



**LIBERTY ARTS COMMISSION
REVISED MEETING AGENDA
Thursday, January 9, 2025
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 | December 12, 2024 |
| II. Current Business | |
| Election of Chair and Vice Chair | |
| Film Festival Jan 24 & 25 | Karly Schieder |
| Public Art Panel | Greg Duncan |
| RFP for Commissioned piece published this month applications due March 20 | |
| Transient Guest Tax | Anna Knackstedt |
| Art Grants | Molly Hon |
| 2025 Mini Grant Application Mama & Me Music Classes | |
| 2025 Annual Grant Application Northland Summer Singers | |
| Recognition Committee | Brian Kelley |
| 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

December 12, 2024

6:00 p.m. City Hall, 3rd Floor Conference Room

Present: Garrett Brown, Greg Duncan, Brian Kelley, Anna Knackstedt, Katie McDonald, Karly Schieder, Bill Stilfield, Nathan Wyman

Absent: Molly Hon, Kelley Wrenn Pozel

Staff Present: Jeanine Thill, Community Development Manager

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

Approval of Meeting Summary

Commissioner Kelley made a motion to approve the October 10, 2024 meeting summary as presented. The motion was seconded by Commissioner Knackstedt. The motion passed 5-0-3. Three abstained as they were not present.

Film Fest Update - Karly Schieder

- 56 tickets have been sold for the Film Fest, which is January 24 & 24 2025.
- We need RSVP's from the Commission. We will need 2 tickets for each of the Commissioners.
- We will only need a few volunteers to work each night.
- We are working on the musicians to play in the theatres before each film.
- B&B is working on getting a Jazz band for the after-hours party.
- The after-hours tables will be reserved with names.
- Commissioner Duncan said that the Mayor is excited about this.
- Commissioner Schieder will email the video out to the group.
- Commissioner Duncan suggested that it be shown at the City Council meeting.
- Chair McDonald said she will work that night to welcome people.
- Vice Chair Knackstedt said that she will volunteer also.

Public Art Panel – Commissioner Duncan

- The Public Art Panel met and is recommending the following permanent locations for Purchased Sculptures:
 - *C'est La Vie*- Various public places, to be moved up to quarterly
 - *Icosahedron Fire and Water* Proposed Location- Ruth Ewing Park
 - *Things are Getting Better* Proposed locations:
 - 1st Choice: Wilshire & Liberty Drive
 - 2nd Choice: Wilshire Park near the sign

A motion was made to accept the proposed locations by Commissioner Wyman the motion was seconded by Vice Chair Knackstedt. The motion passed 8-0-0.

- Commissioner Duncan met with the Mayor and he expressed the exact same thing that the former Mayor, Lyndell Brenton said, that LAC should continue to think bigger and better for the arts. Also consider artwork at the 152 entrance to Liberty and ways we can make it more attractive.
- Vice Chair Knackstedt added that the TGT has been talking about that.
- Regarding the atrium – Staff will send Commissioner Duncan the proposal that was given to administration last year to send to the Mayor.
- Also, artwork on South Liberty Parkway should be considered.

Transient Guest Tax - Anna Knackstedt

- Ms. Thill said that it was suggested by others that we consider artwork on utility boxes though out the city as part of LAC's marketing budget.
- Commissioner Duncan said if we fund the utility box project, then we should be involved in selecting the artwork and which utility boxes have artwork, if not direct it.
- The Commission liked the idea of us having a stake in it.
- We could brand the utility boxes with LAC.
- Next year (2026) we could put it in its own line item.
- It was estimated it would cost about \$1600 for artwork on each utility box.
- We might want details to discuss the Utility Box project at a future meeting

Branding – LAC items ordered

- Commissioner Brown reported that we have ordered more LAC Branded items, to be given out to the community at events. Tumblers (30 oz) were ordered through Simply Modern 30 oz were ordered. Also, t-shirts and ¼ zip shirts and stickers were ordered.

Art Grants

- Ms. Thill reported that additional information was provided in the packet regarding the 2025 Application for a mini grant from the Flamenco Dancers.
- Chairwoman McDonald said the Grant Committee had some discussion about the Flamenco Dancers application. The application stated that some of the activities will be at Withers Library. From the information provided, it seems like what is open to the

public would be the practice, but there isn't a performance. Twenty students are anticipated, but we don't know where they are coming from and how that is driving tourism.

- The Commission felt that the impact on tourism is minimal and the public art experience doesn't feel like it's being met. They discussed if they could defend this if someone asked us why we spent money on this.
- Commissioner Stilfield commented that when Liberty High School wanted to bring in someone that worked with the band. Vice Chair Knackstedt said the difference is that the high school students weren't paying an additional fee. And in this application, there are only 20 students. If there was a performance at the end it may be different.
- We have not funded grants for the Corbin that had something similar.
- Commissioner Wyman asked how it is keeping prices down for the students.

A motion was made by Vice Chair Knackstedt to deny the application because the written application didn't make it clear if the grant would make it more affordable and the public access is limited. The motion was seconded by Commissioner Schieder. The motion passed 8-0-0.

Liberty Public Schools

- Commissioner Brown commented that we could give pointers to applicants on how they could get approved for our grants. Liberty Schools has a template that Brown will send to Staff.

Recognition Committee - Brian Kelley

- Commissioner Kelley said all 18 people that were part of the Plein Aire event received hand written thank you's for participating in the event. Also, artist showing in the galleries received notes as well.

Art Partner Reports:

Liberty Arts Foundation

- Commissioner Duncan reported that they are not going to have an end of the year fundraising campaign. They have a new printed brochure targeted to donors that will be used in a spring campaign. They are looking at having a recognition event in honor of an outgoing board member. They had a social gathering at the Jewell gallery for Nano Nore's event.

Library

- Chair McDonald reported that Daniel and David Kirk's work is at the Withers branch.

William Jewell

- Nathan reported that tomorrow is the last day of finals. Nano Nore's show will be open for the next few months. Feb 7 they will have a musical review.

Corbin Theatre

- Commissioner Stilfield reported that October was not a good month for them.
- Maime Parris did her master classes, they had seven students participate, so they lost money on that event.
- They scheduled to have a fundraiser in October but they didn't sell enough tickets so they had to cancel.
- November was the last month for Jazz at the Garrison. They take a break Nov- January.
- Stars of Tomorrow will be held Dec 2-Dec 19th. Georgia Barge will perform Dec. 29th at Belvoir Winery.
- January 9-11 they will do Fiddler on the Roof at William Jewell.

Liberty Public Schools-No report**Miscellaneous Matters from the Commission**

- Commissioner Duncan asked if there was a final event summary on the Plein Aire event.
- Staff will send it to the Commission.

Motion to adjourn by Stilfield. The motion was seconded by Duncan. Motion passed 8-0-0.

Reel Liberty Film Fest

The Liberty Arts Commission, in partnership with B&B Theatres and Visit Liberty, is bringing a brand-new film festival event to Liberty!

Mark your calendar for Shadows & Secrets: A Film Noir Festival on Friday, Jan. 24 and Saturday, Jan. 25, 2025! The festival will showcase two classic noir films from the 1940s and 1950s, "Sunset Boulevard" and "The Big Sleep" and two neo-noir films from 2005, "Brick" and "Kiss Kiss Bang Bang." Immerse yourself in the gritty world of film noir, where the lines between good and evil blur and the shadows hide secrets waiting to be uncovered. Tickets are \$20 and get you access to all four movie screenings:

Friday, Jan. 24 · 6:30 p.m. – "Sunset Boulevard" · 9 p.m. – "Brick"

Saturday, Jan. 25 · 4 p.m. – "The Big Sleep" · 7 p.m. – "Kiss Kiss Bang Bang"

After the films on Saturday, join the Arts Commission for an after party at Johnnie's Jazz Bar & Grille (located inside B&B Theatres). Enjoy retro-themed drinks while listening to live jazz music! Reserve a table for \$10 when you buy your festival tickets and you'll get that \$10 back as a gift card to use at the event. Reservations must be made by Wednesday, Jan. 1 at 5 p.m. and can be made when purchasing your tickets. Learn more about this event and purchase tickets online

Tickets are \$20 and include all 4 movie screenings. **Buy your tickets early! The first 100 tickets sold will come with a free goodie bag filled with:**

- o A custom Yeti Rambler 10oz cup
- o A Shadows and Secrets sticker
- o A custom Shadows and Secrets pin

[Purchase tickets online here »](#)

We'll see you in the shadows!





Jeanine Thill <jthill@libertymo.gov>

Online Form Submittal: 2025 Mini-Grant Program

1 message

Thu, Dec 19, 2024 at 10:39 AM

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

2025 Mini-Grant Program

2025 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.

This application is for the 2025 calendar year. Applications will be reviewed as they come in, but funds will not be paid out until January 2025.

Applicant's Name	Elise Bretz
Organization's Name (If Applicable)	mama and me boutique
Email Address	mamame.childrenboutique@gmail.com
Phone Number	8165164520
Address	17 E Kansas Street Liberty MO 64068
Project Name	Stepping Stones KC Music Class
Total Grant Funds Requested	1000.00
Total Project Budget	1000.00
Expected Project Start Date	January 2025
Expected Project Completion Date	December 2025

Describe the proposed project and how this project will drive tourism in Liberty.

Mama and Me Boutique's monthly music class offers an engaging and family-friendly experience in the heart of downtown Liberty. Designed for children and their caregivers, these classes blend interactive music-making with movement, fostering creativity and connection. By offering free or low-cost access, the program ensures inclusivity, welcoming families who might not otherwise visit the area due to financial barriers.

The music class acts as a catalyst for driving tourism to downtown Liberty. Families often take the opportunity to explore the area before or after the class, supporting local shops, restaurants, and businesses. The enhanced program, with its added activities and takeaways, will create an even more memorable experience, generating word-of-mouth buzz

and repeat visits. By bringing diverse families into the heart of Liberty, this initiative promotes the city as a vibrant and welcoming community hub, strengthening its reputation as a destination for unique, family-oriented events. We have had families come from the Parkville area, Lawson, Kearney and many other surrounding towns.

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

Building on last year's success—thanks to a \$500 grant from the Liberty Arts Commission—the music class has become a beloved event, attracting families not just from Liberty but surrounding areas as well. The money will be used towards paying Stepping Stones music teacher. This year, I am requesting a slightly higher grant amount to enhance the program by adding end of class activities. In addition to the music class, I plan to provide a simple activity, snack, or a small giveaway, such as stickers or coloring books, to further delight participants and encourage them to return monthly.

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

Field not completed.

Provide a description of the event location.

The music classes are held inside mama and me boutique in our large event space, giving the children plenty of room to dance and interact with the music teacher and other kiddos.

Map showing the event / project location.

Field not completed.

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



Jeanine Thill <jthill@libertymo.gov>

Online Form Submittal: 2025 Annual Art Grant

1 message

Tue, Dec 31, 2024 at 2:06 PM

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

2025 Annual Art Grant

2025 Annual Art Grant - Application

Submission and Review: This application is for the 2025 calendar year. Applications will be reviewed as they come in, but funds will not be paid out until January 2025.

Organization Name (if applicable)	William Baker Choral Foundation
Address	5450 Buena Vista St, Suite 100
Contact Name	Laura Baker
Title	Director of Development
Email	lbaker@festivalsingers.org
Phone	8169148791
Project Name	Northland Summer Singers
Has this project been held before?	No
If yes, please list the years and locations	<i>Field not completed.</i>
List any additional co-sponsors of the project:	Wardell and Holmes Real Estate
List any other organizations, government entities and/or grants that have offered financial support of the project:	<i>Field not completed.</i>
Do you intend to request support from businesses in the form of sponsorships, donations, materials or other means that will assist you in executing the project?	Yes
Is this a ticketed event?	No
If yes, please list price of ticket, admission, entry fee:	25

Total Liberty Arts Commission 5000
grant funds requested (not to
exceed \$5,000):

(Section Break)

Related Documents

Budget	Northland Summer Singers Budget 2025.pdf
Work Sample 1	St. James Catholic Church choral presentation Work Sample 1.jpg
Work Sample 2	Northland Summer Singers Work Sample 2 YouTube links.pdf
Work Sample 3	Danny Baker directing Work Sample 3.jpg
Work Sample 4	Northland Summer Singers.pdf
Non-profit 501(c)3 Documents (If Applicable)	WBCF 501(c)(3) Documents.pdf

(Section Break)

Narrative Questions

Please describe the proposed project, including activities, location and the number of people to be served.

The proposed project is the inaugural season for a new community choir located in Liberty, the Northland Summer Singers, performing Baroque classics by Vivaldi + Martini. Weekly evening choir rehearsals with piano are to begin on Monday, June 9th at St. James Catholic Church. The rehearsal + concert home is located @ 309 Stewart Rd, with convenient access to Kansas Street (152 Highway) and Interstate 35. Free on-site parking is plentiful and accessible to the Church. There will be a dress rehearsal with orchestra (5 strings, oboe, trumpet + organ/harpsichord) and professional soloists (2 sopranos, 1 alto, 1 Tenor, and 1 Bass) on Saturday, August 9. The concert performance with all the musicians is set for Sunday afternoon, August 10. The Northland Summer Singers will perform Antonio Vivaldi's GLORIA and BEATUS VIR + Giovanni Battista Martini's DOMINE AD ADJUVANDUM ME FESTINA. Weekly rehearsals include vocal warm-ups with staff from the Choral Foundation's Institute for Healthy Singing & Voice Research (IHS&VR). And, during the summer one Healthy Singing workshop will be taught to the chorus by the director of IHS&VR, Dr. Jamea Sale. In addition, a weekly email will be sent to all registered members by the director, Danny Baker, informing them of what they can prepare for the next week in self-study of the music. He may also share logistics of rehearsals, including break outs for sectional study. At this point, Danny Baker is confident that he will have at least 60 enrolled singers for the performance. There will be 13 additional musicians contracted for orchestra and soloists. With the excitement and buzz around the project, we expect to have a large house for the concert. St. James seats well over 1,000, but we will plan for an audience of at least 350. Adding all the parties, we expect the Northland Summer Singers project to serve approximately 425 participants. This total does not

include all the people that engage with social media through weekly posts, YouTube videos of the concert, and any readers of articles about the ensemble or director in local printed/online news outlets.

Briefly describe the value of the project as a way to attract outside visitors to the City of Liberty. Include descriptions of the intended audience and estimated numbers. Why will this project be particularly attractive to tourists?

Our moto at the Choral Foundation is that 'Arts are essential' and make communities wonderful places to live and to raise a family! By adding a summer choral / orchestral ensemble to the community of Liberty, a unique opportunity is offered for artistic outlet during the summer months, when most performing ensembles are on break. In addition, there are not many live performances in summer months, so the Northland Summer Singers will serve the audience participants that appreciate classical music in the Northland areas, as well. Another valuable attraction for singers is the opportunity to perform with members of the Kansas City Symphony, who is now considered one of the best orchestras in the country! People residing in the Northland may not make a trip into downtown KC for a symphony concert, but would very likely come to hear them in Liberty. Professional soloists are also a big draw for singers and also attract audience members. Amateur singers working with professional musicians gives them an opportunity like no other. We believe this project would be very attractive to outside visitors to the city of Liberty if they have family/friends performing in the chorus. In addition, the draw to see talented members of the KC Symphony performing familiar Vivaldi works, will be strong. The intended audience will include family/friends of the performers, members of St. James church, members of other William Baker Choral Foundation ensembles, William Jewel students, friends of the director, Danny Baker to support his new project group, and classic music enthusiasts from the Northland areas. The St. James Church holds approximately 1,200 people and we intend to have a very large audience in the Northland Summer Singers inaugural concert!

Provide a brief timeline for the project (planning, implementation and evaluation).

October 2024 – planning meeting with Dr. Baker, Danny Baker and Laura Baker, finalize dates for Northland Summer Singers rehearsals and performance and create a budget for the project
 November 2024 – Danny adds rehearsal and performance dates to calendar at St. James Church
 December 8, 2024 – Danny makes an announcement at Liberty Community Chorus Christmas Concert inviting participants to join Northland Summer Singers in 2025
 January 2025 – Add Danny to website as new staff member and make announcements to Choral Foundation ensembles
 January/February 2025 – Send post card invitations to join Northland Summer Singers from the Choral Foundation to church leaders in Liberty and surrounding Northland communities (including St. Joseph), plus music educators at MO Western College, Park University, William Jewel and others.
 January 30, 2025 - Make announcement to major supporters at Choral Foundation Gala Fundraising event about new ensemble to serve the communities in the Northland
 February 2025 – create Facebook and Instagram pages for

Northland Summer Singers and start to build the social media followers

March 1, 2025 – Early Bird registrations begin for all the Summer Singers ensembles, including Northland Summer Singers

June 2025 – Weekly posts on social media to help build interest and registration in the choir

June 9, 2025 – First rehearsal begins from 7:00 to 9:00 pm at St. James Church in the Nave

June 23, 2025 – Jamea J. Sale, PhD, the Director of the Institute for Healthy Singing and Voice Research, makes a presentation and choral training to the chorus

August 1, 2025 – WBCF admin staff to create concert program and send to printer

August 9, 2025 – Dress rehearsal from 9:00 to 12:00 at St. James Church, all singers and orchestra, and soloists are placed

August 10, 2025 – The inaugural Northland Summer Singers + special musical guests perform - Antonio Vivaldi's GLORIA and BEATUS VIR + Giovanni Battista Martini's DOMINE AD ADJUVANDUM ME FESTINA

August 11, 2025 – Evaluate the successes (artistic, reach to the community, audience participants) of the Northland Summer Singers with Choral Foundation staff, and make a final social media post to thank everyone involved with the new ensemble.

Describe the credentials and experience of the project leadership. Who are the artists and others to be involved in the project; including how and why they were chosen (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them).

Danny Baker, Music Director/Founder Northland Summer Singers

Daniel A. Baker joined the Choral Foundation family as a member of the William Baker Festival Singers in 2022. Danny has many talents in addition to his singing talents. He is an accomplished piano/organist accompanist, music director, and is well-known over the Kansas City area for his professionalism & passion for music. Danny is excited to expand the Choral Foundation portfolio of ensembles into a growing area of the Northland of Kansas City with the ensemble, Northland Summer Singers, reaching out to the communities of Liberty, Parkville, KCMO, St. Joseph, and beyond.

Danny is presently the Director of Liturgy and Music with the historic St. James Catholic Church (est. in 1837) located in Liberty, MO. He is the principal organist, and is the music director of both the St. James Parish choir and St. James Parish Handbell choir. In addition to being a staff member, he served on a design team to help create the beautiful modern St. James Church that was built in 2019 to serve a growing Catholic community in Liberty. He continues to grow in his love for choral music by coordinating and serving as host to a variety of live choir performances at St. James, including local and traveling community choirs from across the country. Currently serving as Tenor Section Leader, Resident Organist, and Rehearsal Accompanist for the William Baker Festival Singers, Danny is also an instructor of Keyboard Arts / Collaborative Pianist at William Jewell College located in Liberty, Missouri. In recent years, Danny has served as staff accompanist for Liberty Community Chorus + Northwest Missouri State University as well as offering private instruction in voice and piano.

Leslie Bunch, rehearsal/performance accompanist Northland Summer Singers

Leslie is a well-respected collaborative pianist with over three decades of experience in vocal music. Retired from a 29-year career teaching vocal music, Leslie continues to share her passion for music as an adjunct collaborative pianist at William Jewell College, most recently accompanying in numerous vocal music studios as well as the college's production of the fall opera THE MEDIUM.

In addition to her work at William Jewell, Leslie is an in-demand accompanist with Liberty Public Schools and frequently collaborates at regional festivals and contests throughout the Kansas City area. Her versatility as a pianist extends to her part-time role at Second Baptist Church in Liberty, Missouri, where she often contributes to worship services and special events.

Leslie's education began at Northwest Missouri State University, where she studied piano and developed a strong foundation in collaborative performance. During her time at NWMSU, Leslie was the primary accompanist for numerous choirs and musical theater productions, gaining invaluable experience in ensemble settings. Leslie also had the honor of accompanying the Missouri All-State Choir for three years. With a deep commitment to fostering musical growth in others, Leslie's career as a collaborative pianist has spanned diverse genres, including opera, choral music, musical theater, and sacred music.

Dr. Jamea J. Sale, Executive Associate Director of the William Baker Choral Foundation + Director of the Institute for Healthy Singing & Voice Research

Dr. Sale has a rich academic background, earning her Bachelor of Music Education in K-12 Vocal and Instrumental Music from Kansas State University in 1987. In 2012 she completed her Master of Music Education in Vocal/Choral Pedagogy at the University of Kansas in Lawrence and her Music Education PhD Vocal/Choral Pedagogy and Research Design from the same institution in 2022. To continue her passion of the connection between the voice science and the art of singing, Jamea and her staff train all of the 12 ensembles of the Choral Foundation (located in 4 states) in healthy singing practices. Most recently, Dr. Sale forged a collaboration between the Institute for Healthy Singing and Voice Research and the voice specialists at Ascentist Healthcare to focus on preventative voice care and assist those in vocal recovery. Together, they serve people suffering from hoarseness, tension, limited range, and other health issues affecting the singing voice and advocate for lifespan-healthy vocal practices.

Dr. Sale has been an integral part of the music community in the Kansas City Metropolitan Area. She has been a member and soloist with the William Baker Festival Singers and the Summer Singers of Kansas City since 2002. Recently, Jamea received the 2024 Arts Advocate Award from The Arts Council of Johnson County, a recognition given to an individual who has dedicated significant time, effort, and leadership, leading to a positive impact on the creative economy and the arts in Johnson County, Kansas.

Other artists to be involved in the project

At this point the soloists and orchestra musicians have not

been selected for the project. For the 7 players, the William Baker Choral Foundation uses an orchestra contractor, Alex Shum, to hire the instrumentalists. Alex is a principal violin player with the Kansas City Symphony Orchestra and has been the Choral Foundation's contractor for project orchestras for over 25 years. Each player will be personally selected by Alex from the Kansas City Symphony roster or substitute roster for the symphony, so we know they have the professionalism and skills to play beautifully with only one working rehearsal with the Northland Summer Singers.

The soloists will be chosen by the music director, Danny Baker, with recommendations by the Director of the Choral Foundation, William Baker. Most soloist recommendations will be members of the Choral Foundation's professional ensemble, The William Baker Festival Singers.

How will you know if this project has been successful? State the goals you will have achieved by its conclusion.

We will measure the success of the Northland Summer Singers project in a number of ways.

1. Quality of musicians

When a quality product is presented to a community, a high level of musician is attracted to participate. The reputation of the William Baker Choral Foundation (WBCF) is known in the communities that we serve which leads musicians to inquire about joining ensembles. Members that have participated in other WBCF Summer ensembles will also recruit new musicians to participate based on their experiences.

2. Improvement of Music Skills

By improving music skills, a higher level of professionalism is introduced, bringing a level of excellence to the ensemble that improves the overall look/sound. This is an excellent indicator of success. Increased skills offer an experience of more complex and diverse repertoire keeping members engaged, increasing professional skills, and a mutual respect for fellow musicians in the ensemble.

3. Audience Participation + Revenue

The number of audience participants is always a good indicator that we have achieved a successful concert offering to the community. The expressions seen on audience participants can range from an outburst of joy/clapping to dissolving in tears. We provide a safe outlet for the audience participants to express their emotions and be involved in a life-changing arts experience. Ticket sales at concerts can provide a source of revenue for the organization, which we track and monitor through credit card and cash sales.

4. Critical Review and Buzz

Media coverage in local newspapers, arts magazines, and online calendars increases interest and buzz. The successes of social media posts and printed coverage increases morale and bring participants to a higher performance level. The Choral Foundation has a large social media presence on Facebook, Instagram, and YouTube, engaging thousands of followers who use these platforms to learn about upcoming concerts and major announcements.

5. Community Impact

We see an impact on our community with texts, posts, cards, and emails from people expressing thanks to the members and staff. By building new relationships, we create stronger bonds between people in the music community. A successful concert

bodes well for recruitment for the Northland Summer Singers in 2026. Next time, the singers bring their friends and family creating an impactful and bonding experience in the Liberty Community.

Goals that we plan to achieve after the conclusion of the Inaugural year of the Northland Summer Singers...

- 1) Recruit new voices in the Northland area to participate in a life-changing masterworks through the Choral Foundation
- 2) Increase education of Healthy Singing to the Liberty community and improve on music skills in participants
- 3) Build a new audience of supporters for the Choral Foundation in a growing suburb of Kansas City
- 4) create a summer singing community chorus fostering the art of excellent choral singing
- 5) encourage through social media and press releases + critical reviews to bring tourism into the Liberty community

As you work toward the project date, what benchmarks will you use to assure progress toward your goals? Afterward, what tools will you use to evaluate whether or not the goals were achieved?

There are several benchmarks that will illustrate progress toward our goals of a successful recruitment choir & enthusiastic audience for the first Northland Summer Singers concert in Liberty.

In January of 2025, we will start making announcements and press releases to media about the new ensemble under the umbrella of the William Baker Choral Foundation (WBCF). This will include internal email blasts to our Kansas City musicians that participate in other WBCF ensembles, including the William Baker Festival Singers, Summer Singers of KC, Summer Singers of Lee's Summit, Summer Singers Academy, Kansas City Bronze, and Voces Festivas. Other announcements will go out on all the Kansas City area Facebook pages. We can tally interest by these activities from comments by friends/supporters.

As we begin to make it known in KC about the new ensemble, we will send press releases to a number of outlets to help us get the word out. WBCF has established connections with the Courier Tribune, the Independent Magazine, The Kansas City Star, and KC Arts Beat, who all have reporters that support the vibrant arts community in the KC Metro area & the growing arts community in Liberty. Printed articles by established newspapers and online pages to promote the project have a profound impact for recruitment of singers and audience at the concert.

Registrations begin in early spring and continue through the 2nd rehearsal date. We can quickly evaluate the success of the Northland Summer Singers by counting the number of people who register to participate. In it's inaugural year, Danny Baker has a goal of attracting at least 60 singers, but the staff at WBCF thinks it could get much higher due to Danny's connections with 2nd Baptist Church, Liberty United Methodist Church, William Jewell College staff, and his connection with the Liberty Community chorus music director, Bryan Taylor, who area all highly supportive of the Northland Summer Singers project success.

Throughout the year, at all WBCF concerts, we will have flyers announcing the new ensemble, and we also plan to make announcements at the Liberty Community Choir rehearsals and pass out flyers at their concerts throughout the Spring 2025 semester. Depending on comments by interested singers and

the number of flyers distributed, we can estimate a successful recruitment for the ensemble, based on other WBCF ensembles located in KS and MO.

At the concert in August, we will be able to determine the success of the new music experience in Liberty by the number of singers enrolled in the choir and audience participants who purchase tickets. A large number of participants illustrates the impact from WBCF and a great need for this type of community choir ensemble in the community of Liberty. Furthermore, we plan to invite a music critic to include a review of the concert in their publication, bringing further recognition to the project and promoting the unique arts offering in Liberty.

Briefly describe how the project will be publicized and promoted to reach potential tourists, as well as the general public. All marketing materials must include the LAC logo and language stating the project was made possible in part by the LAC.

To publicize the project, we intend to submit our event to the online calendar www.visitlibertymo.com

The Choral Foundation will place an advertisement in the Liberty Courier-Tribune to promote the event

Northland Summer singers' members will be invited to put up Concert Posters in downtown Liberty to attract visitors from retail and restaurants.

Use hashtags on social media marketing #ThatsMyMO #LibertyMO #GiveMeLiberty

The Choral Foundation has an email list of supporters in the Northland and will use that to promote and market the concert in Liberty

We will also print a promotional postcard to attract participants in the choir, sending them to education and church choir programs in Liberty, Parkville, St. Joseph

All printed promotional materials such as concert posters, and concert programs would all add the LAC logo and say 'This Concert is Sponsored in part by the Liberty Arts Commission'.

Describe the extent of community support for this project, including collaboration/partnerships, financial and in-kind contributions, volunteers, etc.

Community support for the Northland Summer Singers will come in many forms as a result of the various connections that the music director Danny Baker has already formed as a successful leader in the Liberty Arts community.

Firstly, the St. James Catholic Church, where Danny Baker is the Director of Liturgy and Music, is very supportive of music endeavors in Liberty and will support the Summer Singers by providing a rehearsal and performance venue as an in-kind contribution to the Choral Foundation. Furthermore, they will promote for singer recruitment and for the performance in announcements to the congregation, that reaches well over 2,400 members.

One of Danny's choir members works for a real estate company called Wardell and Holmes, and she has pledged a donation to support the project, but we are unaware at this time of the donation amount.

Since Liberty is such a close-knit community, the churches are especially supportive of each other and the many music offerings in Liberty. We expect to attract singers from the following congregations, St. James, Second Baptist, Hosana Lutheran Church, and Liberty UMC with Danny's colleagues at each location.

Danny & Leslie serve as a staff accompanists at William Jewel College, so as staff members they can promote the Northland Summer Singers with the students. The Choral Foundation offers a special student rate for tuition, which should be

especially appealing to the Jewel choral students.

Discussions have already been started with Bryan Taylor, the music director of Liberty Community Chorus, which draws a large chorus throughout the year, but does not sing during the summer months. We feel that given the option, the Northland Summer Singers will draw participants from LCC, as well.

Bryan is pleased to support our efforts to add a quality choral/orchestral option in the summer months in Liberty.

Regarding community support, Danny Baker has an established relationship with Kellie Houx, the Community Editor at the Courier-Tribune newspaper that serves the communities of Liberty, Excelsior Springs, and Kearny. In the past, Kellie has been very supportive of the Arts in these communities and we expect her to be supportive of the new ensemble, Northland Summer Singers, located in Liberty.

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

William Baker Choral Foundation
December 31, 2024

NORTHLAND SUMMER SINGERS BUDGET

Project: BAROQUE MASTERWORKS by Antonio Vivaldi's GLORIA and BEATUS VIR + Giovanni Battista Martini's DOMINE AD ADJUVANDUM ME FESTINA

STAFF

Danny Baker, Artistic Director/Founder	\$1500
Leslie Bunch, Rehearsal accompanist	\$1000
Dr. Jamea J. Sale, IHS&VR workshop	\$750
Niccole Williams, Admin staff	\$1000
Alex Shum, Orchestra Contractor	\$500

CONTRACTORS

Orchestra (including 7 players)	\$2500
Organist	\$500
5 pro soloists (2 sopranos, alto, tenor, bass)	\$1250

MARKETING

Costs for printing flyers, postcards, stamps, and ads placed in Liberty Courier-Tribune	\$1500
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TOTAL	\$10,500
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Work Sample #2 YouTube Links

<https://www.youtube.com/watch?v=Huec-vfRrYA>

Danny Baker conducts the St. James Catholic Church Choir at their Community Thanksgiving service. This choir is a combination of voices from different church choirs in the Liberty, Missouri area.

'In This Very Room' by Ron and Carol Harris

<https://www.youtube.com/watch?v=q4X8ycr0UFg> (starts at 13:36)

Danny Baker is Tenor soloist in the Misa Criolla by Ariel Ramirez with the Summer Singers of Lee's Summit. Recorded in concert, Monday, 29 July 2024, at St. Paul's Episcopal Church in Lee's Summit, Missouri.

https://www.youtube.com/watch?v=f_12-GTMaH4

Summer Singers of Lee's Summit performs Vivaldi's GLORIA. Summer Singers is a non-auditioned community chorus of the William Baker Choral Foundation. This is an example of how we expect the Northland Summer Singers concert would be performed and how we expect the Liberty community would support such a popular classic work.

2024 Liberty Plein Air Art Event Recap

On October 5th, 21 artists from across the region gathered to paint outdoors within the historic Liberty boundaries. The community enthusiastically engaged with the artists, creating a vibrant and positive atmosphere.

Highlights & Achievements:

- **Workshop Success:** 12 participants attended the workshop on Friday, October 4th.
- **Support & Volunteers:** 5 dedicated committee members contributed a combined 254 hours to make the event a success.
- **Generous Sponsorship:** 11 sponsors supported the event. Price Chopper provided donated water, while The Artisan Market contributed the reception space, drinks, and water coozies.
- **Community Perks:** Artists received goody bags, lanyards, and gift certificates for lunch at downtown restaurants.
- **Prizes & Recognition:** \$900 in purchase prizes and \$1,000 in prize money were awarded to participating artists.
- **Event Marketing:** Efforts included hiring a photographer, creating an online platform, designing event signage, and executing a strong social media push.
- **Celebration:** The event concluded with a well-attended reception and awards ceremony, catered by Sorrella's.

Looking Ahead to 2025:

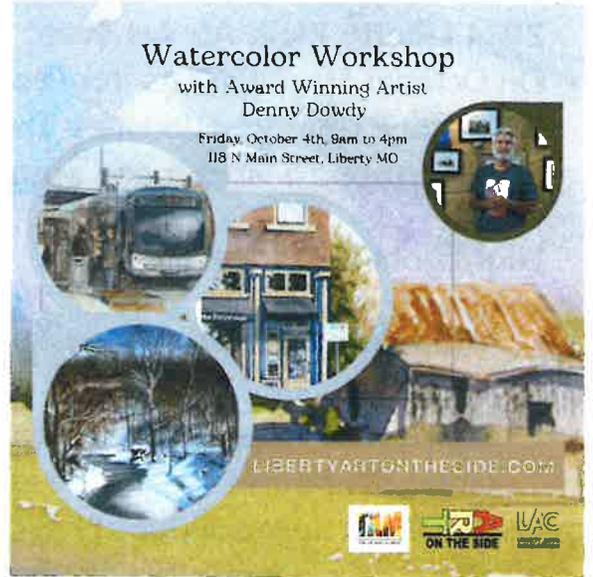
Next year's goals include expanding the event into a multi-day experience:

- **Friday Night:** Introducing a Nocturne event featuring nighttime painting.
- **Saturday:** The Main Event will take place in Historic Downtown Liberty, with a **Junior Division** (ages 12-16) showcased on the Square to encourage young talent.
- **Sunday:** A Nature-focused event at Martha Lafite Thompson Nature Sanctuary.
- **Reception & Exhibition:** The awards reception will be held at **City Hall**, where the artwork will remain on display for the entire month of October, providing extended visibility for participating artists.

We are excited to share that Liberty Plein Air is already on the **Plein Air Kansas City Calendar** for the first weekend of October 2025. We look forward to building on this year's success and creating an even bigger, more engaging event next year!



Workshop ad, Facebook & Instagram



ART ON THE SIDE Liberty PLEIN AIR 2024 Sponsors

Large event sign
Sponsor Thank you.



Social Media Sponsor Thank you



ART ON THE SIDE
Liberty
PLEIN AIR

Don't miss out on this unique celebration of creativity and community!

SATURDAY, OCTOBER 5TH

Artists meet from 8am - 10am
Paint Out In Historic Downtown from 8am-4pm
Judging, Awards and Sales 5pm
www.libertyartontheside.com

STAR Development

ORANGE EASEL **FRAME IT** **a3G architects**

LLAC
LIBERTY ARTS COMMISSION

ART ON THE SIDE
Liberty
PLEIN AIR

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Flier and Social Media

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ART ON THE SIDE
Liberty
PLEIN AIR
2024

October 5th, 8am to 5pm

LLAC
LIBERTY ARTS COMMISSION

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ART ON THE SIDE
Liberty
PLEIN AIR
2024

October 5th, 8am to 5pm

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ART ON THE SIDE
Liberty
PLEIN AIR
2024

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Website Banners

ART ON THE SIDE
Liberty
PLEIN AIR
2024

October 5th, 10AM-1PM
YOUNG ARTIST DIVISION

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ORANGE EASEL
SCHOOLS OF ART

ART ON THE SIDE
Liberty
PLEIN AIR
2024

STAR Development

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LIBERTY ARTS COMMISSION

a3G architects

October 5th, 8am to 5pm

LLAC
LIBERTY ARTS COMMISSION



Liberty

**PLEIN AIR
PAINT OUT**

First Saturday of October



www.libertyartontheside.com

Yard Signs

Young artist division for Social Media



**2024
YOUNG ARTIST DIVISION**

Saturday, October 5, 2024

Liberty
PLEIN AIR

En Plein Air Drawing Workshop
Saturday October 5th, 10:00am-1:00pm
Ages 8-16 years

OFFSITE - ON THE HISTORIC DOWNTOWN LIBERTY SQUARE



ORANGE EASEL
SCHOOL OF ART



