



**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.