district with influential members of our community and business members who are willing to offer support. There will be a need for financial and physical support. The Grand Valley Creative Alliance will need to show \$10,000 in startup monies to complete the application.

If we can plant the seeds now of the importance of this effort, it will be easier as the time comes to garner the support we need. As you are speaking to folks, note that the arts district is a physical place for community involvement and financial growth.

Sarah Dishong

GRAND JUNCTION COMMISSION ON ARTS AND CULTURE
EVENT/PROJECT/PROGRAM EVALUATION

Organization: **Western Colorado Center for the Arts**

Name of event/program/project: Summer Art Camp

Your name: Darcy Johnson and Sarah Meredith-Dishong

Date(s) of event: May 30 through July 28, 2017

Date you attended: Friday, 7/21 and Thursday 7/27

Number of people in attendance: 285 total participants which exceeds the 267 projection

Number of participants (artists): 296 - 285 "campers" plus 11 (8 employed) art instructors – everyone is an artist

Describe the event:

Summer Art Camp at the art center is provided weekly with every week centered around a different theme, i.e., Legos and Artful Animals and Super "I" were two of the nine week sessions Sarah and I observed. Camp runs Monday through Friday from 9 a.m. to 4 p.m. and participants can sign up for one week to all weeks depending on their interest and time. Needs based scholarships are made available. Tuition is \$100 per week for an art center member; \$125 for non-members (most of which goes toward teacher/artist salaries).

What were the strengths of the event?

Attendance exceeded expectations; employed 8 teacher/artists; use of CMU artist interns with expertise from different departments (theatre, art ed, etc.); proven sustainability as the art camp has been offered so long that parents who attended are now bringing their own children; diversity in programming; dedication of staff's skills and experience offering a wide range of options; and fills the void created by the lack of art offerings during the school year.

What were the weaknesses of the event?

The teen workshops ran at a loss, establishing standards to educate/inform parents and by their own admission, community outreach/marketing needs to be broader as competition for summer camps continues to grow. (something that is a struggle with many non-profits who seek to capture the attention of those beyond their current audience with a limited budget) That said, based on conversations, Sarah and I thought they were doing quite a bit with their marketing.

What suggestions do you have to improve this event?

- Advertise sponsors on their posters
- Improved communication would have allowed Sarah and I to observe more sessions. Initial correspondence with the checklist of grant obligation outline was sent 5/27 and a follow up sent on 6/17. The art center was at the Take Part in Art event where the concern about connecting was mentioned at that time. The original email was probably lost in the SPAM filter, but it wasn't until July until things were sorted.

Publicity: Was the GJCOAC logo used in: Check appropriate boxes (Please attach samples)

- Posters (see attached)
- X Program/brochure
- X GJCAC listed as a donor/supporter (except for posters)
- X Received professional pictures from organization
- X Public Service Announcement mentions GJCAC
- X GJCAC link on organization's website
- X Is the organization's website linked on our website

- X Organization worked with you before/during/after event * see suggestions above although once connected communication moved along smoothly and with no concerns.

X Social Media – Facebook and Instagram

X School District 51 – Peach Jar advertising

Sarah and I can see how this program benefits the children of the Grand Valley through exploration of various mediums that they would not otherwise have the opportunity to experience. Overall a wonderful program worthy of the art commission's funding.

SUMMER ART CAMP 2017

A unique experience
every week

Ages 5-12 years old

Monday-Friday, 9 am - 4 pm

Tuition: member \$100 / non-member \$125 per week, per child

Need-based scholarships available

Students are asked to bring a sack lunch and a water bottle



May 30-June 2: Around the World in Four Day 4 days
(\$80 member/\$100 non-member)

June 5-9: I heART the outdoors
(Camp will be at The Botanical Gardens Wednesday, June 7)

June 12-16: 3-D Adventure

June 19-23: "Diggin" into Art

June 26-30: Theater & Humor

July 3-7: "Messy Time" - 4 days
(starting July 4, \$80 member/ \$100 non-member)

July 10-14: "Let's Create"

July 17-21: Super T

July 24-28: Legos and Artful Animals

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