



MEETING AGENDA  
Thursday, September 14, 2023  
6:00 pm

Mid Continent Public Library, 1665 S. Withers Rd, Liberty MO 64068

Attendance: Garrett Brown, Greg Duncan, Molly Hon, Shane Immelt, Brian Kelley, Anna Knackstedt, Katie McDonald, Kelley Wrenn Pozel, Karly Schieder, Bill Stilfield, Nathan Wyman

- I. Welcome and introduction of Kelley Wrenn Pozel, City Council liaison to LAC
- II. Introduction to Stephen Weis, Withers Branch Assistant Manager
- III. Approval of Meeting Summary August 2023
- IV. Current Business
  - Mini Grant Application Molly Hon
    - Mini Grant request presentation - Digital Dreams KC:
    - Bridging History with Modernity through AR, Mary McCawley
  - Transient Guest Tax Budget Anna Knackstedt
    - 2023 Remaining budget balances Discussion
    - 2024 Draft Budget Staff
  - Rotating Sculpture Program Staff
    - Sculpture Alternate installed 2023
    - Liability Insurance requirement clarification
  - Sculpture Park discussion Group Discussion
- V. Other Business
  - Art Partner Reports:
    - Liberty Arts Foundation Greg Duncan & Shane Immelt
    - Library Katie McDonald
    - William Jewell Nathan Wyman
    - Corbin Theatre Bill Stilfield
    - Liberty Public Schools Garrett Brown

FYI: KC Symphony Mobile Music Box will be at Stocksdale Park, Monday, October 23, 2023 from 6-7pm  
This is a free public event hosted by the KC Symphony.

Adjournment

Next Meeting Date: Thursday, October 12, 2023 at 6 pm at City Hall



**LIBERTY ARTS COMMISSION  
MEETING SUMMARY  
August 10, 2023  
6:00 p.m. Admin Conference Room**

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

Absent: Brian Kelley, Kelley Wrenn Pozel

Staff Present: Jeanine Thill, Community Development Manager

Guest: Jane Boswell, Clay Countians for Inclusion

The meeting was called to order at 6:02 pm by Chairwoman McDonald.

Commissioner Immelt made a motion to approve the July 13, 2023 meeting summary as presented. The motion was seconded by Commissioner Wyman. The motion passed 9-0-0.

### **Current Business**

- Chairwoman McDonald reported that Kelley Wrenn Pozel is our new Council liaison. An orientation took place last week.

### **Mini Grant Application**

#### Heartland Men's Chorus Performance

- Chairwoman McDonald said the short write up is in the packet from the applicants clarifying how the marketing will be done for the event.
- Commissioner Duncan asked who is speaking in the statement.
- Ms. Boswell replied it is Clay Countians for Inclusion (CCI). It is a statement that connects the Arts Commission's support to the performance.
- Commissioner Duncan wanted to make sure that the public money is attached to the art event and not the educational event.
- Ms. Boswell said they didn't mention anything about the meeting/ educational event and they will not put that in any of the advertisement, it will be by invitation only.

- Commissioner Duncan suggested that marketing could state “funding for the performance is funded in part by the Liberty Arts Commission”. Our requirements are that our logo is to be used. A general concert flyer will include the LAC logo.
- Commissioner Hon commented that she agreed that the application was well done.
- Commissioner Schieder commented that the Heartland Men’s Chorus has never performed in the Northland, it will be a great new opportunity for those that live here.

A motion was made by Vice Chair Knackstedt to approve a \$1,000 mini grant for Clay County for Inclusion to fund the Heartland Men’s Chorus performance in Liberty. The motion was seconded by Commissioner Immelt. The motion passed 9-0-0.

### **Transient Guest Tax Budget**

- Ms. Thill said that the Transient Guest Tax (TGT) committee will be meeting in the next month to consider projects and the 2024 budget requests.
- Claire Rodgers, staff member that manages the TGT budget, suggested that we consider requesting funds for new projects and also if any changes are needed with our current programs. There were several items she suggested that we discuss:

### Gallery Space in the Atrium

- Staff asked how does the Commission want this space to look when the construction is finished?
- Ms. Thill clarified that the art hanging system that was there previously will be reinstalled and expanded.
- Commissioner Immelt asked if we could consider purchasing a mobile glass display case to show 3D art.
- Commissioner Stilfield said Johnson County Community College has nice displays.
- Commissioner Immelt asked if we are considering a large screen TV in the City Hall atrium for digital art presentations, to maybe have digital art on the screens when it’s not being used for other things.
- Staff will look into this.
- Vice Chair Knackstedt asked about the lighting.
- Ms. Thill will ask if that is part of the existing construction budget.
- Chairwomen McDonald asked about the presence of our logo in the gallery spaces. We should promote that and be a part of that conversation, maybe a plaque would be enough.
- Commissioner Brown will look into options for a logo plaque or signage and report back to the group. Having our logo on the sculpture signage would be nice.
- Staff will ask about the sculpture lighting to be installed.
- Perhaps the Commission should ask for \$10,000 (in place of the new logo line item) to bring our new logo and brand to life.
- The Commission would like to have a place holder for this project.
- Commissioner Duncan commented that the creation of the new logo could be considered phase one.

- Staff will ask for a rendering of the atrium, showing the lighting.
- Commissioner Schieder suggested that we think about installing a rotating sculpture at Corbin Mill.
- Commissioner Immelt suggested that LAC host a contest, with a pre-determine outcome, utilizing grant money and artwork as a welcome to Liberty, maybe near a city gateway, with 2D concepts. Artists could submit sketches, similar to the utility wraps call for artists.
- Commissioner Schieder commented that she likes the public involvement aspect of this.
- Commissioner Duncan commented maybe we want a line item for prize money for a program for someone to create something, the line item could be “incentive/prize money for future projects”. This would be different than the grants. It could be almost something like the Parade of Hearts where there is a template for people to create something.

### Grants

- Commissioner Hon commented that she feels that the grants are being utilized.

### Promotional Advertising & Marketing

- Commissioner Schieder said it would be nice for LAC to have a presence at events such as Fall Fest or other community events such as at the Disc Golf event.
- Commissioner Duncan commented that LAC doesn't have a marketing budget.
- Commissioner Duncan said maybe we can do unexpected things like an Arts Commission basket at events. We need to think bigger than downtown. We could provide things / giveaways to support other people's events so we have a presence. Maybe it's LAC hiring a musician at an event.
- Commissioner Brown said maybe we have a giveaway to encourage people to use hashtags or posting photos.
- Commissioner Stilfield asked about reinstating an arts and crafts event.
- Commissioner Duncan said Arts Squared was a lot of work and time/labor intensive. The Commission discussed how we might create more partnership opportunities. This maybe a way to expand the grant program.

### Make Music Day (MMD)

- The MMD committee would like increase the marketing/advertising and promotion budget.
- Commissioner Stilfield said with the growth this year and significantly more performances this year, he would like to see us do more advertising in the Kansas City market.
- Commissioner Immelt suggested that we market throughout the year to musicians, maybe something every few months.
- Chairwoman McDonald said she thinks the branding should be high on our priority list, the group agreed.
- As for possible permanent City Hall pieces, the inside piece(s) should be higher priority than the outside permanent piece.

#### Public Art Exhibits line item

- Commissioner Wyman asked what that line item could be used for.
- Staff said that in the past it was to promote our exhibits, this year we are promoting the exhibits by having print ad's in KC Studio Magazine 's Gallery Guide.
- Maybe we can do large versions of the LAC stickers of signage for the Liberty Gallery's.
- Commission Brown will do some research on this and come to the group with ideas.
- Commissioner McDonald will talk to the Library about that idea.

#### Insurance line item

- Ms. Thill was asked to see if there is an annual premium that we will need to pay.
- We may want to reduce the line item "supplies for the sculptures", since most of the pads are poured and can be used year after year.

#### Sculpture Park

- Commissioner Schieder suggested that we could consider a sculpture park for when we acquire enough permanent sculpture pieces. William Jewell had considered this.
- The Commission agreed that this can be on the September meeting agenda.

#### **Art Partner Reports:**

**Arts Foundation** - Commissioner Duncan reported that they have a meeting set and they will bring back specifics at a later date.

**Library** - Commissioner Wyman said for the Withers branch there will be an exhibit on the 28<sup>th</sup> of Nano Nore. Drawings and Paintings of Rush Creek. There will be 20 pieces. The next Arts Commission Meeting might be at the Library.

**Corbin Theatre** - Commissioner Stilfield reported that they are continually growing audiences. Georgia Barge and Patrick Seely had a sell-out performance, twice recently. Jazz at the Garrison 1<sup>st</sup> Monday of every month.

**Liberty Public Schools** - No report.

The meeting adjourned at 7:33pm

## 2023 Mini-Grant Program

### 2023 Mini Art Grant - Application

**Submission and Review:** Applications must be submitted a minimum of 60 days before the proposed project or event takes place. Accepted year-round, applications received before the first Thursday of each month will be reviewed during the following week's LAC meeting. Award decisions will be announced within two weeks of each review session.

Applicant's Name	Mary McCawley
Organization's Name (If Applicable)	Digital Dreams KC
Email Address	<a href="mailto:mary@digitaldreamskc.com">mary@digitaldreamskc.com</a>
Phone Number	8163284868
Address	6106 N TRACY AVE
Project Name	Digital Dreams KC
Total Grant Funds Requested	1000
Total Project Budget	1000
Expected Project Start Date	05/24
Expected Project Completion Date	06.24
Describe the proposed project and how this project will drive tourism in Liberty.	Digital Art/Interactive Art popup with Augmented Reality as well
Explain why you need the money and specifically how it will be spent.	It will be spent on the materials to present the art and the AR experience of the art
Explain how you anticipate that the project will be funded in the future, if applicable.	Ticket Sales and sponsorship
Provide a description of the event location.	I am looking for venues in the area that would be interested in hosting.

On Mon, Aug 21, 2023 at 9:49 AM Jeanine Thill <[jthill@libertymo.gov](mailto:jthill@libertymo.gov)> wrote:  
Hi Mary, I received your Mini Grant application, but the project description isn't complete and details are missing. Please provide:

1. The details and full description of the proposed project
2. Where in Liberty you are proposing to host it and when.
3. How it will drive tourism to Liberty.

Once I receive this information I will forward it to the committee for consideration.

Thank you,  
Jeanine

**JEANINE THILL**

Community Development Manager

City of Liberty • 101 E. Kansas St., Liberty, MO 64068

office: 816.439.4537 • [www.libertymissouri.gov](http://www.libertymissouri.gov) • [jthill@libertymo.gov](mailto:jthill@libertymo.gov)

On Wed, Aug 23, 2023 at 8:00 AM Mary McCawley <[mary@digitaldreamskc.com](mailto:mary@digitaldreamskc.com)> wrote:

I would be happy to answer your questions! I will go through the email and answer them accordingly.

***It would be helpful to see exactly how this will be fusing digital art with AR and Liberty history.***

I would be collaborating with my AR partner, [illust ar](#), Rob would be setting up the installation of AR with the digital assets I provide him

***chiefly if there has been an exact date/dates set with Jesse James Museum and a location.***

I am reaching out to the Jesse James museum today about this. There is a [Jesse James Festival weekend](#) set for September that would coordinate perfectly for this collaboration if we can arrange that.

***Is this just the cost of the materials or is that the budget for the entire event?***

The cost for the AR install with illust can be maintained around \$500. Dependent upon the number of objects/art/information that we use.

It can even include talking holograms! The number of options are almost endless. So to keep within the grant funding we would have the assets deployed kept within the framework for that.

I appreciate you letting me know about the \$5000 grant, I will apply for that come January as I was not aware of that! I believe I found this program when I was looking for art opportunities through Arts KC and thought the Jesse James idea would be fun. I will email you back this afternoon after speaking with the Jesse James bank museum.

So glad you like this idea!

Mary

On Mon, Aug 21, 2023 at 4:15 PM Jeanine Thill <[jthill@libertymo.gov](mailto:jthill@libertymo.gov)> wrote:

Hi Mary, I have received very positive feedback from the Chairwoman of the Grants Committee. She has some questions (see her email I pasted below).

Also, one point of clarification...If the dates for this event are proposed to be next year, please let me know, as we are currently only considering applications for projects that will take place in the current calendar year. If so desired, we can hold this application until 2024. However, if you can do this event in 2023, we can consider this mini grant application at our next meeting, we may need you to attend that meeting if possible to answer questions.

Keep in mind that you may want to apply for our \$5,000 Annual Grant that opens up for applications in December, for funding of events that take place after January 1, 2024.

FYI, the Annual Grant for this year has already been awarded.

If you want to talk this through, feel free to call me! Jeanine

Here is the email from our Grants Committee Chairwoman:

*Thanks for sending this over. First off, I am very intrigued by this idea. It's very unique and has a lot of potential. I would definitely be interested in a presentation on this, should Mary McCawley be amenable. It would be helpful to see exactly how this will be fusing digital art with AR and Liberty history. I spent some time on the Digital Dreams KC website and it looks really neat! It's definitely something that has potential to drive tourism and be a very enriching event. That being said, there would be some questions I have right off the bat, chiefly if there has been an exact date/dates set with Jesse James Museum and a location. I know a date range of 5/2024-6/2024 appears on the application for start and end dates, but has there been discussion about exact event dates or if this will be in collaboration with another event at the museum or on the square? Third, Mary is requesting \$1,000. Is this just the cost of the materials or is that the budget for the entire event? I would assume something like this would be more to put on than that. Also, I believe under the current guidelines, she would need to apply later for a project that is next year. I don't want to be discouraging at all. Again, I would love more information!*

On Mon, Aug 21, 2023 at 11:46 AM Mary McCawley <[mary@digitaldreamskc.com](mailto:mary@digitaldreamskc.com)> wrote:

Dear Jeanine,

Thank you for reaching out and letting me know the necessary details required for the Mini Grant application for Digital Dreams KC.

Details and Full Description of the Proposed Project:

## **Digital Dreams KC: Bridging History with Modernity through AR**

### **Project Description:**

Digital Dreams KC is a cutting-edge digital art pop-up designed to seamlessly fuse art with the latest advancements in technology, specifically Augmented Reality (AR). Our aim is to breathe new life into historical narratives and landmarks, ensuring that they resonate with the technologically-savvy, modern audience while preserving the essence of their original tales.

### **Goals:**

To revitalize and contemporize the history of Liberty, making it more engaging for a younger audience.

Create an immersive, interactive experience that melds the past with the present using Augmented Reality.

Foster a deeper appreciation and understanding of Liberty's heritage by connecting it with modern artistic and technological methods.

Enhance the footfall to historically significant places in Liberty by integrating them into the digital age narrative.

### **Intended Audience:**

Young adults and tech enthusiasts keen on exploring history through a modern lens. Tourists looking for unique, interactive experiences that diverge from conventional historical tours.

Local residents, especially students, who might benefit from an engaging revision of their local history.

Art and tech aficionados eager to witness innovative applications of AR in a historical setting.

**Significance:**

By creating a bridge between history and modern technology, this project aspires to introduce Liberty's past to a generation that is deeply entrenched in the digital age. As history risks becoming a static concept in textbooks, Digital Dreams KC ensures it evolves, becoming a living narrative that can be touched, felt, and experienced, thanks to the power of AR.

### **Innovative Elements:**

**Technological:** Use of advanced AR technology to superimpose digital art and information onto the real world, enhancing the visitors' perception and understanding of history.

**Educational:** The fusion of AR with historical narratives provides an enriched learning experience, making historical education more interactive and engaging.

In partnership with Liberty's historical assets, particularly the Jesse James Museum, Digital Dreams KC aims to redefine how we perceive, interact with, and understand our history. By bringing history into the digital age, we're not just preserving it; we're propelling it into the future.

### **Where in Liberty you are proposing to host it and when:**

In partnership with Liberty's historical assets, particularly the Jesse James Museum, Digital Dreams KC aims to redefine how we perceive, interact with, and understand our history. By bringing history into the digital age, we're not just preserving it; we're propelling it into the future.

I would need to collaborate on a specific date with the museum and allow enough time to market & promote the event.

### **How it will drive tourism to Liberty:**

**Modern Appeal to a Younger Demographic:** By merging history with Augmented Reality (AR), Digital Dreams KC offers a fresh, modern approach to experiencing the past. This unique combination attracts younger generations, tech enthusiasts, and those who seek innovative experiences, encouraging a demographic that might not typically be drawn to historical sites to visit Liberty.

**Unique Experience in the Tourism Landscape:** The fusion of AR and history sets

Liberty apart from other historical locations. Visitors who are interested in both history and technology will be enticed to choose Liberty over other destinations because it offers a one-of-a-kind experience they can't find elsewhere.

**Promotion and Buzz:** The novelty of such an event, especially in a historical setting, would garner media attention both locally and nationally. Social media would play a significant role, with visitors sharing their AR experiences, creating organic marketing that further advertises Liberty as a must-visit destination.

**Extended Tourist Stay:** Once tourists are drawn to Liberty for the pop-up event, they are more likely to explore other attractions, dine in local restaurants, and perhaps even stay overnight. This extended engagement boosts local businesses and reinforces Liberty as a comprehensive tourist destination.

**Educational Tours:** Schools and colleges, both local and from neighboring regions, might be interested in organizing trips for their students. The event offers an educational experience that is both engaging and aligned with modern technological trends.

**Collaborations with Local Businesses:** By partnering with local restaurants, hotels, and shops, exclusive deals or packages can be offered for visitors of the pop-up event. This interconnected approach ensures that the entire community benefits from the influx of tourists.

**Recurring Visits:** If the pop-up event introduces updates or new AR experiences periodically, it can encourage tourists to visit multiple times, ensuring a consistent flow of visitors to Liberty.

**Cultural Enthusiasts:** While the young and tech-savvy will be drawn by the AR aspect, history and culture enthusiasts will be intrigued by the modern reinterpretation of Liberty's rich past. This dual appeal ensures a wider range of tourists.

**Event Multiplicity:** The success of the initial pop-up can pave the way for more such events, not just centered on the Jesse James Museum, but other historical sites in Liberty, creating a series of attractions over time.

**Bridging Seasons:** By offering something new and technologically-driven, Liberty can attract tourists even during off-peak seasons. Those seeking unique experiences might find the Digital Dreams KC event an appealing reason to visit regardless of the season.

In essence, Digital Dreams KC doesn't just preserve and present history; it revitalizes it, making Liberty a focal point for both historical and technological tourism.

The pop-up event acts as a magnet, drawing diverse groups of tourists and ensuring that Liberty's heritage is celebrated in the most contemporary and engaging manner.

I apologize for the oversight in the initial submission and appreciate your patience. Once you have the complete information, I look forward to hearing the committee's feedback.

Thank you for considering Digital Dreams KC for the Mini Grant. Please let me know if any further details are required.

Warm regards,

Mary





Jeanine Thill &lt;jthill@libertymo.gov&gt;

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## 2024 LAC Budgets

1 message

Thu, Sep 7, 2023 at 11:30 AM

**Claire Rodgers** <croddgers@libertymo.gov>  
To: JEANINE THILL <JTHILL@libertymo.gov>  
Cc: Anna Knackstedt <aknack@gmail.com>

Hey Jeanine,

Here's a list of the approved budget line items for the LAC. I will have a budget tracker spreadsheet for you at the beginning of the year once I set that up for the TGT as a whole.

- Art Grants - \$11,000
- Sculpture Honorariums - \$24,000
- Sculpture Supplies - \$5,000
- Sculpture Maintenance - \$8,000
- Sculpture Insurance - \$2,500 (I confirmed with Finance that this should be enough)
- Purchased Sculpture - \$20,000
- Make Music Day - \$5,000
- Art Galleries Supplies / Maintenance - \$1,700
- Atrium Gallery (one-time purchase of new fixtures) - \$10,000
- Continued LAC Branding (single year) - \$5,000
- New Event Details TBD - \$8,000

Total - \$100,200

The TGT budget will go to the Budget Committee at some point this Fall and then on to the Council for final approval. More of an FYI on process for the Commission, I don't expect much feedback or changes (but it is possible).

Let me know if you need anything else.

Claire

**Claire Rodgers**  
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