

Douglas County Cultural Council

Retreat Meeting Minutes

Tuesday, September 14, 2010 @ 2:30 p.m.

CSU Extension Conference Room, 410 Fairgrounds Road

Castle Rock, Colorado

Attendees: Mary Ann Evans, Chris Eppers, Ann Speer, Jack Christensen, Pat Braden, Clark Griggs, Diana Wiens, Donna Smith, Wendy Holmes, Holly Carrell,

Call meeting to order at 2:30 p.m.

1. Introduction of new council member – Mary Ann Evans

2. Minutes Approved – Meeting minutes approved for 3/10/10, 5/26/10, and 6/08/10

- Chris Eppers motioned to approve the meeting minutes for March, April and May, and Diana Wiens seconded. All council members in attendance were in favor.

3. Modification to Boulder Philharmonic Orchestra Grant

- Initial grant approved for \$2,000 for each of two events, original request was \$4,000 for two events. The organization requested that we allow them to combine the monies to \$4,000 for one event, given the fact they are paid professionals and could not meet the expectations of two events. Jack Christensen motioned that the organization be allowed the compromise of \$4,000 for one event. Clark Griggs seconded. All council members present were in favor.

4. SCFD Update

- Donna informed us that revenues increased ever so slightly and reminded us that the state gives SCFD the revenue numbers two months in arrears.
- The Rex Morgan Award will be presented on November 17, 2010 at the Ellie Caulkins Opera House. Our nominee is Stevan Strain. Pat encouraged all council members to attend this exciting event.
- A special event is being held through the month of September and it involves all of the SCFD communities, Denver Art Museum and King Tut. Tier 1 organizations are reaching out to community to ensure everyone feels they are valued and included.
- Discussion took place about changing policy based on those organizations with lower operating income and completing the full grant request. All council members present were in favor of allowing the mini-grant process for those organizations with less than \$25,000 operating budget. This will impact three Douglas County organizations: Douglas County Children's Choir, Highlands Ranch Concert Band and Highlands Ranch Community Chorus.
- Discussion took place regarding the definition of project, and event. A project is defined as an on-going activity/out-reach. An event is a one-time date of activity or performance.
- Paper requests for each grant: three for individual council members, one for the county file.

5. Art Encounters

Kelly and Adele from Parker, Kirsten from Lone Tree and *** from Castle Rock in attendance.

- Updates: focus on organization is to get away from County funding as the SCFD allocation goes away in two years, the areas they were hoping to impact has been achieved and as they

look to the future would like to emphasize Music and Theater as well as Education and History. The goal is to slowly meld genres together.

- Successes: getting the word out about public art, artists have had pieces purchased, tweets are occurring,
- Challenges: tracking real number of viewers to the public art, keeping content current on the internet site, People's Choice and VIP reception, Call for Entries and need for additional tools to increase diversity and reach of artist community.
- Future focus: Brand expansion – SCFD offerings in HR how do we integrate it throughout the county, rather than VIP events focus on “tell your friends”,
- Council action: discussion pertaining the CAFÉ system. CAFÉ is a way to open up access to other artists within Colorado. Donna mentioned CAFÉ is utilized by SCFD to find the artist who will create the sculpture for the Rex Morgan award recipient. It is also a good way to review artist's work and the artist's are checking all of the time for a call of entry. Request from Art Encounters is an allocation of \$2,000 for CAFÉ. Jack Christensen motioned for allocating the funds in limited access for one year (2011) and Clark Griggs seconded the motion. Art Encounters would need to submit a letter to the Council formally requesting the funds. The DCCC has these funds set aside. Chris Eppers requested a proposal presented to the Council by the Art Encounters committee informing us of the number of artists they can expect to reach, effectiveness of CAFÉ before funding occurs. The motion was withdrawn until November 8th meeting.
- Approval of Governing Documents: There are currently no governing documents in place for the Art Encounters committee. These will be presented to the Council during the November 8th meeting for approval.

6. Parker and Lone Tree – impact of new facilities

Parker – Jeannene Bragg; Parker Arts and Cultural Events Center (PACE)

- Family oriented programming
- Resident Performing Artist program
- Pricing concerns for non-profits: While some organizations have been priced out of the new facility, Parker is keeping the Main Street venue.
- Opening in the Fall of 2011

Lone Tree – Lisa Rigsby-Peterson (Executive Director)

- August 2011 open
- Current capital campaign for terraced theater, outdoors.
- Partnership with Arvada Center
- Special rates for non-profits

Goal is to complement each other. Look at joint marketing for effectiveness. Long-term goal is both facilities acquiring Tier II status as quickly as possible.

7. Goals for 2011

Discussion lead by Wendy Holmes

- Clarification: Cultural Tourism is not on the Board's agenda as an initiative that leads to economic development. Our goal is to “create incubators” like Art Encounters and PACE. We get things going by leveraging programs and funding. Douglas County is the place to be! We do this through leveraging our investments in real affordable ways, thus the arts and business partnership is so critical
- Higher reaching goal is incorporating Chambers of Commerce/Economic Development Committees where business and art come together to better serve the public. The written

guideline: Arts and Business working together to enhance the experience for the community/public.

- First steps include: identify existing venues (Cherokee Ranch, Highlands Ranch Mansion, three Art Encounters locations), then incorporate retail “people” who can forge a partnership. EDC is a good forum to get a feel of the business community as we encourage them to work with us to leverage our money. In addition, we need to strategize with grantees to build relationships. Leadership Douglas County is one way to get the word out.
- Jack suggested a sub-committee to move forward on Phase 1 – Identifying the players. Chris Eppers who is involved with the EDC will help on this sub-committee. At the November 8th meeting, Jack will let us know who is on his sub-committee.

8. Discussion and Approval of Grant Guidelines

With the new Parker and Lone Tree Facilities the question was posed “Do the DCCC’s grant guidelines clearly outline the process for allocating funds to these types of facilities?” Currently the guidelines do not have a firm fixed threshold. Information was shared that Denver County will grant these venues no more than 15% of prior years expense, capped at \$40,000. The limit is set at whatever amount is less.

- Do we need a set process in place?
- What is our basis to make this viable?
- November 8th meeting, Ann Speer and Chris Eppers will lead discussion on this topic

Other actions: Discussion to remove the “scoring guidelines” text from grant applications. Ann Speer made the motion and Jack Christensen seconded. Motion rescinded due to additional text items requiring revision. After discussion, Ann Speer made a motion to remove “scoring guidelines” from the text of grant applications, include text requesting the organization to describe how they will collaborate with Douglas County businesses and change text from 2010 – 2011 at the top of the grant application to “Submit grant in 2011 for 2012 funding.” to minimize confusion of grant cycle. Jack seconded and all council members present were in favor.

9. Miscellaneous

Clark Griggs will be stepping down from the Council at the end of his term, December 2010.