



MINUTES

City of Glenwood Springs Arts and Culture Board Meeting of August 18, 2020 6:00 PM Zoom Meeting

1. Call to order: 6:06pm
2. Roll Call:
 - a. Staff: Brian Smith, Jenn Ooton, Karstin Moser
 - b. City Council Liaison: Shelley Kaup
 - c. Board: Stefanie Davis, Bonnie Kratovil, Mary Noone, Bryana Starbuck, Liz Caris
 - d. Guests: Josh Lapp of Designing Local
3. Citizen Comments:
 - a. None
4. Approval of July Minutes
 - a. Mary made a motion to approve, Bryana second. All in favor, none opposed.
5. Progress on Mural Project
 - a. Submitted grant application today.
 - b. Spanish outreach incorporated in project. Would like one of the murals to be by an artist of Latinx culture.
 - c. Call for art would be nationwide.
6. Art Plan – Josh Lapp of Designing Local
 - a. Other communities they were working with have also stepped back and revised their approach using focus groups, surveying, map tools, educational partnerships digitally.
 - b. Designing Local has seen an increase in the response rate to digital surveys during COVID compared to prior to COVID.
 - c. Designing Local would like COGS to consider using public art as tool to rebuild/revitalize community after COVID.
 - d. Proposed Engagement Outline and Schedule
 - i. Digital Survey via Survey Monkey with goal of 500-1000 responses.
 1. Paper copies of survey available at library, community center, and city hall. Bonnie also suggested the grocery store.
 2. English and Spanish versions available for both digital and print.

3. Social media promotions both through COGS avenues and paid ads.
 4. Gift card giveaway, possibly Glenwood Gold, via email addresses collected through the survey.
 5. Promotions in newspaper. Bryana suggested doing a letter to the editor piece on the art plan and survey.
 6. Board has a list of potential recipients of the survey. City also has lists for use.
 7. Bryana suggested a newspaper insert with drop off instructions. Josh to check on pricing.
- ii. Focus Groups Via Zoom
 1. Find organizational leads (i.e. neighborhood associations, artists from Glenwood and neighboring communities, gardening clubs, non-profits, and community organizations, etc.) to share the information and invitation to their group.
 2. Gives everyone a chance to speak.
 3. Map tool use to indicate points of interest for art installations.
 4. Max of 20 people per focus group with multiple focus groups.
 5. Focus group organizations/group to reach out to will come from City and Board to Designing Local.
 - iii. Education Partnership
 1. Work with High School/CMC art teachers for survey input or focus group involvement.
 - iv. Community Webinar
 1. Large-scale engagement event to replace large-scale meeting.
 2. Zoom or other medium that allows for call in or online participation, Facebook live through City's page.
 3. Guide people to online survey.
 4. Bryana suggests it be simulcast in Spanish.
 5. Brian has concerns about reaching senior community who may not be as comfortable with technology.
 - v. Project Website
 1. Options are to add page to existing city page or have Designing Local make a page.
 2. Board would like the page to be on a city site.
 3. Map tool on page.
 4. Potential for public art database, art walk, public access, all things art in Glenwood.
- e. Need to develop survey and gather lists for Focus Groups. Josh to set up meetings for these items.
7. Director's report
 - a. Wayfinding signage in place via Kiosks.
 - b. Building Art Page on glenwoodrec.com with info on inventory, art plan, and art information.
 - c. Trying to schedule beautification days around downtown.
 - d. Community events brainstorming.

- e. Looking for an opportunity to do joint Arts & Culture Board and DDA meeting to go over opportunities for collaboration.
 - f. Community Center is serving at evacuation center for the Grizzly Creek Fire evacuees.
8. September Agenda Items
 - a. RERC Update
 9. Adjourn at 7:30pm.