



**Commerce City Cultural Council**  
**June 14, 2016 AGENDA**  
**Civic Center, 1<sup>st</sup> floor**  
**Focus: Music in the Park, Outreach, Sponsorships**

Present: Debra Bullock, Susan Carabajal, Brian Connor, Francine Crusan, Bryan Draxten, Heidi McNeely, Karen O'Donnell

Absent: Jadie Carson, Crystal Elliott, Jackie Maldonado

Meeting called to order at 6:02pm

**Welcome and Guest Introductions (6:00)**

- New Members: Nit Hamby, Bryan is still awaiting his interview

**Regular Business Items (6:05)**

- Approve May Meeting Minutes – several edits suggested, Heidi will make edits. Debra moved to approve minutes with corrections, Brian seconded, all in favor.
- Financial Update – group discussed possible changes to 2017 Memorial Day parade budget, will table until further meeting to decide. Debra moved to approve, Brian seconded, all in favor.
- Complete outside hours document – distributed and updated
- Vote/Nominate new Secretary – Jackie Maldonado was nominated, Debra moved to approve pending her acceptance of nomination, Susan seconded, all were in favor. Heidi will follow up with Jackie.

**Committee Follow up and Feedback**

**Music in the Park (6:15)**      Members: Debra, Susan and Jadie

- Verify final payments needed and payment plan (Brian) – Brian has final details and will pay all parties on day of event except will pay Hazel Miller at least 1 week prior.
- Verify park requirements complete and scheduled (Karen) – nothing further needed
- Food Trucks follow up and confirmations (Heidi) – Heidi has confirmed the following for July 14<sup>th</sup> at Southlawn: North of the Border Grill, Mobile Meltz, Gigi's Cupcakes, Firetruck Crepes. All are also confirmed for July 28<sup>th</sup> except North of the Border Grill is tentative.
- To Do Lists and Assignments (Susan/Debra) – document reviewed, find attached updates. Members signed up for responsibilities during concerts.
- Survey – finalize plans (Heidi) – ready to go with a few minor additions which Heidi will make and send to Karen to make copies prior to first concert.
  - Plan will be to have surveys available at CCCC table with other information, pens, fans and rack cards. Surveys will have a place for names so that after the break the team will draw a survey to give away a \$25 gift card to a local business/restaurant. Heidi will purchase 2 - \$25 Starbucks gift cards and 1- Chipotle gift card, Susan will purchase 1 – El Jardin gift card and they will get reimbursed for these to be given away at the concerts.

**Marketing/Outreach (6:45)**

Members: Crystal & Karen

- Feedback from Memorial Day Parade – event went well, people loved the fans! Need more fans for the parade next year and more candy.

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- New city position status – no updates
- Update: Rack cards and MitP flyers and fans – all completed, have them and will bring to first MitP concert
- Facebook promotion plans for MitP: did not discuss since Jackie was not present. Heidi will send out posts on the facebook page for reminders and get help from Jackie if needed.
- Commerce City Outreach events – first event June 9<sup>th</sup>, next event August 11
  - First event at Fronterra Park went well, had about 80 people stop and pick up info at the table. Susan and Debra plan to be at the event on August 11<sup>th</sup> to man the table.

#### **Fund-Raising/Grant (6:50)**

Members: Heidi

- Sponsorship Letter to review: reviewed last month, no changes
- List of potential sponsors to send letters to this month and invite to MitP: group came up with a list for Heidi to send out letters to. Heidi will work on getting these out before the end of June. Will need reimbursed for stamps/envelopes. Debra will send Heidi list of top 10 businesses in Commerce City.

#### **Public Art/Art Shows (7:05)**

Members: Debra and Brian

- Spring Art Shows Update: Funds used & attendee counts (Brian)
  - 27J art show had 200 for ceremony and about 400 for entire show; 51% spent on food, 49% spent on ribbons, hanging hardware, certifications/awards, other supplies.
  - Adams 14 had about 150 people total; spent 14% of money on cookies/water and 87% on supplies and sketch books. Challenges: not many winners were present at the event, also no mention of CCCC during show, difficult to make contacts with organizers.
- Committee status for next Public Art Projects (Deana) – Deana sent a memo with updates, all members received copy at meeting. Heidi will e-mail Deana for a list of committee member names for each project so can confirm with CCCC board members are working on which projects.
- Winter Art Show – initial planning – set dates/times – Table discussion to next month or August meeting. Note: Francine would like to help with this and to help with connections at schools.

#### **New Business – Miscellaneous Items and Open Discussion (7:20)**

- Center Center Use and Lease Discussion: follow up – will get update from Karen next month

Next meeting: July 12, 2016 – Civic Center

- Agenda items to discuss: logistics for remaining MitP concerts, purchase of art displays, sponsors response and next steps for 2017, Retreat set date and discuss location options, Winter art show date, Order additional t-shirts for new members, order more pens, etc.
- August meeting discuss marketing for 2017 MitP, work on Winter Art Show details

Meeting adjourned at 7:25pm (Brian moved, Debra seconded, all in favor)