



Draft Minutes

October 9, 2013 7:00 p.m.

Lafayette Public Library, 775 West Baseline Road
Conference Room, Upper Level

Present: Laura Mays (Chair), Alan Crandall (Co-Chair), Stacey Bernstein (LCAC Liaison), Susan Booker (City Liaison), Ashley Dzilvelis, Pam Sherrick, Steve Kracha (City Council Liaison), Tif Choate, Carol Park, (Secretary)

Absent: Sandy Bonel, Melissa Fathman

1. **Meeting** called to order at 7:03.
2. **Public Participation:** None
3. **Minutes** of the September 11, 2013, meeting: Pam moved to approve the minutes. Alan seconded the motion. The minutes were unanimously approved.
4. **Call for Artists 2014:** Booker sent the AOTS Call for Artists out to about 245 sculptors. She will continue to send the call out to other artists and will send frequent reminders. The call has been well publicized. However at this time, there is only one response. Alan stated that he has placed the Call for Artists in the Daily Camera MyTown section and also sent it out via Twitter and the ARTS!Lafayette Facebook page. Alan is scheduled to video tape the presentation of the SCFD check to LCAC at the Dairy Center; and he will add information about the Call for Artists to the video. He will be posting this video to the Camera's online feed for short news items. Rachel will keep sending out press releases. The deadline for entries is November 1.
5. **"Surveying Our Future" (SOF) Brief Update and Task List:** Tif's insert for the SOF brochure was shared with the group and suggestions were made. The brochure shows the medallions and has information on how to purchase them. Melissa's parents have committed to sponsoring a medallion. They like the train design but would ideally like a music-themed medallion. The group discussed whether to allow donors to request a specific design instead of one of the existing medallions. The group decided that requested specific designs can be added as time and donations allow. The final number of medallions is dependent on space and budget/cost. The artist, Geoffrey Newton, has agreed to create additional medallions for donors.

Alan requested an electronic version of the SOF brochure to include on the ARTS!Lafayette website. He will work on making sure that the SOF information and donation pages include interesting images and text, and a clear place to make donations to the project.

Laura presented a project planning diagram of what still needs to be done for SOF (copy attached). She reviewed the current budget and donations received to date, items needed for marketing the project to donors, people the committee needs to engage in supporting the project. Currently, over \$11,000 in donations has been received. The projected cost is \$50,000 with \$10,000 set aside for site development and fundraising costs. Laura suggested that we

need to put together a more professional presentation, perhaps a Power Point or video, to use when talking to corporations. This might be something that could be shown on Channel 8. The presentation should include sign renderings, images and examples of what benefits sponsors receive, for example the recognition, interpretive plaque at Thomas Open Space Farm. Laura and Tif will work together to mock up what the recognition plaques will look like. Booker will put all of the images and materials currently available on the FTP site where everyone can access them.

The City's Parks, Open Space, and Golf Department is willing to do quite a bit of site preparation for SOF. The site will need a lot of compacted dirt infill. An engineer paid for by PAC will need to be involved in the site work and make sure the concrete work is appropriate. Parks & Open Space will do the landscaping and provide fencing and benches.

Pam mentioned that there are a lot of small grants for projects that address cultural diversity. Booker indicated that grant money is more likely to be received after 50% of funds have been raised. It was suggested that the people interested in being on a grants subcommittee compile a list of possible grants for PAC to apply for. Booker reported that some committee members have talked with Geoffrey about the possibility of doing various other medallions and that he is open to doing more designs. The PAC needs to consult with the Japanese-American and Latino communities about appropriate images to reflect their cultural contributions to Lafayette. Booker will talk to Lori Wheat at Lafayette Florist, and Laura will talk to Gustavo Reyna, City Councilman.

Laura will schedule a SOF meeting as time allows during the upcoming holidays.

6. **Grant Subcommittee:** Booker, Alan, Melissa, and Pam are interested in being a part of the grant subcommittee. Pam and Alan will get together and start identifying grant possibilities.
7. **Retreat:** Rachel, Laura, Stacey and Booker met to begin planning for the LCAC, PAC, and ARTS!Lafayette joint retreat and decided to send out a new Doodle poll for a time after the first of year.
8. **Officer Nominations:** Laura presented a new process for nominating officers. Committee members need to email Booker officer nominations by October 30th. They should include 1-2 sentences to justify the nomination. Booker will check with nominees to make sure they are willing to serve. Booker will prepare paper ballots listing the nominations. Voting on the ballots will take place at the November meeting. The paper ballot will be followed by a verbal vote to conform with PAC bylaws.
9. **Calendar Review:** The calendar hasn't changed since the last meeting. Booker will talk to Phillip about proposing to Parks, Open Space, and Golf and the Recreation Departments that April Charm be permanently installed at Waneka Lake.
10. **Reports:**
 - **Chair** – Laura reported that Sandy Bonel is stepping down from the PAC. She has accepted an administrative position at Project YES.



- **City Council Liaison** – Steve indicated that the \$25,000 requested for the Public Art Fund was approved in the 2014 budget. Steve encourages everyone to go out and vote!

- **Treasurer** – Pam passed out the monthly report on the budget.

- **LCAC** – Stacey reported that the retreat planning committee met and will continue to develop a plan for joint gathering of the groups. The LCAC is discussing changing the Masquerade Ball/Doodle fundraiser to a less ambitious project, perhaps a Community Arts Night fundraiser. LCAC is interested in using any funds raised to support the See & Respond component of Art on the Street in 2014. LCAC is looking for new members.

-**ARTS!Lafayette** – Alan reported that ARTS!Lafayette received a check from Melissa’s parents for the SOF project. They would like to have a medallion created that has something to do with Lafayette’s music history; but if that isn’t possible, they are interested in the train medallion. ARTS!Lafayette is discussing the idea of an annual poetry competition award in honor of Michael Adams. ARTS!Lafayette is searching for new board members. ARTS!Lafayette expects to be able to distribute some funds in 2014 and will working out the process for that to happen.

11. Next Meeting: November 13, 6:00 p.m., in the upper level Conference Room of the Library . Main agenda items will be the election of officers and the selection of the 2014 AOTS sculptures.

12. Adjournment: Pam moved the meeting be adjourned. Laura seconded the motion. The motion passed and the meeting adjourned at 8:30 p.m.

Laura Mays, Chair

Carol Park, Secretary