



LIBERTY ARTS COMMISSION
MEETING AGENDA

Thursday, March 7, 2024

6:00 pm

Stocksdale Gallery, William Jewell Campus* See Directions attached

The Stocksdale Gallery is located on the 2nd floor of Brown Hall.
Brown Hall, 252 William Jewell College Dr, Liberty, MO 64068

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

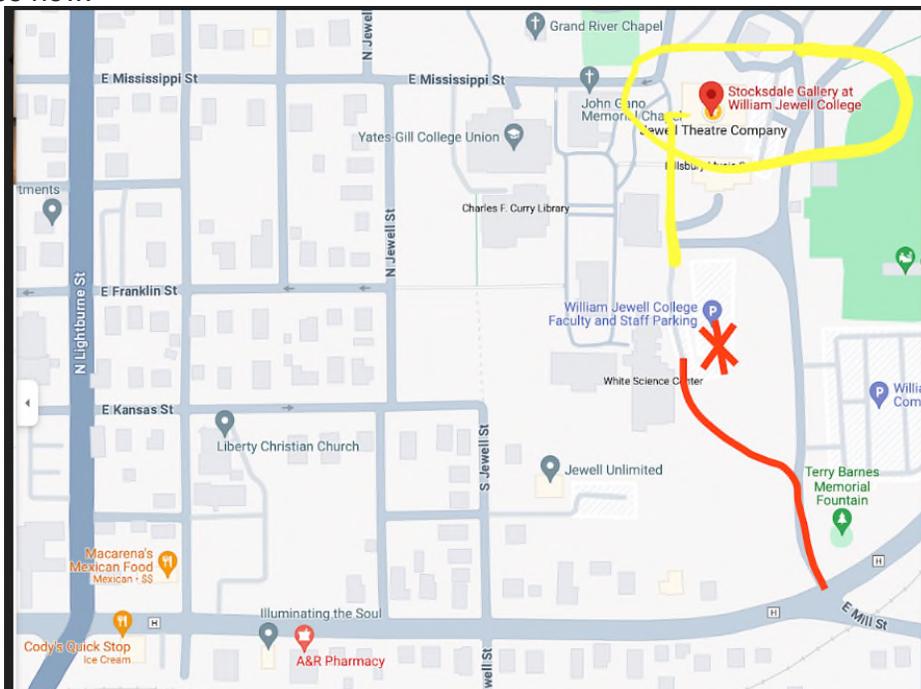
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|------|---|----------------------------|
| I. | Approval of Meeting Summary | February 2024 |
| II. | Current Business | |
| | Art Grants- \$2,500 committed, \$2,500 remaining in mini grant budget | Molly Hon |
| | • Mini Grant application from William Jewell Theatre request \$500 | |
| | • Mini Grant application from HDLI Utility Boxes request \$1,000 | |
| | • Mini Grant application from Corbin Theatre request \$1,000 | |
| | Public Art Panel | Greg Duncan |
| | Transient Guest Tax Report | Anna Knackstedt |
| | Film Festival | Karly Schieder |
| | Continued LAC Branding | Garrett Brown |
| | Marketing | Karly Schieder & Molly Hon |
| | Recognition Sub-Committee Update | Brian Kelley |
| III. | Other Business | |
| | Art Partner Reports: | |
| | Liberty Arts Foundation | Greg/Shane |
| | Library | Katie |
| | William Jewell | Nathan |
| | Corbin Theatre | Bill |
| | Liberty Public Schools | Garrett |
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Directions and Tips from Nathan:

The Stocksdale Gallery is located on the 2nd floor of Brown Hall.
Brown Hall, 252 William Jewell College Dr, Liberty, MO 64068

Parking is available from the main college entrance at R.E. Bowles Drive and East Mill Street stoplight. Follow the wide sidewalk up to the second building on the right (Brown Hall). The Stocksdale Gallery sign directs patrons to the front doors (stairs), but an elevator is available from the Theatre Level on the south side of the building (between the two buildings as you come up the sidewalk).

Let me know if you would like clarification on any of this or if the map is confusing. Google Maps doesn't recognize our new parking lot driveway yet, but it is pretty clear where to go when you drive in from the main entrance now.





**LIBERTY ARTS
COMMISSION**

**LIBERTY ARTS COMMISSION
MEETING SUMMARY
February 8, 2024
6:00 p.m. City Hall, 3rd Floor Conference Room**

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

Staff Present: Jeanine Thill, Community Development Manager

Guest: Marty Jacobs, Nicole Fox

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

Marty Jacobs thanked the Commission on behalf of the Clay Countians for Inclusion for the mini grant for the December 2023 performance by the Heartlands Men's Chorus at the LPAT.

Approval of Meeting Summary- Commissioner Kelley made a motion to approve the January 11, 2024 meeting summary as presented. The motion was seconded by Commissioner Immelt. Commissioner Wyman abstained. The motion passed 10-0-1.

Current Business

Art Grants

Mini Grant application from Art on the Side

- Commissioner Hon reported that Shawn Garland applied for a \$1,000 mini grant for Art on the Side. The grant subcommittee is recommending approval of this grant, it encourages tourism and is a good event.
- Commissioner Kelley asked if anyone is on the committee.
- Commissioner Schieder said she is on the committee for Art on the Side so she will abstain from the vote.

A motion was made by Commissioner Kelley to approve the \$1,000 mini grant for Arts on the Side art festival. The motion was seconded by Wrenn Pozel. The motion passed 10-0-1. Commissioner Schieder abstained as she is on the Art on the Side planning committee.

Two Mini Grant Applications from Mama and Me-

- Nicole Fox introduced herself and said they are requesting two separate grants; one for \$500 for monthly music classes and another grant for \$1,000 for a pumpkin art activity during Fall Festival. Both events to be held at Mama & Me located at 17 E. Kansas St., Liberty.
- Ms. Fox said they are currently offering a monthly music class for a fee. Stepping Stones KC teaches the classes at her store on the square, Mama and Me. Ms. Fox is proposing to make the classes free if they receive a \$500 grant, allowing unlimited families to attend for free. She and her staff donate their time. They put dollars behind the promotion of it.
- Commissioner Hon said the grant review committee wondered how many children come from outside of the community.
- Ms. Fox said they have had about fifty children participate, but it does vary. She could pull zip codes based on the social media reach.
- Commissioner Duncan asked where Stepping Stones is based.
- Ms. Fox said that Stepping Stones is based in North KC but the instructor they use lives in Liberty. If this is granted, the funds would make it free for families to attend. Stepping Stones promotes the classes also, giving a further reach. They partner with Overland Park and Lee's Summit companies and they are on their monthly calendar of where they are teaching.
- Ms. Hon said the grant review committee recommends approval.

A motion to approve the grant in the amount of \$500 was made by Commissioner Brown for free music classes. The motion was seconded by Councilwoman Wrenn Pozel. The motion passed 11-0-0.

The second grant request from Mama and Me is for \$1,000 for a pumpkin decorating activity during Fall Fest

- Ms. Fox said they use the space outside their shop, located at Kansas & South Water Street, for a free pumpkin decorating activity during the Fall Festival. They draw in people through social media they reached 8,000 families on Facebook and 6,000 on Instagram. They partner with Frazier Farms. They buy paint markers and encourage children to decorate a mini pumpkin. The attendance for fall fest is increasing. The pumpkins usually run out by the end of Friday night, they would like to buy more pumpkins so the art activity can go into Saturday and possibly Sunday. They would use the \$1,000 grant to help host the activity for families through the entire Fall Festival weekend. They have customers from Excelsior and all over the area.
- Vice Chairwoman Knackstedt said the Tourism committee supports Fall Fest but there isn't an art aspect to that event.
- Commissioner Brown asked if a sign could be at the booth and if LAC volunteers could be there to help.
- Ms. Fox said she would welcome volunteers to help.
- Chairwoman McDonald added that LAC has been searching for ways to engage with the public, this would be a good partnership. LAC Stickers could be handed out. Tagging and branding would be important.
- McDonald asked how many people attended in years past.
- Ms. Fox said the first year they provided 200 pumpkins last year they did 300 pumpkins and they ran out the first day. The Fall Festival attracts about 35,000 people.

A motion was made by Vice Chairwoman Knackstedt to approve a \$1,000 mini grant for the pumpkins and supplies. The motion was seconded by Commissioner Kelley. The motion passed 11-0-0.

Mini Grant application from Corbin Theatre- Requested \$1,000 to cover a fee for Maime Paris, Broadway actor, to host a summer workshop class.

- The Commission decided not to vote on this grant application, as we need clarification from the applicant if the class would be open to the public. They asked Commissioner Stilfield about if the 30-person workshop was going to be closed to the public.
- Commissioner Stilfield said it is completely open to the public. The students do have to pay to participate. He added that Ms. Paris' costs have gone up but she would be willing to do the workshop for a reduced fee.
- Commissioner Duncan said the statement in the grant application says "no auditors or public" at the workshop.
- Commissioner Stilfield said the workshop and master class are one in the same thing. This year he thinks that Ms. Paris will be doing a concert. The grant will help to promote that.
- Commissioner Wyman asked if the grant application should be re-written.
- The Commission agreed that it needs to be resubmitted and clarified.
- Commissioner Duncan also noted that the grant application says that the contract would cover 40 percent, the percentage should be corrected. The amount needs to be corrected also.

Art Selection Committee

- Commissioner Duncan said the Art Selection Committee's recommendation for permanent location of "Dancing Figures" that is at the corner of Withers and Blackberry.
- The committee talked about a variety of locations. The committee liked the connection of the sculpture being located near the performing arts center and a nice proximity to the Library. The location was approved by Public Works, Utilities, Administration and the Parks Department. The Committee is recommending approval.
- Commissioner Duncan said part of the reason they are recommending this location is because this piece is more substantial than Plumb Twisted, located near the entrance of the Community Center, the exposure is higher and more visible by cars, different than some of the other pieces.
- Chairwoman McDonald said she likes the location, there is a lot of development going on down that road further.
- Commissioner Duncan said it is nice to have it in a part of town that is devoid of art.

A motion was made by Commissioner Immelt to approve the location at Wither & Blackberry, the motion was seconded by Commissioner Kelley. Motion passed. 11-0-0.

- Commissioner Duncan said the Committee created a collaborative document of art locations with pros and cons. He suggested that people give him or the committee ideas of where art could be placed. The library and the sports complex would be great areas for sculptures. The group will be meeting February 27 to discuss the new City Hall entrance and two pad sites and what would be the best ways to utilize those pads.

Transient Guest Tax Report

- Vice Chair Knackstedt said they are meeting next Tuesday, so she doesn't have a report on the applications.

New Events Discussion \$8,000 budget

- As discussed at previous meeting, a sub committee was formed to explore the Film Festival Concept.
- Commissioner Schieder reported that she along with Commissioner Brown, Councilwoman Wrenn Pozel met with B&B Theatres and they would love to partner with LAC on a Film Festival in January of 2025. The costs are any where from \$150-\$500 per film. The majority of the expenses would be incurred during this fiscal year. Also, they were agreeable to expand this event into Johnnies, and have theme cocktails. The Film Noir concept was embraced. B&B will help with marketing.
- Ms. Rogers confirmed that the timing of this is good for filling a gap in the City's event calendar.
- Commissioner Duncan asked what our money would buy.
- Commissioner Schieder said it would pay for the films and the marketing.
- Commissioner Brown added that depending on the film the costs are different. Warner Brothers films are their best according to B&B. B&B would generate revenue from concessions.
- Commissioner Brown said we may have t-shirt or other giveaways such as a branded /logo cup that our budget would cover. Neo Noir might be something the group would explore. B&B would give us recommendations on what films draw in people.
- Commissioner Duncan asked if it would be free to the public.
- Commissioner Schieder that would have to be determined.
- Commissioner Duncan said if we are funding something that generates profit for a business, that feels a little weird.
- Commissioner Kelley commented that the costs for the facility and other costs are involved for B&B being a host to the Film Festival.
- Commissioner Duncan recommended that we put our dollars into the Film Festival concept. He feels there is a lot of potential there.
- The Commission agreed that the sub-committee should proceed with planning the event with B&B Theatres.

A motion was made by Commissioner Hon to approve spending up to \$8000 to go toward a film fest concept. The motion was seconded by Councilwoman Wrenn Pozel. The motion passed 11-0-0.

Food Truck Event Concept

- Commissioner Immelt said that he explored the idea of a Food Truck event.
- Chairwoman McDonald said food truck events sometimes can be tricky to do well. He said KC Food Trucks is a source. Some want money up front others charge based on sales.
- Councilwoman Pozel asked if it could be done in conjunction with Cinco de Mayo or another event.
- Commissioner Wyman said it seems that it takes away from our existing restaurants.
- Commissioner Duncan said he isn't sure why we would be promoting a food truck event without it being for a purpose to enhance other events. Maybe could be considered down the road if there is a local business that could partner with LAC on such an event.
- Vice Chairwoman Knackstedt said HDLI was planning to do some block parties, that might be something we could tag onto. It would be important to have a tourism draw.

Continued LAC Branding Line Item Discussion \$5,000 budget

- The Commission agreed that Commissioner Brown would be the lead on making recommendations to LAC on the best way to spend these funds.

Consider reimbursement of Stocksdale Gallery exhibit expenses to Nathan Wyman

- Commissioner Wyman asked if LAC would reimburse him for food at the reception that took place last week. He used the LAC branded table cloth at the event.
- Ms. Thill commented that this is an appropriate use of funds in the \$1700 Gallery Expenses line item.
- Chairwoman McDonald suggested that this is a partnership and she agreed that it is an appropriate use of funds.
- Commissioner Wyman said that William Jewell no longer has a budget for such events.

A motion to approve up to \$50 reimbursement to Commissioner Wyman for the Stocksdale gallery reception was made by Commissioner McDonald. The motion was seconded by Commissioner Kelley. The motion passed 10-0-1. Commissioner Wyman abstained from the vote. The Commission agreed that Staff can use these funds as they see fit without approval of the Commission.

Marketing

- Commissioner's Schieder and Hon met to discuss the marketing efforts of the LAC. They will be working with the PR department on improvements to the LAC landing page.
- Ms. Rogers said there are some stipulations of the design of the website. She said we can re-design the site and add more photos of the sculptures.
- Commissioner Brown commented that he doesn't think that we need a comprehensive rebrand.
- Commissioner Schieder said she'd like to have a calendar showing there are always art events going on in Liberty. She suggested that they stream line information and people send the information to her. Some events seem a bit buried and not easy to find.

Ornaments- Made in the likeness of the sculptures

- Commissioner Schieder reported after researching the costs, this is not something she would recommend that LAC pursue. The ornaments are \$8.50 each and HDLI hasn't sold out of their houses.
- Vice Chairwoman Knackstedt asked if we could give permission to the Foundation to create this as a fundraiser.

Recognition Sub-Committee Update

- Commissioner Kelley said we have our new LAC branded thank you cards. He suggested that we recognize the artist at the Library and the Community Center. He said the committee will give thank you cards to artists displaying their work in our galleries.
- Chairwoman McDonald suggested the committee write a note and bring them to the LAC meetings for everyone to sign.

Sculpture & Gallery Signs Update

- Commissioner Brown reported that the new signs for the sculptures both permanent collection and the rotating sculptures are done. Gallery signage was also done, he showed the group the new signage.

Other Business:

Art Partner Reports:

Liberty Arts Foundation- The board met in January, Paula Beard is a new board member. They are meeting again on March 19.

Library- There are two artists currently showing their work at the library. McMillen has work in the cases and Stephen Greenwald in the gallery.

William Jewell- Commissioner Wyman reported Mike Hoffman has his artwork at the Stockdale Gallery. It is open M-F 8 am- 6 pm or on weekends by appointment. The Cardinalis will perform on February 25 at 10:30 at St. James Church.

Corbin Theatre- Commissioner Stilfield reported that the next event is a Tribute to Dean Martin TV show on Monday the 16th at the Corbin Theatre, it is free. The 2nd Tuesday of every month is an acoustic night, that is free from 6-8 pm. The next theatre project is Drinking Habits February 22- 24 and on 25th at 2 pm. Also, he will be playing on the 15th at Johnnies.

Liberty Public Schools- Commissioner Brown reported on the upcoming middle school musicals.

The Commission agreed to move up the March meeting one week and to hold the meeting at the Stockdale Gallery. Thursday March 7 at 6 pm will be the next meeting date.

A motion was made by Vice Chair Knackstedt to adjourn the meeting. The motion was seconded by Commissioner Hon.

The meeting adjourned at approximately 8:05 p.m.



Jeanine Thill <jthill@libertymo.gov>

Online Form Submittal: 2024 Mini-Grant Program

1 message

noreply@civicplus.com <noreply@civicplus.com>
To: jthill@libertymo.gov, crodgers@libertymo.gov

Wed, Feb 7, 2024 at 2:36 PM

2024 Mini-Grant Program

2024 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	Nathan Wyman
Organization's Name (If Applicable)	William Jewell College- Jewell Theatre Company
Email Address	wymann@william.jewell.edu
Phone Number	8164157588
Address	500 College Hill
Project Name	Nathan Wyman
Total Grant Funds Requested	500
Total Project Budget	8000
Expected Project Start Date	April 11, 2024
Expected Project Completion Date	April 14, 2024
Describe the proposed project and how this project will drive tourism in Liberty.	Later this spring, Jewell Theatre Company is producing a musical theatre production that has not been performed in the Kansas City Metroplex. Head Over Heels (the Go-Go's musical) at Jewell will be a regional premiere and we hope will draw audiences to Liberty from all over the city. We would like to utilize the grant to help fund the production costs which open up time and other resources for advertising and marketing the production. We already have a built in "out of town" audience with parents and families of students in the production; many of which are not from Liberty. We just want to reach a broader

audience to come see the quality of productions we are known for and get them into town to experience all Liberty has to offer!

Explain why you need the money and specifically how it will be spent.

Musical productions have many extra expenses than traditional plays do (music directors, accompanists, dance choreographers, sound engineers to set up wireless microphones) and our standard academic budget only goes so far to cover those expenses. One area that sometimes drops off the radar is the marketing and advertising it takes to get the audience in the seats. So, we could use a little boost to apply some direct focus on the marketing of the production outside of our community. The funds would offset the costs of paying student workers to manage our marketing campaign. Beyond our regular social media campaign efforts we would branch out to reach audience patrons from further than our normal radius from Liberty. Some ways this team would market are:

1. send electronic and traditional communication to high school and college music and theatre programs outside of our normal 20 mile radius.
2. employ Facebook ads which allows us to direct our content to specific radii from Liberty and gives us metrics to report back about the usefulness of our advertising.
3. buy ad space in our local newspaper (print and electronic) which has a reach outside of Liberty.
4. print way finding signage to direct patrons who are new to our city how to navigate to campus (and into our newly opened parking lots).
5. purchase ad listings in Kansas City regional arts magazines and calendar sites.

I'm sure there are other ways we can utilize the team's expertise to market the production, and the team put in place will come up with those too!. The focus is definitely towards patrons from outside the Liberty city limits.

Explain how you anticipate that the project will be funded in the future, if applicable.

As stated above, musical productions cost more for us to produce, but they are the also crowd pleasers. So we might not need extra funds for next year's production season (no scheduled musicals), but it would be possible we would submit another grant proposal in two years to support our next fully staged musical. Also, once we get an infrastructure in place (mailing lists, addresses, names of teachers, ad costs etc.) I think we will have a strong basis to work from in the future.

Provide a description of the event location.

Garnett Peters Theater is located inside of Brown Hall on the campus of William Jewell College. The theater facility is 100 yards from our new guest parking lot. A 230 seat flexible proscenium theater space equipped with the highest end Lighting and Sound equipment necessary to put on quality live performances. The facility is ADA compliant with ramped sidewalks to the lobby entrance, accomodating restroom facilities, and inside the auditorium is a powered lift for access

City of Liberty, MO Mail - Online Form Submittal: 2024 Mini-Grant Program
to mid-house seating positions. Concessions (water, bottled
sodas, popcorn and locally made pastries) will be served.

Map showing the event /
project location.

Screenshot 2024-02-07 at 2.09.36 PM.png

Email not displaying correctly? [View it in your browser.](#)



Jeanine Thill <jthill@libertymo.gov>

Online Form Submittal: 2024 Mini-Grant Program

1 message

noreply@civicplus.com <noreply@civicplus.com>
 To: jthill@libertymo.gov, crodgers@libertymo.gov

Tue, Feb 13, 2024 at 4:47 PM

2024 Mini-Grant Program

2024 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	Jennifer Schuele
Organization's Name (If Applicable)	Historic Downtown Liberty
Email Address	jschuele95@gmail.com
Phone Number	816-439-4545
Address	1106 Current PI
Project Name	Utility Box Art Wrap Installation
Total Grant Funds Requested	1000.00
Total Project Budget	2000.00
Expected Project Start Date	March 2024
Expected Project Completion Date	April 2024
Describe the proposed project and how this project will drive tourism in Liberty.	This project is to help add to the downtown flair by giving the utility boxes an attractive facade wrapped with art from local students representative from each high school. We anticipate that beautifying the utility boxes will contribute to the vitality and attractiveness of the streetscape. This gives students a public place to showcase their talent and pride in the hometown. We expect it will attract tourists utilizing them for selfie stations, especially the artist and their family, friends and classmates.
Explain why you need the money and specifically how it will be spent.	The grant funds will help pay for the vinyl itself and the installation. A competition amongst the Graphics Design students at both High Schools was conducted to come up with

winning the design. The entries are currently being narrowed down to determine the top choices. A monetary gift for the winning artist will be provided by HDLI to each winner.

Explain how you anticipate that the project will be funded in the future, if applicable.

We are hoping these installations are awarded a grant and are as well received as last year, we hope to conduct the same process in the coming years to cover the remaining utility boxes on the Square with future student art as well. We are only asking for one art grant to place both installations at this time, since we anticipate covering the remaining cost with the CID.

Provide a description of the event location.

Box number one is the traffic signal utility box located at the NW corner of Mill and Gallatin (in the China Slaughter Reading Park), box #2 is the utility box covering the irrigation meter for the Square located on the SE corner of Franklin and Water. The artists have made their final submissions, but the winning art designs haven't been finalized yet. If needed to secure the grant, we can produce them asap.

Map showing the event / project location.

Utility Box - Art Grant Submission 2024.docx

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Franklin & Water



Front

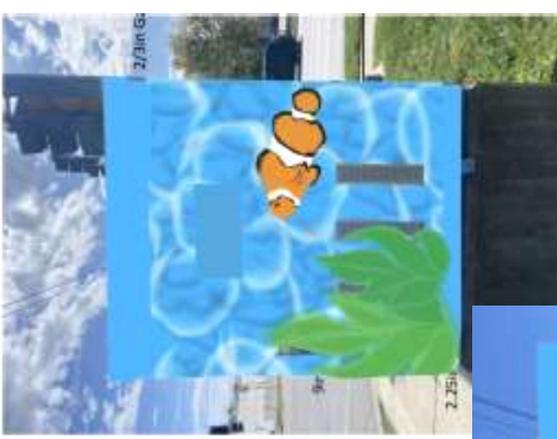
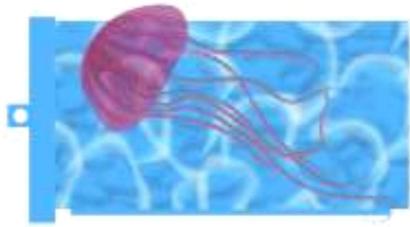


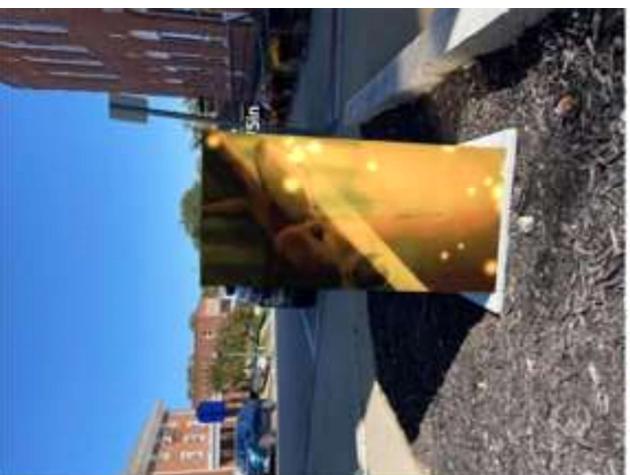
Rear

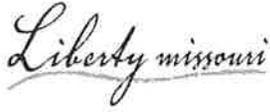
Traffic Signal box at Gallatin and Mill



Haley Dillard







Jeanine Thill <jthill@libertymo.gov>

Online Form Submittal: 2024 Mini-Grant Program

1 message

noreply@civicplus.com <noreply@civicplus.com>
To: jthill@libertymo.gov, crodgers@libertymo.gov

Thu, Feb 29, 2024 at 12:27 PM

2024 Mini-Grant Program

2024 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	Corbin Theatre
Organization's Name (If Applicable)	Corbin Theatre
Email Address	rebeccajpoitras@gmail.com
Phone Number	816-694-7849
Address	PO Box 202, Liberty, MO 64069
Project Name	CKC Youth Theatre MasterClass & Workshop
Total Grant Funds Requested	1000
Total Project Budget	1400
Expected Project Start Date	10/4/2024
Expected Project Completion Date	10/5/2024

Describe the proposed project and how this project will drive tourism in Liberty.	Corbin Theatre's youth program, Corbin Kids Camp (CKC) would like to offer a second year of an exciting new component to our youth theatre education programming. Mamie Parris is a professional actor and musician, with roots in the Kansas City area. She is both a Broadway and international performer, and is a sought after Master Class instructor.
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Ms. Parris would provide two unique opportunities for youth to participate in professional theatre and/or vocal music training. A Master Class would be offered to up to 12 students, plus an unlimited number of auditors (parents, other youth, teachers). Master Class participants pay a fee for the workshop, for one-

on-one coaching; Auditors attend free of charge (open to the public, with advance sign up). The Master Class students prepare a scene, monologue, or song, and work with Ms. Parris on technique. Ms. Parris would also offer a Workshop to up to 30 youth (no auditors/public), to focus on novice topics such as performance basics and audition etiquette, or advanced acting technique, character creation, and scene or song analysis. Corbin offered this experience to youth in summer 2022, and had 59 participants and auditors. (24 paid participants, 35 auditors/public attendees at no charge)

This type of youth arts education and training is missing from the Liberty area. Youth from across the metro area participate in the annual CKC theatre camps each summer, bringing dollars into Liberty at restaurants and other businesses. We anticipate the desire for these sessions will drive youth and families who have not historically participated in CKC or other theatre opportunities into Liberty, driving more tourism.

Explain why you need the money and specifically how it will be spent.

The cost to contract with Ms. Parris for the two sessions is \$1,400. Grant funds would cover 70% of the cost of the contract, with the remaining costs covered by participant fees.

Explain how you anticipate that the project will be funded in the future, if applicable.

Corbin will continue to seek other funding from the community and other grant funders to bring this program back to Liberty in future years.

Provide a description of the event location.

Corbin Theatre at the Historic Garrison School & Cultural Center

Map showing the event / project location.

Map of Garrison School.JPG

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