



Commerce City Cultural Council

August 9th, 2016 MINUTES

Civic Center, 1st floor

Focus: Music in the Park Review, Sponsorship Next steps, Winter/Fall Art Show

Present: Brian Connor, Francine Crusan-Garcia, Susan Carabajal, Heidi McNeely, Bryan Draxton, Jadie Carson, Jackie Maldonado, Crystal Elliott, Nit Hamby, David Soucie

Absent: Debra Bullock & Karen O'Donnell

Guest: Deana Miller-Public Art Representative

Meeting called to order at 6:05pm

Welcome and Guest Introductions (6:00)

- New Members: David Soucie

Regular Business Items (6:05)

- Approve July Meeting Minutes
 - Bullet point under Music in the Park need to change. Bryan motions to approve. David Second. All in favor.
- Financial Update

Brian: All items went through. Budget for Music in the Park is the projected expense and does not match what it shows on the budget. All in all, under budget. Next year we can look at more trucks and possibly food trucks at Pioneer. City Council is reviewing. We received \$832 for the Chipotle fundraiser and still waiting for a couple of food truck donations; there should be more (close to \$1,000 to go into the account).

Budget to actual will be presented from now on to keep track of park budget.

Susan motion to accept the budget. Francine second. All in favor.

- Complete outside hours document for July & August: Updated by members.

Guest Presentations (6:10)

- Deana: updates on public art selection committees and projects
 - Turnberry Park
 - The art selection committee is scheduled to hold its first meeting on 08/25/16
 - Pioneer Park
 - Mike Clapper, the artist, has begun planning the logistics, including engineering design and installation pre-planning. Target installation is in September or October.
 - The project came in under budget by \$4,305 – these funds may be utilized for the BRVE public art project – Deana will ask City Council for the ability to use the funds at BRVE



- Recreation Center, 112th Avenue & Potomac Street
 - The art selection committee met on 07/13/16 from 4:30-6:00pm – this was the initial meeting of the committee.
 - Deana reviewed the public art budget
 - The RFQ has gone out – deadline for submission is 08/29/16
- Buffalo Run Park East Park
 - The art selection committee had its first meeting on 08/02/16 from 5:00-7:00pm
 - Because of the small budget, the committee decided to purchase a completed work of art rather than commission a new piece
- Deana will provide budgets for each project as they move forward
Deana provided information on the Our Town grant which is provided through the NEA. Possibly the CCCC could look to submit an Our Town grant request next year (due in September). The goal is to make the art more livable and harness the power of what art can do for the community. Michelle Holsten has been aware that this and has an interest. The main thing to think about is what kind of needs the community has that the arts can address and what project partners the community has i.e. projects where people can come together. At the annual CCCC retreat the Our Town grant will be discussed.

Question: Art on loan for sculpture, how does it work? Deana will give a presentation about how that program work. Will set up time in future meetings to go over, especially before the retreat for new programs.

Public Art: Tower road- Deana did meet with the director of public road and have ideas in consolidated area in public space they're creating. Include: Street scape, pedestals for sculpture. Quite a few of opportunity, the challenges is the money spent. A conversation with the community needs to happen, whether a town hall meeting. Conversation is still underway.

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

- Share council feedback on concerts – Discussion
- Final Counts and Donations/Fundraiser results
- Review Survey results
- Begin list of needs for next year: new signs, Facebook ads?

Great turnout this year. 1600 attended and 195 surveys were received. Great stepping stone for planning for next year. Compared from last year, higher attendance rate. The survey results- derived graph compares all events, as well community members will be tallied by Heidi. Need to be able to report attendees from outside the county for grants.

Question: Would you like these graphs to be posted on Facebook? We can talk about strategy and moving forward. Susan suggested to present to city council. Heidi suggested looking over the information and talk about strategy on how to use the data. Word of Mouth is high on the marketing scale. Big interest is Rock and Roll and Country Music. Recommendations on other bands on the actual surveys. Great to have data from the community and what they want. Research during retreat Movie in the Park, especially artsy films, i.e. art's festival.

Additional Feedback:

Question: Bathrooms was a pain point for attendees. Suggestion to have signs for better readability.

Is a beer garden a conversation? City Council has have this conversation and is on the radar. We can discuss this during the retreat. If we can be permitted, we can leverage brewers around the area.

Ideas to consider for future planning:

Need more yard signs, half of our signs are gone, Facebook ads, bathroom facilities (especially PO Box 1021, Commerce City, CO 80022



if higher attendance rate), magnetic car signs for members to have, continue to hand out the fans, possible food trucks and where to park plus contacting earlier as long as they donate (leverage the attendance rate and ability to market themselves during the event). Leverage bands that with strong online presence for marketing. Council will table this conversation for next meeting. Email addresses were given and can start an email distribution. Logistics can be covered for this idea.

Fund-Raising/Grant (6:45)

Members: Heidi

- Need more members on this sub-committee

National Endowment: Needs a more robust committee. Currently Heidi is the only member and the requirements are heavy for herself. New community liaison for the city and Heidi will be meeting later this week that could potentially help with grant writing. Currently there's no crossover of grants. Jeanie will come during the September meeting and is excited to partner in future events.

- Sponsorship Letters sent: f/u so far & next steps

Follow-up by looking over the list to divide and conquer. One person has contacted; Dr. Archibald for potential sponsorship. Might help to look back on previous documents with Tiered sponsorships that we can offer in terms of sponsoring next year. We can add comments on the list and can add any additional businesses we can contact. Next month we can spend some time on what the ask is going to be.

Public Art/Art Shows (7:00)

Members: Debra and Brian and Francine

- Art Display purchase

Heidi will ask Deana on art display. \$700 is available for art purchase for ourselves but it's nice to have a much more professional looking display. A great idea for budgeting for next year's show plus it looks better.

- Winter Art Show – set dates/times, details to be discussed in September.

Marketing/Outreach (7:15)

Members: Crystal & Karen

- Commerce City Outreach event – Pioneer Park event August 11
 - Susan and Debra plan to be at the event to man the table.
- New city position status - City has hired someone for Rec Center and she will be at the Outreach on August 11th. Karen will bring her by to meet us.
- Order more CCCC t-shirts, pens, paper weights

Help in researching promotional items for new members. Reorder shirts, but also purchase paper weight; city's preferred vendor. Nothing is still needed urgently. Tablets can be used for surveys and utilizing phone app.

New Business – Miscellaneous Items and Open Discussion (7:25)

- Fall Retreat – set date and discuss location

Date: October 22nd from 1pm to 7pm (tentative time).

Location: Up in the air to reserve MSC on Rosemary. Other option is the Boys and Girls club.

- Conter Center Lease update – approved and signed updated lease

Agreed to remove rental increase so the only pay \$120 a year. Brian motioned to approve. David second. All in favor.

- Meeting with City Manager 8/24: topics to cover

Heidi will prepare presentation week before to ask for the city's help to have a permanent staff person for grant writing. Also to check on tree lighting at city hall together with art show presentations.

PO Box 1021, Commerce City, CO 80022



Next meeting: September 13, 2016 – Civic Center

- September meeting: discuss grant ideas for 2017, Jeanie (guest) to share art project in Commerce City, Winter Art Show, sponsors updates, finalize retreat plans

David will be absent. Susan may be late also.

Bryan motion to dismiss. Susan second. All in a favor.

Dismissed: 7:37 PM