

Waukegan Park District  
Jack Benny Center for the Arts  
Cultural Arts Advisory Committee Meeting  
April 30, 2015  
12:00pm meeting  
Lilac Cottage  
1911 N. Sheridan Road, Waukegan, IL 60087

I. Call to Order

Park District Commissioner, Pat Foley, called the meeting to order at 12:10pm

II. Roll Call & Introductions

In attendance were Greg Petry, WPD Executive Director; Claudia Freeman, Superintendent of Cultural Arts; Teddy Anderson, WPD Manager of Community Relations; Ty Rohrer, Cultural Arts Museum Supervisor; Debra Carl, Cultural Arts Specialist; Elizabeth Fallon, Department Support Aide; Jo Dooley, A-Major Music; Harry Came, President of the Waukegan Historical Society; Dave Johnson, Waukegan Band Foundation; Lisa May, 7<sup>th</sup> Ward Alderman; Roxanne Swanson, WSO & Music Instructor at the JBC, Melba Rivera

Being that there was not a quorum, no official business was conducted.

III. Review, Discuss, Decide

A. 2015-2017 Strategic Plan and 2015-2016 Goals - Claudia

- New strategic plan software “On Strategy” designed to build, empower, and execute
- Major themes to focus goals for Cultural Arts Customer Theme: Community Connection, Program Theme: Aligning Initiatives with Community Need, Parks/Facilities Theme: Infrastructure Development and Investment, Financial Theme: Sound Financial Management.
  - Examples of community connection are Debra’s outreach program Arts Park and Debra had a lady shout to her from a car asking where the Arts Park van was going next, Ty’s history outreach in the schools
  - Greg added part of the Strategic Plan was to create new traditions such as Christmas in July and Claudia added current special events that are becoming new traditions, the Tanabata Festival and Day of the Dead Festival
  - We are trying to think of ways to engage the community. The number that was thrown around a lot during the teachers strike in October was 17,000 kids – how can we engage them.

B. Updates on State and Local Agencies and Organizations - Claudia

- Claudia is working with the School District on the calendar for the next year
- Waukegan High School has requested no outside events to be scheduled 4-6 weeks prior to their theater productions
- State funding to the arts has been reduced by 20%
- Current grants are frozen but money allocated last year has been dispensed
- Claudia attended the Arts Advocacy Day in Washington D.C. where she met with Bob Dold who signed the Congressional Arts Caucus and the Illinois team was congratulated for their energy and efforts by the Americans for the Arts
- Waukegan Arts Council has 139 members

- Waukegan Arts Council presents ArtWise, a Community Cultural Arts Series in the Fall running from 9/11/15 – 11/11/15 theme “Those Who Serve” with theater productions and gallery exhibits

#### C. State of the Arts at WPD

- Claudia reported:
  - Bowen Park Theater Company has a full season starting with 2 shows around the 9/11 theme in conjunction with ArtWise, Agnes of God, and A Comedy of Errors
  - Partnerships with Waukegan Band Foundation and Arts Parks created increased attendance at summer concert series which will continue for Summer 2015
  - Planning on partnership with Lake County Community Concert Assoc.
  - Washington Park Band shell to host summer concerts that we are looking for a mariachi band and then a string and brass group.
  - Summer Stories – new program – in Bowen Amphitheater to host community leaders reading stories on Wed evenings
  - Partnering with Buckey Hawker, Folk & Ethnic Arts Program to work with Maria and Academia Cultural Xilotl
- Ty reported:
  - on the proposed addition to the museum and fundraiser kick off was in December 2014 with a mailing of pamphlet
  - Completing a grant – Latino Americans 500 years of History to include PBS documentary showing and facilitated discussion
  - School Outreach very active
  - Outreach tours going well – Civil War Sites tour had 50 people attend with participation from people outside of Waukegan
  - Summer Intern implemented guided walking tour in Spanish, plus surveyed participants about interests with responses interested in statues in Waukegan
  - Suggestion from Dave Johnson about utilizing QR codes for statue information with discussion from the committee members about QR codes and Apps for informational and multilingual purposes
  - Lisa May suggested we now call Ty “Mr. Ty the History Guy”

#### D. Waukegan Park District updates

- Greg reported:
  - Field House Pool and Clearview Park are in the planning phases.
    - Clearview Park funded by an OSLAD grant and an EPA grant. The Field House Pool is funded by a PARC grant. All grants are currently frozen however it is likely that the OSLAD and PARC grant will still come through due to how they are funded. The Park District will continue the process of planning until the bid stage.
    - There are alternative plans for both projects if the grant funds do not get dispersed.
  - Next year we will be submitting a grant for King Park improvements which would include family plot gardens and community gardens
    - Beacon Place and Chicago Botanic Garden are excited about this project
    - King Park is located in a food desert on the south side of Waukegan
    - Claudia added that Earth Sake programs coordinate and compliment the King Park project
    - Jensen Ct properties finally cleared out for park expansion
- Teddy reported:

- Waukegan Parks Foundation has submitted application for 501C3 approval maybe 6wks to 6 month wait
    - Foundation will be helpful in fundraising, community outreach, and partnerships
  - Centennial celebration begins 12/26/16 and run through 12/25/17
    - Prelude to the centennial will be a video booth for the community to record/share stories about Waukegan parks and a Centennial Tent will be at special events starting with American Independence Festival
    - Other Centennial plans include 12/26/16 kick-off celebration with fireworks, National River Day Clean-up Day focusing on ravines, Birthday Celebration in August and other ideas such as planting 100 trees, 100 Arts Park, 100 fitness activities
    - Committee discussion: have story video booth at scoop the loop, include other groups celebrating 100 years such as the JROTC
  - Electronic Media update
    - Website – board approved website redesign with changes including the design/layout, mobile phone friendly, and WPD will operate and maintain website
    - Carlos Valentin has been focusing on Social Media with weekly newsletters sent via constant contact and Facebook plus utilizing Facebook, twitter and Instagram as well as video teasers to promote WPD
    - Please give Carlos or Teddy and helpful feedback about newsletter and social media
- E. Open to Group comments:
- Lisa May said that we do a good job of engaging the community and kids
  - Dave Johnson read through his table group list of suggestions. And that he is looking for evening and weekend early childhood activities for his son which the WPD provides compared to other communities.
  - Harry Came mentioned that with money to the schools being cut that they can no longer get buses so the kids can't come to us – we need to go to them.

IV. Next Meeting – October 29, 2015

- Future meetings in 2016 will be March 31 & September 29

V. Meeting adjourned at 1:30pm

Waukegan Park District  
Jack Benny Center for the Arts  
Cultural Arts Advisory Committee Meeting  
April 30, 2015  
6:00pm meeting  
Lilac Cottage  
1911 N. Sheridan Road, Waukegan, IL 60087

VI. Call to Order

Claudia Freeman called the meeting to order at 6:05pm

VII. Roll Call & Introductions

Rich Ribando President of Concert Call, Martha Padilla-Ramos WPS60 teacher, Jack Dudley JBC instructor, Betsy Stiles, Mary Fran Troha, Jaimie O'Meara, Teddy Anderson Manager of Community Relations, Elizabeth Fallon Department Support Aide, Ty Rohrer Museum Supervisor, Claudia Freeman, Superintendent of Cultural Arts, Debra Carl Cultural Arts Specialist, Pay Foley Park District Commissioner,

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#### H. State of the Arts at WPD

- Claudia reported:
  - Bowen Park Theater Company, WSO, and WCC just ended a great season
  - Partnerships with Waukegan Band Foundation and Arts Parks created increased attendance at summer concert series which will continue for Summer 2015
  - Arts Park has expanded from the original 7 programs to 45 programs scheduled for summer 2015
  - Planning on partnership with Lake County Community Concert Assoc.
  - Washington Park Band shell to host summer concerts that we are looking for a mariachi band and then a string and brass group.
  - Summer Stories – new program – in Bowen Amphitheater to host community leaders reading stories on Wed evenings
  - Partnering with Buckey Hawker, Folk & Ethnic Arts Program to work with Maria and Academia Cultural Xilotl
- Ty reported:
  - on the proposed addition to the museum and fundraiser kick off was in December 2014 with a mailing of pamphlet
  - Completing a grant – Latino Americans 500 years of History to include PBS documentary showing and facilitated discussion
    - In need of scholars as part of the program, committee members offered TY several ideas and suggestions for other institutions he could reach out to or contacts that they have
  - School Outreach very active
  - Outreach tours going well – Civil War Sites tour had 50 people attend with participation from people outside of Waukegan

#### I. Waukegan Park District updates

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  - Field House Pool and Clearview Park are in the planning phases.
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  - Carlos Valentin has been focusing on Social Media with weekly newsletters sent via constant contact and Facebook plus utilizing Facebook, twitter and Instagram as well as video teasers to promote WPD
  - Please give Carlos or Teddy any helpful feedback about newsletter and social media

J. Open to Group comments:

- Mary Fran mentioned trying to coordinate with the school district so that participation in a performing arts program can count towards graduation.
- Martha mentioned issues with the summer school flier giving insufficient information for Park District Summer Camps.

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X. Meeting adjourned at 8:05pm