

NOTICE OF MEETING AND TENTATIVE AGENDAⁱ



City of Jefferson Cultural Arts Commission

Regular Meeting

Wednesday, November 18, 2015 ~ 5:45 PM

City Hall, 320 E. McCarty Street ~ Boone-Bancroft Conference Room

TENTATIVE AGENDA

1. Call to Order
 - a. Introduction of New Member
 2. Approval of Agenda
 3. Approval of Minutes from October 27, 2015
 4. New Business
 - a. Election of Officers
 - b. Adoption of 2016 Meeting Calendar
 5. Old Business
 - a. Missouri Arts Council
 - b. City Hall Sidewalk Plaque Project
 - c. Mini Grant Application
 6. Foundation Report
 7. Committee Reports (Education, Marketing & Administration)
 8. Dates to Remember
 - a. Next Meeting, January 2016
 9. Adjourn
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ⁱIndividuals should contact the ADA Coordinator at (573) 634-6570 to request accommodations or alternative formats as required under the Americans with Disabilities Act.

Please allow 3 business days to process the request.

Please call 573-634-6410 with questions regarding this agenda.

City of Jefferson Cultural Arts Commission Minutes
Tuesday, October 27, 2015
Boone/Bancroft Conference Room – John G. Christy Municipal Building
320 E. McCarty Street

COMMISSION MEMBERS PRESENT

Lucia Kincheloe
Don Govang
Suzanne Luther
Casey Osterkamp
Taryn Prewitt
Zak Wilson

ATTENDANCE RECORD

9 of 9
9 of 9
5 of 9
5 of 9
6 of 9
6 of 9

COMMISSION MEMBERS ABSENT

Lisa Chastain
Gara Loskill
Sarah Nichols
Lara Underwood

5 of 9
2 of 9
3 of 9
7 of 9

STAFF PRESENT

Jayne Abbott, Neighborhood Services Coordinator

Call to Order:

Meeting was called to order at 5:45 PM by Chairperson Lucia Kincheloe.

Approval of Agenda:

Taryn moved and Zak seconded approval of the agenda, as distributed. The motion carried on a voice vote.

Approval of Minutes:

Casey moved and Suzanne seconded approval of the September 22 minutes as amended (inclusion of Suzanne Luther as present), and the October 6 minutes as published. The motion carried on a voice vote.

New Business:

The mini-grant applications were considered.

Taryn moved and Casey seconded approval of the mini-grant application from the Downtown Jefferson City Association for Thursday Night Live, “the Zombie edition.” The motion carried on a voice vote.

The Council for Drug-Free Youth application was tabled until FY 2016.

The Foundation Report:

Lucia updated the Commission on the continuing progress of the Splash Park project. There have been 54 tiles sold for the Hope Fountain, with a goal of 96 by spring. Conversations are starting about art at the riverfront possibilities.

Committee Reports:

Committees should send their Strategic Plan goals to Jayme. The completed plan will be of use to the commission and for any grant proposals.

Don volunteered as the Cultural Arts Commission liaison to the Cultural Arts Foundation.

Adjourn:

After announcements, Lucia adjourned the meeting at 6:35 PM.

City of Jefferson, Missouri
Cultural Arts Commission

2016 Meeting Schedule

Following is a list of meetings scheduled through December 31, 2016.
Members and the public will be notified if changes occur.

The Commission meets the fourth Tuesday of the month at 5:45 p.m.
in the Boone/Bancroft Room (Rm. #200)
City Hall/John G. Christy Municipal Building
320 E. McCarty Street, Jefferson City, Missouri

January 26, 2016
February 23, 2016
March 29, 2016
April 26, 2016
May 24, 2016
June 28, 2016*
July 26, 2016
August 23, 2016
September 27, 2016
October 25, 2016
November 15, 2016**
No meeting in December

**Strategic Planning Meeting for FY2016*
***Accommodates the Thanksgiving holiday week*

For more information contact
Department of Planning and Protective Services
Room 120, John G. Christy Municipal Building
Email: jcplanning@jeffcitymo.org
Phone 573-634-6410

Individuals should contact the ADA Coordinator at (573) 634-6570 to request accommodations or alternative formats as required under the Americans with Disabilities Act. Please allow three business days to process the request.

MISSOURI ARTS COUNCIL COMMUNITY ARTS PROGRAM

Applicant Information

Organization Name:

Project Name:

Primary Contact Name:

Title or Position:

Phone Number:

Email:

Project Description

Proposed Project Title:

What is the proposed project for MAC funding? What are the artistic components, project date(s) and location(s)?

OR

Arts Services Only: What are the services for artists and/or arts organizations you are proposing for MAC Funding?

What is the purpose of the project? How does the project fit into the scope of the organization's mission and long range plans?

Artistic Quality

What are the artistic criteria for choosing the project?

What makes the project creative and innovative in your community? How does the project challenge and develop your audience artistically?

Who is making the artistic decisions for this project? List their names, titles, and areas of responsibility:

What services do you provide to artists and arts organizations?

MISSOURI ARTS COUNCIL COMMUNITY ARTS PROGRAM

Community Involvement

How does the project meet community needs?

How does the project demonstrate community support? This may include funding, in-kind donations, volunteers, planning, execution, and evaluation.

How does the project contribute to the education of the community?

Who are the targeted audiences for the project Include efforts you are making to reach new and diverse audiences. How will the project be marketed?

How will the project be accessible for persons with disabilities?

If this project or a similar project has been previously conducted, how many individuals participated? How did you determine the number? When did the project occur?

How many individuals do you expect to participate in the proposed project? How did you determine this number?

Management Ability

How has your organization maintained, diversified, and expanded funding?

How will you evaluate the proposed project? How have your responded to previous evaluations?

Who are responsible for making administrative decisions for the project? List names, titles, and areas of responsibility.

MISSOURI ARTS COUNCIL COMMUNITY ARTS PROGRAM

Summary Budget for Proposed Project

Total Cash Expenses and Total Cash Income must balance. All figures should be rounded to the nearest dollar.

CASH EXPENSES

Personnel - Administrative	
Personnel - Artistic	
Personnel - Technical/Production	
Outside Artistic Fees and Services	
Outside Other Fees and Services	
Space Rental	
Travel	
Marketing	
Remaining Operating Expenses	
Capital Expenditures - Acquisitions	
Total Expenses	

CASH INCOME

Admissions	
Contracted Service Revenue	
Corporate Support	
Foundation Support	
Other Private Support	
Government Support - Federal	
Government Support - State/Regional	
Government Support - Local	
Other Revenue	
Applicant Cash (used for this request)	
MAC Request (cannot exceed 50% of total project expenses)	
Total Income	

MISSOURI ARTS COUNCIL COMMUNITY ARTS PROGRAM

ATTACHMENTS

Summary of Key Artistic

Provide Biographical summary or key artistic decision maker(s) and key artistic and technical personnel. NO more than ¼ page per person, no more than 4 pages.

Summary of Key Administrators

Provide biographical summary of administrative decision maker(s) and key management personnel. No more than ¼ page per person, no more than 4 pages.

Board List

Provide an Excel spreadsheet with your organizations full board with contact information. Include the following fields on your spreadsheet: first name, last name, term ends, board position, affiliation, email, daytime phone, and city. this information may be used to contact board members for grant follow up and advocacy

Required Documents Checklist

Summary of Key Artistic: ____

Summary of Key Administrators: ____

Board List: ____

IRS Tax Exempt Status Letter: ____

W9 Form ____

Long Range Strategic Plan

While submitting your strategic plan is optional, it is highly recommended, as doing so supports your management ability.



City of Jefferson
Cultural Arts Commission
Mini Grant Application



Applicant Name Capitol City Cinema
Contact Person Jim Layton
Telephone 573-634-2920
E-Mail moappeals@gmail.com

Project Information:

Name of Project: Marketing/Publicity Project Amount of Request: \$500

Provide a detailed project description identifying how the project will enhance collaboration, education and/or community involvement. Attach additional pages if necessary.

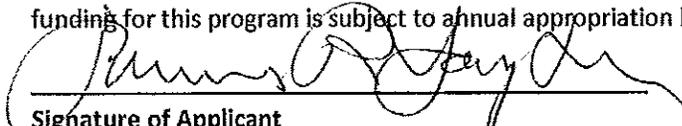
The Cinema is now fairly well-established--but still not well known in the community.
The grant will be used to increase community awareness.

Documentation: Return this form with the following attachments:

- Detailed Project Explanation
- Budget Identifying All Sources of Funds (i.e. Cash Match, In-Kind, etc.)
- Project Renderings (Concept, Pictures, Drawings, etc.)
- Detailed Project Timeline
- W-9 Form

Certification By Applicant:

The Applicant certifies that all information in this application, and all information furnished in support of this application is given for the purpose of certifying the eligibility for the Cultural Arts Commission Mini Grant program and was completed to the best of the Applicant knowledge and belief. Verification of any information contained in this application may be obtained from any source named herein. I understand funding for this program is subject to annual appropriation by the City Council.


Signature of Applicant

26 Oct 2015

Date

Completed applications should be returned to:
Jayne Abbott, Neighborhood Services Coordinator
320 E McCarty St
Jefferson City, MO 65101

Individuals should contact the ADA Coordinator at (573) 634-6570 to request accommodations or alternative formats as required under the Americans with Disabilities Act. Please allow three business days to process the request.

Capitol City Cinema Marketing/Publicity Project

The Cinema proposes a renewed, intensive, marketing push through the end of 2015. The period coincides with (a) Downtown Jefferson City events and (b) higher attendance at movies during holiday vacations.

The Cinema proposes:

1. Fliers/cards to hand out. Although the Cinema has created low-cost fliers, we propose to try creating and printing higher quality fliers and cards showing movies through the holiday period. Included would be publicity regarding two special programs:
 - a. the children's' program in December funded through the Commission's MAC grant; and
 - b. a special, free showing of a movie for families before and after the Jefferson City Christmas Parade in December. The plan is to make the initial distribution push during "Living Windows" and other downtown holiday events.

The grant would pay for design and printing costs.

2. Posters: The Cinema proposes to print posters (about 11"x14") that can be placed in various locations around town and at Lincoln University. Again, the grant would pay for design and printing costs.
3. Social Media. The Cinema uses Facebook, but will use a portion of the grant to "boost" its presence for particular movies during the rest of the year.
4. Traditional media: The Cinema has seldom used traditional, paid media. We propose to use a portion of the grant to purchase some paid advertising, likely newspaper, for a selected films or weeks to evaluate whether paid advertising is cost-effective.

Possible Budget:

Design	\$100
Printing	\$150
Facebook	\$100
Media	\$150

Timeline:

Nov. 15	Design complete. Choose movies to promote.
Nov. 30	Printing complete.
Dec 4	Cinema display and distribution during "Living Windows"
Dec 5	Free family show and distribution before and after parade
Dec 1-20	Media purchases and Facebook "boosts"

**Cultural Arts Commission
Grants Long Range Plan Input**

Administration

Goal 1: Prepare a long range cultural plan including recommendations to the City Council

Strategy/Action 1: Meet and report back, through the committee structure, with annual priorities and action steps

Strategy/Action 2: Approve and adopt committees' priorities to include in long range plan

Goal 2: Make recommendations to the Council regarding selection of public art and arts projects;

Strategy/Action 1: Review art project requests made to the city

Strategy/Action 2: Organize and offer new art projects that include partnering with other local organization/agencies

Goal 3: Participate in award of funds (mini grants) to artists or programs, if budgeted.

Strategy/Action 1: Increase online presence of CAC information on City of Jefferson website with links to mini-grants and success stories and photos of past grant winners.

Strategy/Action 2: Publicize mini grant program in monthly online newsletter

Goal 4: Seek out and apply for grants to support or enhance the arts

Strategy/Action 1: Apply for MAC operational grant every two years and small MAC one per year--- we can do a bit more research to identify some sources--

Goal 5: Recruit new commission members to operate with full membership

Strategy/Action 1: Meet with potential members and follow up with calls and instruct on how to apply

Goal 6: Participate in city sponsored projects, planning or activities that include the potential to enhance cultural arts

Strategy/Action 1: Regular communication with assigned liaisons with the City and City Council

Marketing/Technology Committee

Goal 1: Raise public awareness of the commission, and it's mission and goals

Strategy/Action 1: Brochure

Strategy/Action 2: Social Media

Strategy/Action 3: Community involvement- participation in community events

Goal 2: Create partnerships with area artists.

Strategy/Action 1: The newsletter

Strategy/Action 2: Social media

Strategy/Action 3: *Meet Our Local Artist* reception

Goal 3: Mini grant awareness campaign

Strategy/Action 1: Rack card

Strategy/Action 2: Personal communication with potential grantees