



**LIBERTY ARTS COMMISSION  
MEETING SUMMARY  
April 17, 2023**

**6:00 p.m. Administration Conference Room, City Hall**

Present: Garrett Brown, Greg Duncan, Molly Hon, Shane Immelt, Brian Kelley, Anna Knackstedt, Katie McDonald, Karly Schieder, Nathan Wyman

Absent: Bill Stilfield

Staff Present: Jeanine Thill, Community Development Manager. Claire Rodgers, Communications Manager

Guest Present: Jennifer Schuele, HDLI representative for the Mini Grant application.

The meeting was called to order at 6:01 pm by Chairwoman McDonald.

Chairwoman McDonald said Greg Duncan filled the vacant seat on the Commission, last month he rolled off as our City Councilmember liaison. A new liaison has not been appointed by the Mayor.

Commissioner Immelt made a motion to approve the March, 2023 meeting summary as presented. The motion was seconded by Commissioner Schieder. The motion passed 8-0-1. Commissioner Duncan abstained.

Current Business

**Mini Grant Application- HDLI Utility Box Wraps**

- Commissioner Hon reported that the grant sub-committee felt that this application checked all the boxes of the grant requirements.
- Staff commented that Jennifer Schuele, an HDLI volunteer, was present to answer any questions.
- Ms. Schuele commented that the artwork competition was open to Liberty High School students and each Liberty High school submitted 20 art concepts for consideration as wraps on two downtown utility boxes. She said HDLI is pleased to showcase the local student's artwork. She commented that the artwork featuring the houses was done by a first-generation Ukrainian student.

- Commissioner Duncan said this idea to wrap the utility boxes in artwork came to the group several years ago and at that time part of that conversation was that the mini grant be a funding mechanism.
- Commissioner Duncan said it makes sense to him to award two grants, because there are two different installations, making it different from one project asking for \$2,000.

A motion was made by Commissioner Hon to approve the HDLI Mini Grant request to fund two Utility Box Wraps in the amount of \$2,000. The motion was seconded by Commissioner Kelley. The motion passed 9-0-0.

- Ms. Schuele said she hopes to have the students do a photo-op and that the local newspaper will do a story on this this.
- Commissioner Wyman asked if we can do a note card to thank them. Staff will have one made with the new LAC logo.

### **Annual Grant Applications**

- Two Annual Grant Applications were received.
- One was from Veronica Wilcox requesting \$5,000 for free distribution of the Book of Affirmations to local school kids. The grant sub-committee felt it is a great project and she is really trying to do a positive thing it didn't meet the grant criteria to draw people from outside of Liberty to our community.
- The recommendation from the sub-committee is to deny the request because it does not fit in this capacity.
- Commissioner Duncan added that how the grant dollars are spent is dictated by the ballot language, which requires that the funds be spent to draw tourism to Liberty.
- Vice Chairwomen Knackstedt suggested that we connect Ms. Wilcox with the MCPL or GK Callahan.
- Chairwoman McDonald asked Staff to share her contact information with Ms. Wilcox.
- Commissioner Duncan said the context of why Ms. Wilcox's grant application is being denied is important, eligibility is dictated by the ballot issue, the grant funds are public money with strings attached.
- Commissioner Hon reported that we received a revised application for the Annual Grant from the William Jewell Cardinalis for an event that will take place this year.
- The sub-committee felt it was an excellent application for an event this fall and host a workshop at St. James.
- The sub-committee felt this would draw people in for the workshop they are planning.
- The recommendation from the grant sub-committee is for approval because it does check all the boxes of the grant requirements.

A motion was made by Vice Chairwoman Knackstedt to approve the Annual Grant in the amount of \$5,000 to William Jewell Cardinalis for the grant as proposed because it meets the requirements of driving tourism to Liberty. The motion was seconded by Commissioner Scheider. The motion passed 6-0-3. Abstaining from the vote due to potential conflict of interest were Commissioners Duncan, Hon and Wyman.

## New LAC Logo

- Commissioner Brown and Claire Rodgers- Claire introduced herself as the City's PR manager and her role, the transient guest tax manager as well. Three new hotels opened in 2021 so that has been lucky for our TGT. They had fund balance over 20 percent. The fund balance allowed us to do additional one-time projects, such as a new logo and branding for Liberty Arts Commission.
- The sub-committee met with Guild Collective, they are the PR agency the City uses for Visit Liberty. One of the goals was to create a logo that is easy to use, moving away from the arched window design, that was used in past and is now going away. She presented concepts of the new logo.
- Commissioner Garrett said he wanted the commission to voice their preferences and opinions and that was done through a survey of the Commission members. There was a lot of varied opinions. We wanted a logo that is neutral and gives us multiple options.
- The sub-committee looked at other brands, museum and art entity logos to give the consultants some guidance.
- Claire said that part of the deliverables is a brand guideline. It will set up rules for use of the new logo in writing. For example, if LAC is sponsoring an event, the guidelines will be how they would appropriately use the logo, the size guidelines, spacing etc. Guild will provide one or two supplementary colors.
- The group really liked the black and white. Claire showed the group how the new logo might be used on the sculpture brochure and other printed materials. The Make Music Day poster was shown as a good example of how the new logo can be used.
- Commissioner Brown said with the Commission highlighting art from so many different areas, we want whatever we are showcasing to highlight the work that we are doing. There is a minimize that is intentional. He added that he prefers the black with the white outline design. He asked the Commission for feedback.
- Commissioner Scheider commented that it does pop well on the brochure and reminds her of the MOMA.
- Commissioner Hon likes the versatility and how it looks great on a variety of backgrounds.
- Chairwomen McDonald said that she likes the simplicity.
- Commissioner Duncan said he gets it and buys into the black and white design. There are a lot of cool things that we can do with this new logo. He asked if the brand guidelines will include color options.
- Claire said they will give us secondary colors and not orange because that is the color for Make Music May. It may be lime green or something that would look good on light or dark background. Part of the beauty of the black and white is it will work on any color. The secondary color will be the shirt color, for example. Color can be used in a supplemental way. We commit to this and change colors around it.
- Commissioner Wyman said there is something off balance about the logo in his opinion, the L and the A go off the square. Maybe the designer could show the Commission an edited version where the L wouldn't go off the page the A is the special prominent

letter, standing for the Arts. The C reminds some of the copyright sign. If the A is the highest and lowest point it speaks to the primary message.

- We can bring suggested edits to the artist to see if he can make it a little different. We would have to compare and contrast.
- Commissioner Duncan commented the other thing he likes is that it looks totally different in a classy and appropriate to this Commission.
- Commissioner Brown said they will take the idea of some of these edits back to Guild. The Commission was asked to provide any other feedback by Wednesday.

## **Sculptures**

- Staff reported that the Art Selection Panel met and has narrowed down the nearly seventy pieces submitted to the jury to twelve that will be installed in September of this year. They also are recommending that the city purchase C'est La Vie and Drop to add to the permanent collection.
- Staff said we have \$20,000 in the purchase piece budget.
- The Art Selection Panel thought Drop would look great placed at Ruth Moore park, in the new community garden but did not have a recommendation on placement of C'est La Vie but that maybe we should consider keeping it by the City Hall entrance off of Kansas Street.
- Staff added that Dancing Figures scored high in the people's choice voting.
- Commissioner Kelley commented that Dancing Figures is a more complicated piece vs. Drop. In his opinion, Drop is a very simple piece and there is a lot more time and effort in Dancing Figures. He would like to see it as one of the pieces purchased and placed at the Performing Arts Center.
- Vice Chairwoman Knackstedt said she really likes Drop, it is very different than the other purchase pieces and we don't have anything like that.
- Commissioner Duncan said the intent of the program was for the rotating sculptures to be placed downtown then move permanent pieces out to the other area's in the community.
- Chairwomen McDonald said we could still fulfill the vision if move Drop out of the downtown but keep C'est La Vie downtown.
- Commissioner Brown suggested C'est La Vie could be placed on a wall at the Library or a wall somewhere outside of the downtown area. Finding a visible and accessible location will be important.
- Commissioner Knackstedt said it could be placed at the China Slaughter reading park, or it could be a traveling sculpture. The new City Park could be a location too.
- Commissioner Scheider commented that Drop in the community garden would be cool. In the garden it would combine art and nature. It is an unexpected setting.
- Commissioner Brown said he likes how heavy the drop looks, the artist rendered it well.
- Commissioner Immelt said when he spoke to the artist when installing it, he said we can replace the resin drop or clean it. If we buy it we might want to clean the drop.

A motion was made by Commissioner Kelley to purchase C'est La Vie for \$8,000. The motion was seconded by Commissioner Immelt. The motion passed 9-0-0.

A motion by Commissioner Scheider to purchase Drop for \$12,000. The motion was seconded by Commissioner Immelt. The motion passed 8-0-1. Commissioner Kelley abstained.

- Staff was asked to report back to the Commission with benches and ledges around town for possible permanent location of C'est La Vie. It is an option for us to move him around too.
- Chairwoman McDonald likes the reading park idea. We need to think about visibility and where vandals can't get to it.
- Commissioner Duncan said it might be worth pursuing permanent art for the atrium from the contingency budget on permanent art. Maybe the Arts Commission can consider making a formal request for this.
- Staff commented that artwork for the new City Hall atrium would be nice.
- The Commission discussed the new rotating pieces that scored the highest and the alternates.
- The Commission agreed that having artwork from the same artist may not be ideal. Two pieces from one artist should be avoided.
- The group liked the idea that the sculpture titled Subordination (tree sculpture) is a unique piece that could be made for us. It is very different and cool. We should prioritize the tree sculpture over the Star focal point piece.

#### **Transient Guest Tax (TGT) & Mural Subcommittee Report**

- Vice Chair Knackstedt reported the mural committee has not met.
- The Tourism Committee talked about the second quarter campaign to target the people with visit liberty ads with geofencing.

#### **Marketing /Communications Subcommittee Update**

- Commissioner Scheider reported that they promoted the Liberty High School event at William Jewell.
- They will be promoting grants and Make Music Day.

#### **William Jewell Update**

- Commissioner Wyman reported:
  - Tuesday, April 18 Guest artist recital at 7 pm at Gano Chapel
  - Wednesday April 19 faculty recital tuba and piano at 7:30 at Gano Chapel
  - Saturday April 22 Wind Ensemble Concert 3 pm and a Concert Choir at 7:30 pm both at Gano Chapel
  - April 24 Chamber Music Concert 7 pm at Gano Chapel
  - April 28 & 29 Theatre Capstone 7 pm, Peters Theater
  - April 30 Faculty Recital at 3 pm, Gano Chapel.

#### **Make Music Day (MMD) Update**

- Commissioner Stilfield submitted the following written report: Last Thursday I submitted a form to the office of Missouri Governor Parson requesting that he would

issue an official proclamation designating June 21st, 2023 as Make Music Day. In doing so, I listed the 5 Missouri cities that will be participating this year; Columbia, MO Kansas City, MO, Liberty, MO Rolla, MO, and St. Louis, MO. Our "Matching / Registration" website is now operational and although few in number at this point we are starting to get registrations and I have been approached by some musicians anxious to get registered. Today I'm sending out email notifications to all musicians who participated last year. Tomorrow I will be doing the same for last year's venue participants. Traditionally, registrations continue to increase the closer we get to June 21st Our cutoff date for registrations is midnight, June 18. We are again, doing some digital billboard advertising through the Liberty Chamber of Commerce. Our ad will be on the southbound side of I-35 less than a quarter mile north of Quick Trip. We already have an ad that appears in the 2023 edition of "Explore Liberty" magazine. For the first time, we are joining hands with Make Music Kansas City to do some joint advertising in "Pitch" magazine and allowing us to stretch our advertising budget.

#### **Other Business-**

Art on the Side- Staff reported that she will be out of town for a family event on June 3<sup>rd</sup>. If the Commission would still like to have a booth at this event, we will need volunteers to cover set up and take down of a tent and shifts all day. Staff will order a table cloth with the new logo. Shirts and name tags should also be ordered.

Commissioner McDonald thanked Commissioner Duncan for being willing to continue to on the Commission.

A motion was made by Commissioner Immelt to adjourn the meeting. The motion was seconded by Commissioner Wyman.

The meeting adjourned at approximately 7:53 p.m.

Approved Summary. Reflects correction made at the May 11, 2023 LAC meeting.