



**LIBERTY ARTS COMMISSION
MEETING AGENDA**

Thursday, September 12, 2024

6:00 pm

City Hall, 3rd Floor Conference Room

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

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| I. Approval of Meeting Summary
(No meeting in August, due to lack of a quorum) | July 11, 2024 |
| II. Current Business | |
| Recognition- Guest, Shane Immelt | |
| Transient Guest Tax
Budget request for 2025
Line item budget balances year to date
Mural Call for Artists / Call for Walls Update | Anna Knackstedt |
| Film Festival | Karly Schieder |
| Branding | Garrett Brown |
| LAC Booth at Farmers Market Oct. 5- volunteers needed | Jeanine Thill |
| III. Art Partner Reports: | |
| Liberty Arts Foundation | Greg |
| Library | Katie |
| William Jewell | Nathan |
| Corbin Theatre | Bill |
| Liberty Public Schools | Garrett |
| Miscellaneous Matters from the Commission | Roundtable |
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**LIBERTY ARTS
COMMISSION**

**LIBERTY ARTS COMMISSION
MEETING SUMMARY
July 11, 2024
6:00 p.m. City Hall, 3rd Floor Conference Room**

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

Absent: Brian Kelley, Nathan Wyman

Staff Present: Jeanine Thill, Community Development Manager

Guests: Mayor Lyndell Brenton, Shawn Garland

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

Approval of Meeting Summary- Commissioner Duncan made a motion to approve the June 13, 2024 meeting summary as presented. The motion was seconded by Commissioner Stilfield. The motion passed 6-0-2. Commissioners Knackstedt, Schieder and Wrenn Pozel Kelly abstained.

Current Business

- Guest- Lyndell Brenton, former Mayor, addressed the group sharing that he wanted to thank the Liberty Arts Commission for all they have done. Some people were on this Commission before there was a funding mechanism. The work of this Commission sets Liberty apart from any other communities and makes a difference to our resident and visitors. MMD, Sculptures, Rotating Sculpture collection and Art Grants. Two things he would ask of us: He is on the budget committee – he suggested that we be audacious askers for the arts. If you don't ask, you don't get it. Many on the transient guest committee are focused on publicity. He believes that we need arts as tangible proof of the program and what we are doing with that tax. LAC should prioritize projects. South Liberty Parkway has a greenway that has a lot of opportunity. He doesn't know what that may be. The large pieces on the Three Tails Parkway is something that grabs his attention. He thinks there is an opportunity for larger pieces along the parkway in Liberty. The large sculptures around the airport are another good example.

- Commissioner Duncan said for context, a lot of the things that we do should receive credit to Mayor Breton.
- Chairwoman McDonald said this group is open to being challenged and commented that we appreciate his support and input.

Art Grants

Annual Grant application from Art on the Side- Plein Air Event

- Commissioner Hon said we received an Annual Grant application from Shawn Garland for a Plein Air event that will take place in downtown Liberty on October 5, the same day as the pumpkin festival. She shared a handout with the budget.
- There was a question on how she plans to partner with Parkville on the event.
- Ms. Garland said last year Kathy Klein from Parkville recently retired and left that event, a nine-day event, and it is now Wanda's hands. Wanda had never done this event before, so Shawn suggested that Liberty do one weekend and Parkville host the other weekend. Because Parkville has been doing it for so many years, she has all the artist contacts. Northland Plein Air website is where people can apply for Liberty or Parkville. Some of the costs will be split for the shared ads. Ms. Garland will also create ads just for Liberty.
- The cooperative ads will be to our benefit too.
- Commissioner Schieder commented that partnering with them gives the event credibility. It also helps with not competing on dates.
- Ms. Garland commented that in her application she was being very conservative saying that five people will be attending the workshop, she feels confident that she can get more than that. She talked to HDLI to have the paintings in the businesses downtown.
- Commissioner Duncan likes that it is a free experience for the public.
- Ms. Garland said that for the artists, it's a \$35 fee for someone to enter. Any artist can come and paint, but if they want to be in for the prize awards, they need to pay.
- Commissioner Duncan commented that it is in the spirit of the grant that the general public be able to attend for free. If people come from out of town they should be encouraged to stay in Liberty hotels.
- Commissioner Duncan asked if the event turns a profit, then where does the that profit go?
- Ms. Garland said in her pocket, for her time, and she takes the risk. It does flow through her business The Artisan Market, which is the same for Art on The Side.
- Commissioner Duncan said it is a benefit that she has art event planning experience. What she is proposing to use the grant on is right in line with what this grant is intended for.
- Commissioner Schieder commented that she likes that it is in the Fall, it fills in a gap in the event calendar.
- Commissioner Duncan said it fully meets the spirit of the grant. If anyone can make it work, Ms. Garland can.
- Vice Chairwoman Knackstedt said she would support the \$5,000 grant amount to help offset the cost of things that are fixed, those are things that LAC can sponsor.
- Commissioner Hon likes that she is trying to pull people in from south of the river.
- Chairwoman McDonald said she loves the Northland connection.

A motion was made by Commissioner Duncan to approve the grant in the amount of \$5,000. The motion was seconded by Councilwoman Wrenn Pozel. The motion passed 7-0-1. Commissioner Schieder abstained.

Reel Liberty Film Fest- January 24-25, 2025

- Commissioner Schieder reported that two of the four films have been confirmed by B&B Theatres and the planning is coming along great.
- Commissioner Brown said if we need to use some of the branding budget to boost the Film Festival, then the committee may ask for funds from LAC's branding line item to be allocated for that. B&B is giving us two theatres, capacity is 200 people total. LAC will offer swag bags to the first 100 people who buy the tickets. The committee plans to launch ticket sales at Fall Festival. We saw the theatres, there isn't enough room in the theatres for live music as previously discussed. The committee is looking to do a separate exclusive event for up to 120 people to attend possibly from 6:30 and 9:30 pm. They will likely move the time up on Saturday to get out early to accommodate this. All four films will be \$20.

Branding

- Commissioner Brown said he is brainstorming where we can go next as a Commission with the branding. He is thinking about the identity and voice of LAC and to establish what people know LAC for in a catchy way. Liberty Loves Art or some type of catch phrase. We might want to look at have shirts for each year /season. As for partnership- sometimes brands will matchup where both partners bring their brand. For example, there could be a signature coffee blend with a local coffee shop that partners with the LAC.

Budget

- For the branding line item- that is the active branding of the organization. It might be a marketing line item budget. We need to communicate that we want to do branding, which is more than logo creation.
- Commissioner Brown commented that Marketing is Communication and Branding is our identity- which is continued identity. In Bentonville AK there are great examples of this. We want people to know who we are.
- Vice Chairwoman Knackstedt suggested that we rename the branding line item in the 2025 TGT Budget request. There may be two different line items. Marketing and advancing the brand and identity with two different line items. We need to get the brand out. It will be important to communicate to the TGT group that we had a large plan in mind.
- Ms. Thill reported that she is working on the draft RFP for a new permanent sculpture to be placed outside of City Hall's Kansas Street entrance, which may be part of the 2025 budget request.
- The mural committee is meeting with Claire to finalize their "Call for Walls" and call for artists. That is not part of the LAC Budget. There are several commissioners representing LAC on that committee.
- Commissioner Schieder asked the group if we can consider moving LAC's support for Art on the Side (AOS) from a grant to a sponsorship role, that might change our involvement and ownership role.
- Commissioner Duncan said an example of they kind of support may be Liberty Fest, that was a Chamber event but now the City runs the event and pays for the expenses. He doesn't think this group can decide if we are a permanent partner for AOS, it may be a question for staff to give us guidance to how LAC could be an ongoing partner in that event. We could get clarification on that before proceeding. We could move it out of the grant money, as they did with the Liberty Hospital Marathon. That event became a line item in the budge.

- Vice Chairwoman Knackstedt commented that grants are for new and emerging opportunities, when the tourism group discusses things.

Make Music Day

- Commissioner Stilfield said there were 50 individual performances, last year there was 95, there are some reasons why it dropped can be pinpointed. For example, Three Halves had an open mic night but didn't register the individual performances and some music teachers didn't list their performance individually. There were professional grade performances. There was progress made there, and adding Tom's Town, as an after-hour event was good. LAC paid them, there was about 50-60 people at that show. We had volunteers work the LAC booth all day. We did have some downpours and that didn't help with attendance. He added that the Courier Tribune did a story and it published the day before, he showed the group a page from the newspaper with pictures of the event.
- Councilwoman Wrenn Pozel added that if more homeowners got involved, hosting music on their front porch, that would be great.
- Commissioner Schieder said she will ask her neighborhood friends to participate next year. Next year the event will be on a Saturday, so that will be good. We should send a card of recognition to Kelley Houx at the newspaper.
- Staff will send a notecard.

Art Partner Reports

- Foundation- No Report
- Library- No report
- William Jewell- Sent in a written report
- Corbin Theatre- Stilfield reported they are holding auditions for Twelve Angry Jurors which will be Sept. 19-22. Also, The Outsider will be Nov 14-17.
- Bill talked to Mamie Parris yesterday- She will do a concert in conjunction with the Master Classes on Oct. 4 & 5 likely at the Corbin Theatre.
- Liberty Public Schools- No report

Roundtable

- Councilwoman Wrenn Pozel reported that they recently voted to approve two new hotels in Liberty.

A motion to adjourn was made by Vice Chairwoman Knackstedt at 8:02 pm. The motion was seconded by Commissioner Brown. The motion passed 8-0-0.



2025 LAC TGT Budget Request New and Enhanced On-going Projects

One-time expense: Liberty City Hall Entrance Commissioned Permanent Sculpture.
Additional funding for on-going projects: Reel Liberty Film Fest, Permanent Collection Sculpture Conservation & Maintenance

In 2014, Liberty voters approved the Transient Guest Tax (TGT) which is paid by visitors staying in our hotels. One of the outcomes of this ballot question was to create a robust art scene in Liberty, which will drive tourism to our community.

The Liberty Arts Commission (LAC) has delivered on that promise and aspires to continually enhance and support the arts in our community. To achieve that end, LAC respectfully request the same amount of funding for on-going projects that have funded through the TGT in the past, as well as some new expenses as outlined below:

2025 TGT Budget Request for Liberty Arts Commission:

Project	Description	2024 Budget	Increase Detail	2025 Total Request
Art Grants	Five Mini Grants & One Annual Grant support art activities in Liberty that drive tourism	\$11,000	No increase requested	\$11,000
Make Music Day	International annual Music Festival, always on June 21 st . Next year will be the 9 th year for this event in Liberty	\$5,000	No increase requested	\$5,000
Marketing	Continued LAC marketing brand development & positioning opportunities	\$5,000	\$5,000 for SWAG to hand out at community engagement events	\$10,000
Public Gallery Exhibits	Misc. expenses for meet the artist events and advertisements for galleries	\$1,700	No increase requested	\$1,700

Jeanine Thill, Community Development Manager
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Project	Description	2024 Budget	Increase Detail	2025 Total Request
Reel Liberty Film Fest	Annual Film Festival event in partnership with B&B Theatres	\$8,000	\$1,500 Film Licensing Fee to be paid in January 2025 based on attendance	\$9,500
Rotating Sculpture Program including Conservation & Maintenance of Permanent Art Collection	Rotating Sculpture Program honorariums, supplies, insurance, conservation & maintenance and purchase piece.	59,500	\$3,500 Powder Coating of the Growing Wings Sculpture is needed in 2025. Protecting our investment of our permanent sculptures is essential. There are currently 15 pieces in our permanent collection. Some have fading paint and need new powder coating & repairs. As our permanent collection grows and conservation rates increase over time, we anticipate the need to increase this line item to adequately maintain the city's art collection.	\$63,000

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New 2025 Projects:

Project	Description	Expense Detail	Total Request
City Hall Kansas Street Entrance Sculpture – One-time expense	With the City Hall renovation, a concrete pad for a piece of artwork was poured at the Kansas Street entrance. As a one-time expense, LAC is proposing to issue a Request for Proposals (RFP) to artists for an iconic commissioned sculpture to be permanently placed at this location.	Payment to artists, purchase of permanent piece. 1/4 to be paid upon contract signing. Remaining 3/4 to be paid upon installation	\$100,000
	Funding to pay for the RFQ Fee/ Call to Artists for Proposals, Misc. installation expenses	Call for Artist Fee, Signage, other installation expenses as needed	\$3,000
	Sculptor Finalists Stipend	\$1,500 Stipend for five finalists to create concepts	\$7,500
Sponsorship of Art on the Side – On-going	LAC believes that supporting this event through sponsorship is a natural progression as the event has grown and become established. LAC sponsorship will help ensure its continued success and provide brand visibility for LAC with both the public and artists.	Sponsorship of artists awards, live music at the event, and artist care bags	\$4,500

Total Requests for On-Going projects (a \$4,500 increase from 2024):	\$104,700
Total One-Time Funding Request for Commissioned Sculpture:	110,500
Total Liberty Arts Commission Requests for FY 2025	\$215,200

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SUMMARY

LAC seeks to maintain current funding levels for several key programs and is requesting additional funds to meet the growing needs of our permanent art collection, as well as expanding our support for new and evolving art initiatives.

Liberty's art collection has become one of the many reasons to visit Liberty. The Liberty Arts Commission believes by commissioning an iconic permanent sculpture for the Kansas Street entrance to City Hall, it would create a point of pride for our community and a continual reminder of Liberty's commitment to the arts.

LAC is exciting to partner with B&B Theatres to create the Reel Liberty Film Fest. This event will take place in January and the 2025 theme is Film Noir. LAC is looking forward to expanding our brand into a new segment of the arts.

On-going maintenance of our permanent pieces is essential to protecting our investment. Due to age and weather conditions, paint fading, corrosion and rusting naturally occurs. Conservation and maintenance by a professional fine art conservator has many benefits including detailed condition reports (examples below).

3. Title: 'China Slaughter'

Type: Sculpture

Medium: Bronze

Condition: Good. The Sculpture appears to be in good condition with minor oxidation and bird waste present which requires removal over the passage of time.

Job Description: Overall Conservation Cleaning Treatment and Application of Protective Sealant and Microcrystalline Wax.



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Collection Sculpture Conservation & Maintenance

6. Title: 'Feral Giraffe's'

Type: Sculpture

Medium: Painted steel

Condition: Fair. The Sculpture appears to be in fair condition. There exist minor losses in paint which will require media blasting and repainting over the passage of time. At the current moment, none of the existing losses are majorly disfiguring to the overall presentations.

POWDERCOAT ESTIMATE

\$. 600.00/each

Does not include de-install, transportation or re-installation.



2. Type: 'Tangerine Daydream'

Medium: Stainless Steel

Job Description: Overall Conservation Cleaning Treatment



Before(L) and After (R) Corrosion Removal, Re-passivation and Conservation Cleaning Treatment.



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3. Type: 'Growing Wings'

Medium: Painted Steel

Job Description: Overall Conservation Cleaning Power washing Treatment



POWDERCOAT ESTIMATE: \$ 3,500.00

Does not include de-install, transportation or re-installation.