



MEETING SUMMARY

The Broomfield Cultural Council debriefed on the SCFD grant process and briefly discussed Creative Broomfield accomplishments.

ROLL CALL

Present: Melanie Mulhall, Adam Ewearitt, Deven Shaff, Melissa Islam, Suzanne Carroll, Pascale Fried, Suzanne Crawford

Absent: Kim Kennedy White

Others in attendance: Karen Gerrity, Cultural Affairs Manager; Cheryl German, Cultural Affairs Staff; Clara Nulty, SCFD staff

AGENDA MINUTES

CALL TO ORDER

Meeting was called to order at 6:30 p.m. by Deven Shaff, chair.

APPROVAL OF THE AGENDA AND MINUTES

Suzanne Crawford made a motion to approve the Agenda. Suzanne Carroll seconded. The motion passed unanimously. Melissa Islam made a motion to approve the minutes. Suzanne Crawford seconded. The motion passed unanimously.

REPORTS

EVENTS ATTENDED

Council discussed events attended including the Importance of Being Earnest, Botanic Gardens Sculpture Show, and Bonnie Raitt at Red Rocks.

STAFF REPORT

- The City Manager has hired Abby Yellman from Council Bluffs, Nebraska as the new Director of Library Services and Cultural Affairs. She will begin on November 1.
- BCC has several opportunities to promote SCFD and the upcoming election: Broomfield Days on September 17, Farmer's Market on September 20, and the BrewHaHa at Arista on October 15 from 2-5 p.m.
- Importance of Being Earnest was a huge success with 245 attendees on Saturday and 170 attendees on Sunday. This success was a collaboration between Cultural Affairs, Broomfield Council on the Arts and Humanities, BackStory Theatre, Broomfield Community Players, Broomfield Crescent Grange and numerous volunteers. Cultural Affairs underwrote the production.
- Cultural Affairs fall programming has begun with the Creative Broomfield Jazz Series and BIFF Best Shorts. Dr. Colorado, Tom Noel, will be speaking on Color-Oddities on September 14 as a fundraiser for the Broomfield Depot Museum Friends.
- Judy Collins is sold out for Friday, September 16.
- Comprehensive Plan Update is seeking feedback. They will have an open house on September 14 at 6 p.m. at the HHS building. They will also have a tent at Broomfield Days.

The long-term strategic plan will help shape the vision and strategies related to new development, redevelopment, city programs and services. The update focuses on the following areas: transportation, housing, land use, economic development, social services, open space, parks, and trails, the 120th corridor and other redevelopment opportunities, and historic preservation. See more information at broomfield.org.

- Broomfield's Choice Award voting continues. Please vote at www.broomfieldpublicart.com

SCFD REPORT

- SCFD Eligibility deadline was September 15. SCFD received 28 applications. The Eligibility Open House was a reasonable success with eight organizations benefiting from the program.
- September SCFD Board Meeting will be Thursday, September 22 at 1 p.m. Melissa Islam will represent the Council.
- Executive Director search is wrapping up.
- The July 2016 revenue is at a 1.51% increase in YTD 2016 over YTD 2015

UNFINISHED BUSINESS

DEBRIEF OF THE BROOMFIELD SCFD GRANT PROCESS

Discuss rationale for scores and requests.

The Cultural Council discussed creating benchmarks and/or definitions for scoring. Melissa Islam and Suzanne Carroll will review and propose revisions for the November meeting. Council has decided to change the April meeting to April 10, 2017 to walk through the grant review and scoring together as a group. They will select one grant to use as an example of the process.

Discuss the interview time length. Should GOS be given more time? Discuss the total time for the interview.

The Cultural Council decided to update the interview time to 15 minutes total: 2 minutes for the organization introduction and 13 minutes for Council questions. Timers will track the total time and the two minutes introduction.

Discuss whether or not organizations are allowed to bring and distribute materials? Is this too distracting? It's currently not an official SCFD policy.

Organizations will be directed to put materials on a table at the front, rather than passing items around during the interviews. Council would prefer to spend more time on the interview instead of being distracted.

BCAH REPORT

Sherill Bunetta, Co-President and Treasurer and Gail Showalter, Board Member, met with SCFD staff to review the statutory requirements for eligibility. SCFD funding is only for programs the BCAH directly produces. BCAH will revise their grant application to clearly delineate between directly produced programs such as Brunner House Summer Sundays and organizations in which BCAH is a fiscal sponsor, such as Chadash Dance. Cultural Council will see a difference in the BCAH activities and financial statements. BCAH will continue to work with SCFD to clarify their membership and review the current operating model.

NEW BUSINESS

BROOMFIELD DAYS

Deven Shaff will inquire about the bear costume. Melissa Islam will volunteer from 9:30-10:30 a.m. Pascale Fried will volunteer from 12-1 p.m. Suzanne Crawford offered to wear the bear costume at the Farmers Markets and/or the BrewHaHa.

DISCUSS CULTURAL COUNCIL LIAISONS TO OUR FUNDED ORGANIZATIONS

Council briefly discussed assigning council liaisons to the funded organizations. Council determined that Broomfield does not have enough organizations to warrant liaisons. Each Council member is responsible for getting to know the organizations and to attend events/performances.

UPDATE ON CREATIVE BROOMFIELD: WHAT HAS BEEN ACHIEVED? WHAT HAS NOT?

Karen Gerrity prepared a report that is attached. She briefly reviewed the accomplishments via the Culture Cash Priorities.



Culture Cash Ranking: Over 70 participants have ranked the top ten cultural options from the Culture Cash Exercise to give a priority of importance. #1 being the highest and #10 the lowest.

Priority #	Priorities from 2014	Accomplishments 2015-2016
1	Theatrical performances at the Auditorium	The Auditorium had the following theatrical performances: <i>Guys on Ice</i> , <i>Beets</i> , <i>Importance of Being Earnest</i>
2	Community theater	Cultural Affairs facilitated the creation of the Broomfield Community Players
3	Film series in Broomfield	Cultural Affairs partnered with the Boulder International Film Festival to bring Best Shorts
4	Mobile museum exhibits for use in schools and throughout the city	The Broomfield Depot Museum and the Broomfield Veterans Museum both have mobile museum exhibits
5	Professional Art Gallery	
6	Cultural Programs for Youth	The Library, Depot Museum and BCAH have expanded their offerings of youth programs including the new Discovery Lab and Makerspace
7	500-1,000 seat performance space	
8	Participatory community public art project	Public art had four lantern making workshops and first annual Lantern Parade
9	Renovate Outdoor Amphitheater	Renovation is being discussed as a part of the civic center planning
10	Designated storage space for museum collections- currently renting offsite storage units	The City is considering a proposal to provide space in 6 Garden Center for the Museum collections.

CREATIVE BROOMFIELD: DISCUSS HOW TO ENGAGE BROOMFIELD CULTURAL ORGANIZATIONS

Council decided to table this discussion until the November meeting.

ADJOURNMENT

Suzanne Crawford made a motion to adjourn. Melissa Islam seconded. The motion passed unanimously. The meeting was adjourned at 8:07 p.m.

APPROVAL

Minutes prepared by Cheryl German.

Approved by _____, Chair

CREATIVE BROOMFIELD UPDATE

A MASTER PLAN FOR ARTS AND CULTURE - ADOPTED MAY 2015

BRINGING LIFE TO GREAT IDEAS

GOAL: To promote Broomfield as a well-recognized center for vibrant arts and culture activities that engages the community and contributes to economic development.

Accomplishments:

Cultural Affairs partnered with the city's Media-Communications team to launch a Creative Broomfield marketing initiative and rebrand programs and services.

The Broomfield Auditorium hosts high profile performers and programs such as Rock n Roll Hall of Fame artist Richie Furay, Grammy award winner Judy Collins and the Boulder International Film Festival.

BCAH created a marketing and advertising resource package for arts group. BCAH increased their presence on social media and rebuilt their website.

GOAL: To strengthen the role of arts, culture and heritage in Broomfield by increasing public attendance and participation in these cultural activities, encouraging advocacy for arts and culture and expanding support for arts and cultural organizations through memberships and donations.

Accomplishments:

BCAH participated in a health and wellness fair at Anthem Ranch in order to connect with that community and offer opportunities to volunteer and become a member.

BCAH organized and hosted craft tables at the Meals on Wheels fundraiser to bring awareness to BCAH and the arts in Broomfield and to encourage a nonprofit network of mutual advocacy, advancement and collaboration.

Public Art Committee and Cultural Affairs presented a new opportunity for community engagement through Lantern-Making workshops and an interactive public art installation at the HHS building.

GOAL: To enhance the cultural environment in Broomfield by conducting a thorough needs assessment of cultural assets in Broomfield to determine what additional opportunities to pursue.

GOAL: To generate public/private partnerships to ensure that arts and culture programming and opportunities are incorporated successfully in community development.

Accomplishments:

The city of Broomfield is working with a private developer to move forward with the Civic Center Plan. Arts and culture will be included in the planning.

GOAL: To cultivate the potential and strengthen the sustainability of local arts, culture and heritage organizations through collective planning, improved communication and more effective use of community resources

Accomplishments:

Cultural Affairs and BCAH partnered to support the emergence of a Broomfield-based community theater which resulted in the establishment of the Broomfield Community Players and their first public performance at the Audi.

BCAH promoted the Broomfield Veterans Memorial Museum in a special profile on their newsletter.

GUIDING PRINCIPLES

Arts Education/ Lifelong Access to the Arts: The need to expand learning opportunities in the arts for all age groups and backgrounds to enhance their quality of life and the vitality of our community.

Accomplishments:

Broomfield Veterans Memorial Museum created an educational trunk to share artifacts and archival materials with K-12 students and opened the museum for temporary displays and presentations by students.

The Depot Museum is partnering with the Teen Library to host an upcycling fashion show for teens and parents in celebration of Mothers' Day.

The library added a 3D printer to their maker space programs.

Cultural Diversity: Opportunities for all to experience expressions of different cultures by supporting and encouraging a full range of activities that reflect the cultural richness and diversity of the community.

Accomplishments:

The Depot Museum and Children's Library are partnering on a Dias de la Ninos event Saturday, April 29, at the depot. They will have a reading in Spanish of Shep the Turnpike Dog and some activities.

The Broomfield Auditorium continues to host diverse organizations representing cultures from around the world. Some of these include Poland, Nepal, Mexico, India, Scotland, Ireland, and the Middle East.

The Lantern Parade was led by African drummers from the BaoBao Foundation. The drummers will return to the Audi next spring for a FREE drumming and dance performance.

Cultural Spaces and Places: The need for affordable, accessible space for performance, exhibition, studio, administrative and storage functions as well as gathering spaces for community events; places where both formal and informal events can occur, both interior and exterior, including festivals, concerts and exhibitions as well as serendipitous activities.

Accomplishments:

The city is working on a project that will result in more storage space and collection space for the Depot museum and more space for the library's maker space program.

Public Awareness and Participation: The need to heighten public awareness of and participation in arts and cultural offerings throughout the entire Broomfield community.

Accomplishments:

BCAH hosted their first high-profile fundraiser featuring well-known Colorado artist Lannie Garrett which offered myriad opportunities for individuals, organizations and businesses to participate.

Cultural Affairs staff and volunteers are attending public events such as the Farmer's Market and Trails Day to spread the word regarding city programs and services.

The BVMM opened a second day in the week, Thursdays, to accommodate schools, special education organizations and retirement homes.

