

MINUTES
Grand Junction Commission on Arts and Culture (GJCAC)
Wednesday, March 28, 2018 Parks and Recreation Office, Lincoln Park

Commissioners Present: Gary Ambrosier, Sarah Dishong, Andy Hamilton, Nora Hughes
Roseann Lyle, Ellen Moore, & Honora Thompson

Absent: Merritt Kinsey & Sandie Nadelson

Others Present: Lorie Gregor, Carolyn Andres, Amy Cooper

Andy Hamilton, Chair, called the meeting to order at 4:00pm. Sarah Dishong motioned to accept the minutes of the January meeting. Gary Ambrosier seconded the motion, and the minutes were approved unanimously. Gary Ambrosier motioned to accept the minutes of the February meeting. Sarah Dishong seconded the motion, and the minutes were approved unanimously.

NEW BUSINESS

Watercolor Society: Carolyn Andres, Treasurer of the Watercolor Society presented on the National Show.

Raw Canvas: Amy Cooper updated about the move and expansion of the Raw Canvas. They will host a First Friday event.

Art Festival Liaison: The DDA is looking for someone who can assist businesses to connect with artists. Nora Hughes accepted the position.

Art Exhibits: April 9th 8:00am at City Hall – Lorie, Roseann & Sarah & there will be 3 artists to move art to the county, April 9th at 2:30pm at Avalon – Lorie, Tina, Roseann & Honora, Tiara Rado June 25 at 11:00am Lorie, Tina, & Sarah?.

Social Media Marketing: Andy will create a schedule for the Commission to post on social media.

Take Part in Art: June 16, Lincoln Park Barn 8:00am Set Up: Roseann, Sarah, Nora, Gary, and Ellen will assist.

OLD BUSINESS

Art Grant Program: Discussion regarding grant policy changes. A motion was made by Gary and seconded by Ellen: Effective 2020 priority will be given to organizations that have not received funding for 3 previous consecutive years including 2018. The motion passed unanimously. A motion was made by Honora and seconded by Sarah: Faith based organizations will continue to be judged on the current criteria. The vote was 6 for and 1 against. A motion was made by Roseann and seconded by Ellen: Guidelines will not be amended regarding fundraisers. The motion passed unanimously.

Cultural Plan Celebration Review: Tabled until next meeting

REPORTS

Committee Reports: None

Grand Valley Creative District Alliance: Sarah stated on April 4 at 6:00pm City Council will sign the resolution for pursuing the Creative District. Everyone is invited. The application will be submitted in June by the DDA to CCI.

Watercolor Society: Ellen and Sarah gave their report. Evaluation is attached.

The next regular meeting will be April 25 at 4:00pm at the Park and Recreation Office. As there was no further business, Andy declared the meeting adjourned at 6:00pm.

Respectfully submitted,
Lorie Gregor

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

Organization: Western Colorado Watercolor Society

Name of Event/program/project: Rockies West National 2018

Names: Ellen Moore and Sarah-Meredith Dishong

Dates of Event: Exhibition March 2-31; Workshop February 28-March 2

Dates attended: February 28 and March 1 (watercolor workshop); Exhibit Opening March 2

Number of people in attendance: 22 in painting workshop with California artist Fealing Lin; 200 people at the exhibit opening.

Number of participants: 73 artists represented in the exhibition

There were two events/programs.

The **first** was a three-day watercolor workshop with Fealing Lin, Juror for the exhibition—an artist from Taiwan and San Marino, CA. who has been widely recognized as a teacher, artist, and inspiration with her impressionistic techniques. She is a member of 5 watercolor societies and has been enthusiastically embraced by the public and private collectors. The grant was used to pay the artist to jury the show and to teach the workshop.

The workshop was devoted to landscape and portraiture. We did three observations of it. Sarah went in the morning of February 28 when Ms. Lin was discussing composition. Ellen went on the morning of March 1 to see her portrait painting demonstrations using a large overhead mirror so students could watch her there or behind her. During that time students worked on the process of creating portraits. Some students were professionals (2) and the rest ranged in ability from intermediate to advanced. Ellen returned that afternoon to see the progress of the paintings. In two hours, it was amazing what had been accomplished.

The **second** program was the exhibition itself, Rockies West National 2018, a juried watercolor show that accepted entries from all over the country. The 73 artists juried into the show represented Colorado and many other states. Awards from various organizations were given to watercolor artists from Colorado, Virginia, Oklahoma, New Mexico, North Carolina, and other states. There was a large crowd in attendance, enthusiastic and interested.

Workshop: What were the strengths of the workshop?

The workshop drew artists from Grand Junction, Delta, Montrose, and Florida. (Some of the out of town participants stayed at the Quality Inn in a block of rooms to minimize the commute). Fealing Lin distributed an extensive handout about composition, principles and elements of design, her

favorite materials and palette, guidelines for painting and on location sketching, and technical suggestions. This handout was fleshed out in class demonstrations and discussions. She went by topics and techniques, laying the groundwork for the painting in stages and layers. Her explanations were excellent. The class appeared inspired and worked towards the goal of creating a portrait (on March 1). I was not present for the whole workshop, so did not see Fealing Lin circling the room to assist various participants, but I did observe people going to her for advice and receiving kind and enthusiastic commentary. I myself asked a question to see how she would respond and received a focused and helpful answer. The Society's goal of educating and inspiring artists through its workshop seemed to be met.

Workshop: What were the weaknesses of the workshop?

I did not see any weaknesses of the workshop except that the Art Center overhead lighting made it a bit difficult to always watch the artist in the mirror and the acoustics in the room were not ideal. I am on the fence about the advertising about this workshop and if enough people (general public) knew about it, but since there were 22 participants and it was clearly inspirational to watercolor painters, I feel it satisfied its mission.

Exhibition: What were the strengths of the exhibition?

The description of the mission of the Rockies West National 2018 and its relationship to the Commission goals and objectives (see grant) was excellent and describes the effect of the 2018 show on audiences and participants. It does elevate excellence in the arts by inspiring local artists as well as the general public. It is exciting to see what watercolorists are doing from different parts of the country. Making our local artists more visible and recognizing artists from other states works well in this show. Sarah commented that "The artwork was fabulous. It was nice to see works outside of the local art." The Western Colorado Watercolor Society each year prints images from all the artists on a color brochure and indicates who has won national awards from a variety of sources. The brochure was very effective and, as Sarah observed, a great takeaway item.

Suggestions to improve the event/workshop:

Even more advertising for the workshop. Apparently, the workshop was partially full by last July and filled two months prior to the exhibition, but whether information was available in many forms for the public that early is something I don't know.

Sarah felt that their overall marketing/advertising was lacking. She said that they seem to market the event to themselves." I felt there was very little marketing outside the watercolor organizations that would draw in people who normally would not come to their show. Meaning, if they had to choose where to spend their advertising dollars, I could see eliminating the small ad in the watercolor magazine and using those funds to reach out to into the public eye. This is a national show and I believe they should try to make a bigger deal of it - send press releases to every newspaper on the western slope and eastern Utah."

Sarah also commented that there should have been an actual gallery talk at the opening. Most attendees were regulars at First Fridays and there apparently was a talk planned. However, Fealing

Lin did not do anything more than say a few words. Sarah and I both felt that the Watercolor Society should celebrate the fact that it was a national show and that they had selected a juror with a national reputation to speak about jurying the show.

Although it has been suggested that the Watercolor society make its instruction available to children, I feel that the adult population of artists and would-be artists need a corner for themselves and an outside source of inspiration and teaching. So I believe that the Art Center, the venue for this exhibition, will provide programs for children through a grant from the GJ Arts Commission.

Publicity:

The GJCOAC logo was used on the program brochure,

GJCOAC was announced and thanked first (with acknowledgment of the Commissioners present (Sarah and myself)

We were contacted by the organizer before the event.

GJAC link is on the organization's website.

Organization's website is listed on our website.

Posters? There were announcements in watercolor magazines.

Professional pictures from organization (at presentation)

Respectfully submitted,

Ellen Moore

