

THE RAYMORE **ARTS COMMISSION** MET IN REGULAR SESSION TUESDAY, **APRIL 14, 2015** IN THE EXECUTIVE CONFERENCE ROOM IN CITY HALL AT 100 MUNICIPAL CIRCLE, RAYMORE, MISSOURI. MEMBERS PRESENT WERE: COMMISSIONERS PARYS, GAMBRELL, LAWRENCE, MARTIN, BERRY, CANOVIC AND SETSER. ALSO PRESENT WERE: ASST. CITY MANAGER HAUCK AND E.D. ASST. SEITTER.

1. Call to Order. Asst. City Manager Hauck called the meeting to order at 7:00 p.m.
2. Roll Call. E.D. Asst. Seitter called roll and a quorum was present.
3. Asst. City Manager Hauck asked for a motion to approve the minutes of the March 10, 2015 Arts Commission meeting. Commissioner Lawrence made a motion to approve the minutes and the motion was seconded by Commissioner Parys.
4. Commissioner Martin introduced herself and provided a brief background into her work and personal experience in the arts.
5. Asst. City Manager Hauck asked if any of the Commissioners and/or staff who had attended the recent workshop at the Kauffman Foundation or the MACAA conference would like to share their notes or thoughts (see Attachment #1). Commissioner Setser shared insights from the MACAA conference and handed out the "Guide to Board Duties and Liabilities" handbook. Commissioner Gambrell distributed the "Leawood Public Art" booklet and shared comments from the "Value of Arts in Community Building" workshop. Commissioner Parys shared her thoughts from the MACAA conference, as well as info regarding the Webster Groves and Blue Springs Art Commissions. E.D. Asst. Seitter also shared her thoughts on both the "Value of Arts in Community Building" workshop and the MACAA Conference.
6. Commissioners Lawrence, Gambrell and Berry shared their thoughts from the recent Art in the Park meeting they attended. The question was raised as to what the budget was for this event. Asst. City Manager Hauck will check on this and report back. The Commissioners stated that responsibilities for the event had been delegated. Commissioner Gambrell stated that the Art in the Park festival wasn't listed on Missouri festival web pages. Commissioners Lawrence and Parys will be recruiting performers for the event and stressed the importance of hiring those from the area. It was also mentioned that the Park Dept. might want to improve upon the sound system and staging for the event, as they were of poor quality. The question was also raised as to sponsorships for this event, so Asst. City Manager Hauck will check on this as well.

Commissioner Martin asked if local dance studios would be invited to perform at the event. She also shared ideas gleaned from the “Celebration at the Station” event she is planning at Union Station. The next Art in the Park meeting will be held on May 8th at 8:30 a.m. at the Parks office.

7. Other Community Arts Organizations - Commissioner Gambrell noted that she had spoken to Porter Arneill, City of Kansas City, Missouri - Municipal Art Commission, and he is willing to talk to our Arts Commission. She also mentioned that Larry Meeker, Kansas Creative Arts Industries Commission would be a good resource to talk to. Commissioner Canovic stated that she hadn't heard back from the Baldwin City Arts Commission, but that it appeared to be privately funded (see Attachment #2 for info that was later submitted).

8. Asst. City Manager Hauck went through a Visioning Exercise with the Commission members, asking them to jot down their thoughts on the following questions (see Attachment #3):

- \* What are your priorities for the Arts Commission (in the first two years)?
- \* When you think about the next 1-2 yrs. of this journey - what concerns you?
- \* What makes you excited about being part of the Arts Commission?

9. Stakeholders Workshop - Asst. City Manager Hauck asked the Commissioners their thoughts on the structure of the Arts Commission as we move forward. They unanimously reported that they wished to remain a City appointed Commission at this point in time. Asst. City Manager Hauck stated that the Commission still needed to be written into the City's Code and that a draft would be included in the May 12th meeting packet. She also shared information from her recent teleconference with Michael Donovan, Missouri Arts Council Executive Director, who suggested it might be beneficial for the Arts Commission to hold a community stakeholders workshop. This would provide the Commission with insight from the community as to the kind / type of art projects they would like to see and provide a grassroots momentum in these initial stages. Mr. Donovan suggested the 2-3 hr. workshop be held on an evening or Saturday and to target specific groups/individuals to attend.

10. Budget - Commissioner Parys asked if the members could get a copy of the current budget and expenditures. The question was also raised as to whether the Arts Commission budget would roll-over from year to year. Asst. City Manager Hauck stated she is currently discussing this issue with City Manager Feuerborn.

11. Branding & Strategic Planning - Asst. City Manager Hauck noted that discussions on 'branding' were currently occurring at various city levels and asked if the Arts Commission would be interested in participating. The Commissioners stated they would like to participate and Asst. City Manager Hauck stated she would e-mail the City's Strategic Plan to them. It was also brought to light that the recent Citizen Survey did not include any questions on the 'arts'. It was suggested that the Commissioners could reach out to the community through their individual HOA organizations, e-mail, newsletters, FB pages, Neighborhood Watch meetings, etc. to get the community's perspective on the 'arts'.

12. The question was raised as to whether the City had any existing public art such as that located in the South Madison roundabout; and who owned the Shadowood subdivision sculptures.

13. Asst. City Manager Hauck mentioned that the City Council had approved a new "Communications Manager" staff position and that he/she would be involved with the Arts Commission at some point in the future.

14. Adjournment - A motion was made by Commissioner Parys and seconded by Commissioner Martin to adjourn the meeting at 8:37 p.m.

Respectfully submitted,

Dana Seitter

## ATTACHMENT #1

### The Value of Arts in Community Building workshop

April 9, 2015

#### Heather Gambrell:

- \* Julian - Connecting through ***shared experiences***, center of residential life, engagement with many different stakeholders locally and beyond, growing a strong program through education, support and regional presence, creating safe/welcoming spaces that open dialogue and feedback letting everyone engage in process, art does have an economic impact
- \* Economic impact in 5 county region= \$273 mil/yr; 8346 full-time jobs; \$22 mil taxes collected
- \* Larry Meeker *Places of Choice are the places of the future*, art relevance to community includes encouraging/attracting industry, revitalization/rebranding, tourism, placemaking

#### Dana Seitter:

- \* The Nelson-Atkins Museum of Art has successfully implemented the following strategic goals: connecting with various cultures through experiences/interactions; engaging their stakeholders/visitors through various innovative activities; “activating” their collections with various ages/levels; strengthening their team and nurturing excellence in governance.
- \* Shared slides of the proposed boundaries of Kansas City Cultural District
- \* The economic impact from the Arts in Kansas City alone amounts to approximately \$273M; and \$22M in tax revenue
- \* OneArtsKC is in the process of developing a 5-county regional Cultural Plan in KC
- \* Mid-America Arts Alliance - regional approach - serves 6-states and can help with economic development impact studies and has grants available
- \* Kansas Creative Arts Industries Com. - stressed the importance of community “placemaking” and “tourism”
- \* Learned that St. Louis “re-grants” its \$4M hotel tax back to local artists/art programs

**Missouri Association of Community Arts Agencies - MACAA Conference  
April 13-14, 2015**

Pat Setser:

From legal and accounting: on our website- conflict of interest policy - and update this yearly with our commissioners by-laws - members - and contacts for them - financial statement

Set up an internal website: aka: Google Sites - for us to communicate - and for our documents that we need to access (I spent 15 years working at Central Office for NKC Schools- hoping our commissioners know to not mix a business email and personal. And I know you'll be giving us a talk about managing our message) Get a certificate of charity listed with BBB - have a donation policy -

Develop a strategic plan for 3-4 years- I like 5 the best.

Look into the online course- and certification for Creative Aging- we have so many senior residences and communities within our town

MAC - grants are available - online process - and if not chosen - call and they can give feedback and coaching for the next application

Make sure to include our local representatives- City Council, Mayor, plus Mo. House and Senate members - keep them informed and apprised of how we ensure that the arts are accessible to all of Raymore's residents, and not just those who can afford it. Keep good records of who, what , when, and how many attendees ( est )

Identify and locate our key communicators (both formal and informal) within the community and get them to embrace the "plan"

And lots of smaller notes - names - phone numbers and websites as resources.

Dana Seitter:

Volunteer Lawyers & Accountants for the Arts session -

\* Documents art organizations should have on file: articles of incorporation, by-laws, financials, tax exempt letter, etc. Some org's. post these electronically as well

- \* Google Sites is an internal website that can only be accessed by Google account holders with a log-in. This is a good site for organizations to use as all users can have the same username/password.
- \* 990 Forms must be completed yearly for 501-C-3 org.
- \* Board minutes must reflect decisions/motions taken by the board by way of vote. Minutes should include voting numbers/results. Organizations should take/keep committee meeting minutes as well.
- \* Annual Reports aren't required, but there are some benefits to producing one. Some grants require a copy of an annual report. The annual report should include: the organization's mission statement, accomplishments, board member info, finances broken down by program, fundraising dollars, net asset info, etc.
- \* Governance will include: regularly scheduled board meetings, board orientation for new board members to include their duties/obligations/time commitments/legal responsibilities/etc., strategic planning process every 3 years, board President needs to run the meeting - keeping members on track and prevent cross-talk
- \* Conflict of Interest Policy needed
- \* Be aware of the difference between independent contractors and employees
- \* Some common financial mistakes that non-profits make: banking on "hope", lack of diversification in funding sources, leaving all finances to one person such as the Treasurer, lack of internal controls--especially concerning cash funds (ticket sales, fund-raising, etc.), ignoring the IRS, not filing 990 Forms, falsifying a balanced budget, not sharing bad news with the board/donors, failure to acknowledge donations, not having an organizational manual (SOP) including deadlines for grants/reports/etc., not having a gift acceptance policy, and lack of proper IT/computer back-up system
- \* Treasurers Report - keep these brief, not line-by-line, include Profit & Loss section
- \* Contracts - The Kansas City Volunteer Lawyers and Accountants for the Arts group can assist with simple contracts
- \* Committee Reports should include discussions, motions, and votes
- \* A 501-C-3 organization known as "Friends of....." can be organized as a separate entity from a City sponsored Arts Commission. This group can accept contributions from individuals who can claim their contributions as tax deductible.
- \* Membership to the KC Volunteer Lawyers and Accountants for the Arts group is \$25.00 per year

#### Missouri Arts Council session-

- \* When planning, listen to your community
- \* Asked who had problems with the online grant submissions and advised everyone to save their document before submitting it online

- \* Missouri Arts Council is a bi-partisan organization
- \* Missouri Arts Awards - 1st of July - person or organization can be nominated multiple times/years
- \* Creative Aging Program - this is a new program aimed at involving seniors in more arts activities. Missouri is one of 11 pilot states to roll out this new program. Individuals must get certified to teach this class.
- \* Poetry Out Loud Program - over 5,000 high school students involved in this program. Encouraged members to work with their school boards and teachers to initiate a program in our communities.
- \* Reminded members to invite our legislators to our community events.
- \* Missouri Touring Performers Grant - is a monthly grant with a 60/40 match available to communities who recruit performers on the Missouri Touring roster to their community event. Submit these grant applications at least 2 months prior to your event.
- \* Community Arts Basic - another available monthly grant
- \* Grants are on 2 yr. rotations

#### FaceBook session -

- \* Benefits to your organization: marketing, networking, events, shows, drives visitors to your webpage or other sites
- \* It's important to 'like' other art organizations, as well as to 'share' events
- \* The more 'likes' and 'shares' you receive will determine how often FB posts are shown
- \* FB posts should tell a story. Add pictures and details of who/what/when/etc. Include a link back to your organizations website for more info. Encourage members to 'like' the page and remember to 'like' your own posts!
- \* To make posting easier: build photo albums, label photos, resize and watermark if necessary, use FB to schedule posts ahead of time, to prevent retyping save info to a Word doc and copy & paste instead
- \* Events - include the names of artists participating, post info several times before the day of the event, create an 'Event' on FB
- \* Keep your FB engaging by including a variety of posts regarding new members, artist works, artist spotlight, etc. Also change your banner often.
- \* FB "insights" tell details of FB usage
- \* "Boosts" can be bought and set for certain demographic groups (age, location, etc.). This works well to promote events.
- \* Determine which social media platform best meets your needs. Pinterest and Instagram tend to have more shoppers than FB.

## ATTACHMENT #2

### **Baldwin City Community Arts Council**

The Baldwin Community Arts Council has traditionally supported educational programs for the local school system (K-12), provided continuing education scholarships to local students, sponsored lectures, artists, plays, summer band concerts, Lumberyard art center project plus children and senior citizen activities. As government funding is continually being pulled from the arts programs, we must rely on our membership to continue their support as they have so graciously done in the past. Please join the BCAC by sending your membership dues in soon and help us continue to support the arts in the Baldwin community. Thank you for your continued support! BCAC Memberships Available: Single: \$10 to \$19 Family: \$20 to \$49 Intermediate: \$50 to \$99<sup>1</sup> Friend: \$100 to \$199<sup>1</sup> Donor \$200.00 and up<sup>1</sup> <sup>1</sup> New Members at the \$50 level or higher will receive a free Art of Chocolate cookbook while supplies last!

**Address:**

*P.O. Box 542*

*Baldwin City, Kansas 66006*

**Email:**

bcac.info@gmail.com

**Web:**

<http://www.baldwinarts.org>

### **Baldwin Lumberyard**

The Lumberyard was developed without relying on tax dollars.

In the spring of 2003, a presentation was made by Sandy Cardens and Laura Morford, two women active in the Baldwin Community Arts Council, to the owner of the building, Baldwin State Bank for turning that vacant building into an arts center. Cardens joined forces with Jim and Diane Niehoff, and a decision was made by all parties to pursue this vision separate from the Arts Council. A meeting was called to gauge community interest in the project in June of that year and from the list of interested attendees, a steering committee and several subcommittees were formed, each with specific tasks.



## ***Our Mission. . .***

To **preserve** a local landmark, offering our community a unique gathering place for cultural, educational and social use.

- To **promote** a better understanding and appreciation for the visual, performing, literary and heritage arts.
- To **create** a sense of community ownership through the renovation process.
- To **contribute** to the revitalization of downtown Baldwin City.

## ***Our Goals***

- **Renovate the Ives-Hartley Lumber Co. building at 718 High Street for use as an uncommon,** creative gathering place and a dynamic environment for our arts and community organizations and for a wide range of other public and private use
- **Preserve a local landmark and contribute to the revitalization and economic development of the Baldwin City community**
- **Bring parents, children, community, school and civic partners together** by creating an affordable, multipurpose venue for community gatherings
- **Enhance the quality of life for Baldwin City area residents of all ages** by increasing the capacity of the community to present cultural events and activities that will expand our understanding and appreciation of the arts
- **Offer another destination for visitors to our area** thereby enhancing the community identity as being appreciative and supportive of the arts and a special place to visit and live
- **Create an appealing environment which will encourage businesses** to locate in downtown Baldwin City

## ATTACHMENT #3

### **Priorities for the Arts Commission**

*Question: "What are your priorities for the Arts Commission?"*

#### **Brand Raymore as a community focused on the arts**

- Putting Raymore on the map - letting people know Raymore is great place to live, work and have family-focused fun
- City Identify Celebrated
- Getting noticed by the public (small victories)
- Start the path - a destination place for the arts
- Building excitement and loyalty to arts
- Engage the community and celebrate art
- Creating excitement about the Arts in Raymore
- Undercurrents of art everywhere - touch, visibility, sounds

#### **Create or Display Art Throughout the Community**

- Public Arts Display or Piece
- Roundabouts
- Light Pole Banners
- Art Spaces
- Incorporate parks and recreation

#### **Arts Programming**

- Develop education opportunities with the arts (locally)
- Opportunities for children and families to engage
- Engage schools, churches, elderly and families
- Reaching families through music, dance and visual arts
- Performance opportunity = family experience
- Focus on youth and structures already in place
- Create community art events - try different things

#### **Arts Commission - Internal Operations**

- Show up, listen and learn
- Develop our five-year plan
- Know our mission and have our community embrace and understand it
- Establish successful projects - 1 or 2 to start - start small but SUCCEED
- Getting our name out there
- Synergy with other groups
- Bring in ideas and people from the community

## **Areas of Concern for the Arts Commission**

*Question: "When you think about the next 1-2 years of this journey - what concerns you?"*

### **Community Buy In**

- Lack of buy-in from the community
- That we aren't viewed as successful by the community
- Not getting the word out
- Education of citizens and elected officials
- No knowledge in the community about the Arts Commission

### **City Support**

- On-going support from the City (in all aspects)
- Keeping our great staff support
- Funding (city and grant)
- Worrying too much about budget

### **Lack of Existing Art "Infrastructure"**

- No identity as an arts community
- Lack of arts traditions
- Lack of venues and other public art
  - How will a new community center play into this?
  - Arts on North Cass Parkway
  - Art in the Roundabout

### **Arts Commission Operations**

- Continuing to engage hard working commission members
- Our responsibility to the group to be prepared and do our best

### **Mission and Focus**

- Being defined by others
- Maintaining focus on the big picture
- Lack of a clear plan
- Don't develop or stick with our mission
- Lack of focus
- Will the community embrace our mission?

## **Areas of Excitement for the Arts Commission**

*Question: "What makes you excited about being part of the Arts Commission?"*

### **Build Community**

- Create my community
- Innovative ideas
- Helping Raymore develop an identity
- Community pride
- Identity in Raymore
- Celebrate Raymore
- History and soul of Raymore

### **Cultivate a Love for the Arts**

- Helping Raymore residents focus on more than sports
- Cultivating love of arts
- Bringing arts to the children, adults and families of Raymore
- To make arts accessible to all in our city - different experience, appreciation, involvement, and with no barriers
- Desire to support and promote local art

### **Create an Arts-Focused Community**

- Helping grow the "community" through art experiences
- Arts = quality of life
- To bring some beauty to our lives
- Art Art Art
- See art
- Daily life filled with art
- Integrating with the community
- Summer concerts
- Art that has not been available in a close proximity
- Want artist activities for my daughter in this community
- Fun and smiles
- Places and things to take my kid and mom

### **Be Engaged in the Community**

- Want to give back to Raymore
- We're the first! What will happen?
- I want to see what we do and am excited to look back in 5 years