

Waukegan Park District
Jack Benny Center for the Arts
Cultural Arts Advisory Committee Meeting
May 23, 2013
12 noon meeting

I. Call to Order

Superintendent Freeman called the meeting to order at 12:06pm. She welcomed and thanked everyone in attendance. Commissioner Foley (Board Liaison) is unable to attend the meeting.

II. Roll Call

In attendance was Superintendent Claudia Freeman, Jackie Rijos, Ty, Rohrer, Debra Carl, Theodora Anderson, Roxanne Swanson, Lisa May, Nina Geater, Jane Waller, Mary Fran Troha, and Jamie O'Meara. Due to lack of a quorum, no official board business was conducted.

III. Review, Discuss, Decide

- A. Advisory Members introduced themselves. Claudia Freeman, Superintendent of Cultural Arts; Jackie Rijos, Cultural Arts Secretary; Roxanne Swanson, Waukegan Symphony Orchestra member and Violin/Piano teacher at Jack Benny Center; Theodora Anderson, Manager of Community Relations; Nina Geater, Waukegan Township/Creative Writer; Ty Rohrer, Cultural Arts Museum Supervisor; Debra Carl, Cultural Arts Specialist; Lisa May, 7th Ward Alderman; Jane Waller, Waukegan Arts Council and longtime Waukegan resident; Jamie O'Meara, President of Waukegan Main Street
- B. Ty Rohrer updated the committee on Outreach Programming for FY 12/13. 190 programs were done in the schools and to adults. Over 820 adults and 4,000 students saw the programs. The bus/walking tour has picked up steam. Three schools are now participating. The Waukegan History Museum and research library have put in over 200 volunteer hours to help out 464 students for the Waukegan High School/Chicago Metro Fair. Seven of those projects went to State and two projects made it to the National level. (Both specific to Waukegan) The Museum currently has the following exhibits: Bowen Country Club – Bowen Park History. "Play Ball" which will come down in September and Back to School will be put up in its place. Titanic – Combating the 100-year anniversary of the sinking. 1913 Changing Role of Women and the Kennedy Assassination will also be going up.

Debra Carl updated the committee on Summer HEAT, which will run on 6 Mondays starting in the end of June. Bowen Blues will be the 2nd Wednesday in the months of June, July and August. The first Fridays in June, July and August will be Movies in the Park. The 3rd Friday will be Poetry at Roosevelt Park. ArtsPark will be all over Waukegan this summer. Visiting 7 parks in the different planning area in Waukegan and one weekend a month (Saturday and Sunday) the ArtsPark van will be at Bowen and Belvidere Parks. Dandelion Wine Fine Arts Festival will be on Saturday, June 1 from 10am -4pm. Art, theatre and dance are currently holding steady. Freeman also

added that Acts to Follow have a show, Picasso at Lapin Agile, running at the Schornick. Tickets are \$5.

Freeman announced that the Cultural Arts Division won the Dorothy Mullen Arts and Humanities Award, IPRA Community Impact Award and Freeman will be accepting the YWCA's Women of Achievement Award.

The district maintained and kept the CAPRA accreditation.

- C. Freeman presented the 2013 Goals to the committee and gave a brief overview
- D. Illinois Arts Council for FY 13/14 only 1.7% cut from last year. Which is \$.63. The Cultural Arts Data project must be completed in order to receive funds from the Illinois Arts Council

Freeman attended the Arts Alliance Illinois/Arts Advocacy Day in Washington DC. She met with Representative Danny Davis and attended YoYo Ma's speech and was able to hear him play. Freeman will also be attending the ONE STATE TOGETHER IN THE ARTS in Moline, Illinois and is looking forward to Keynote Speaker, Theaster Gate as well as seeing Preston Jackson, who was recently commissioned to build the bronze sculpture at the College of Lake County's Lakeshore Campus and Pablo Korone. On April 21 the Waukegan Concert Chorus, Swedish Glee Club and local community church members put on a Community Concert. Acts to Follow starts at 7:30pm.

- E. Freeman and David Motley are currently working on the Cultural Arts Inventory for Waukegan. Freeman would like to follow the Chicago Park District's Take 10 thought process to "post it" thoughts. Members wrote thoughts, ideas, comments, concerns and posted on to appropriate areas on the walls. All information will be compiled and sent out to all committee members.

Theodora Anderson, Manager of Community Relations for the Waukegan park District gave a presentation on Branding and Marketing. Ie. What is a brand? Logos are not branding – she is working on coming up with an identity to link everything together within the district. Anderson is currently working on a 3-year project for branding. The first year is focus groups and evaluations. Second year is working on the tagline and logo. Third year is working on the style guideline along with the plan for the Centennial celebration.

Freeman advised the group that in 2015 the Strategic Plan will be null and void. Currently in the process of looking for new strategic planner.

- F. Next meeting is November 7, 2013 at 12 and 6pm. Freeman thanked everyone in attendance for their support and looks forward to seeing every in attendance at the

Waukegan Symphony Orchestra, Waukegan Concert Chorus, Bowen Park Theatre productions, classes and programs.

Meeting adjourned at 1:05pm.

Waukegan Park District
Jack Benny Center for the Arts
Cultural Arts Advisory Committee Meeting
May 23, 2013
6pm meeting

III. Call to Order

Commissioner Pat Foley (Board Liaison) called the meeting to order at 6:09pm.

IV. Roll Call

In attendance were Commissioner Pat Foley, Superintendent Claudia Freeman, Jackie Rijos, Ty Rohrer, Debra Carl, Teddy Anderson, Jason Clark, Dave Johnson, Jo Dooley, Betsy Stiles and Martha Padilla-Ramos. Due to lack of a quorum, no official board business was conducted.

III. Review, Discuss, Decide

- G. Advisory Members introduced themselves. Claudia Freeman, Superintendent of Cultural Arts; Jackie Rijos, Cultural Arts Secretary; Pat Foley, Commissioner – Board Liaison; Teddy Anderson, Manager of Community Relations – Waukegan Park District; Jason Clark, Artistic Director – Bowen Park Theatre Company; Ty Rohrer, Museum Supervisor; Debra Carl, Cultural Arts Specialist; Dave Johnson, Waukegan Band; Jo Dooley, Owner A-Major Music/Waukegan Resident; Betsy Stiles, life long resident. (Martha Padilla-Ramos arrived late and was not introduced)

Freeman asked that those in attendance please fill out the volunteer form and return before they leave for the evening.

- H. Ty Rohrer updated the committee on Outreach Programming for FY 12/13. 190 programs were done in the schools and to adults. Over 820 adults and 4,000 students saw the programs. The bus/walking tour has picked up steam. Three schools are now participating. The Waukegan History Museum and research library have put in over 200 volunteer hours to help out 464 students for the Waukegan High School/Chicago Metro Fair. Seven of those projects went to State and two projects made it to the National level. (Both specific to Waukegan) The Museum currently has the following exhibits: Bowen Country Club – Bowen Park History. Play Ball which will come down in September and Back to School will be put up in its place. Titanic – Combating the 100 year anniversary of the sinking. 1913 Changing Role of Women and the Kennedy Assassination will also be going up.

Debra Carl updated the committee that two new instructors are on faculty. Pat King will be teaching watercolors classes and Carol Jumando will be teaching youth art. Summer HEAT which will run on 6 Mondays starting in the end of June. Bowen Blues will be the 2nd Wednesday in the months of June, July and August. The first Fridays in June, July and August will be Movies in the Park. The 3rd Friday will be Poetry at Roosevelt Park. ArtsPark will be all over Waukegan this summer. Visiting 7

parks in the different planning area in Waukegan and one weekend a month (Saturday and Sunday) the ArtsPark van will be at Bowen and Belvidere Parks. Totaling 24 different showings of Arts Park. Dandelion Wine Fine Arts Festival will be on Saturday, June 1 from 10am -4pm. Art, theatre and dance are currently holding steady. Foley suggested that staff give out bags for people to carry around at the event. She thought it was a nice touch at the Living Green event. Johnson was curious as why dance numbers were still low. Freeman advised him that letters have been sent out in search of a new instructor. Letters were sent to Chicago Arts Resource and sent to colleges. Freeman also added that Acts to Follow have a show, Picasso at Lapin Agile, running at the Schornick. Tickets are \$5.

Freeman announced that the Cultural Arts Division won the Dorothy Mullen Arts and Humanities Award, IPRA Community Impact Award and Freeman will be accepting the YWCA's Women of Achievement Award.

The district maintained and kept the CAPRA accreditation. As well as making to the Final Four for the Gold Medal Award, which was previously announced at the 12 noon meeting.

- I. Freeman presented the 2013 Goals to the committee and gave a brief overview
- J. Illinois Arts Council for FY 13/14 only 1.7% cut from last year. Which is \$.63. The Cultural Arts Data project must be completed in order to receive funds from the Illinois Arts Council. There has been a 63.5% decrease since Blagovich was in office. Oklahoma lost its Arts Council. Wisconsin is now a part of Tourism.

Freeman attended the Arts Alliance Illinois/Arts Advocacy Day in Washington DC. She met with Representative Danny Davis and attended YoYo Ma's speech and was able to hear him play. Freeman will also be attending the ONE STATE TOGETHER IN THE ARTS in Moline, Illinois and is looking forward to Keynote Speaker, Theaster Gate as well as seeing Preston Jackson, who was recently commissioned to build the bronze sculpture at the College of Lake County's Lakeshore Campus and Pablo Korone. On April 21 the Waukegan Concert Chorus, Swedish Glee Club and local community church members put on a Community Concert. Acts to Follow starts at 7:30pm.

- K. Freeman and David Motley are currently working on the Cultural Arts Inventory for Waukegan. They will be working with the faith community, schools and Cory Ratliff from Sign of the Dove Church. Freeman passed around an old cultural inventory list and asked all to update/add/delete the list. Freeman would like to follow the Chicago Park District's Take 10 thought process to "post it" thoughts. Members wrote thoughts, ideas, comments, concerns and posted on to appropriate areas on the walls. All information will be compiled and sent out to all committee members. Freeman will be working with Ed Polenzani on a documentary regarding bullying. Cultural Arts is co-sponsoring this event. Freeman met with Nicole Dreske regarding the International

Children's Film Festival. Jack Benny Center for the Arts will be used as a pilot in small space.

Theodora Anderson, Manager of Community Relations for the Waukegan park District gave a presentation on Branding and Marketing. Ie. What is a brand? Logos are not branding – she is working on coming up with an identity to link everything together within the district. Anderson is currently working on a 3-year project for branding. The first year is focus groups and evaluations. Second year is working on the tagline and logo. Third year is working on the style guideline along with the plan for the Centennial celebration. Martha Padilla-Ramos suggested the vocabulary be changed. Silver Sneakers is old verbiage – needs to be up to date. Padilla-Ramos suggested using something similar to Free Chicago for coupons, discounts, etc. regarding programming.

Freeman advised the group that in 2015 the Strategic Plan will be null and void. Currently in the process of looking for new strategic planner. Cultural Arts direction will be based on the district wide plan. A reminder was also given for the Waukegan Memorial Day parade starts at 10:30 on Monday, May 27. August 22 at the Steiner Pavilion will be an evening of Celebration for Ray Bradbury.

- L. Next meeting is November 7, 2013 at 12 and 6pm. Freeman thanked everyone in attendance for their support and looks forward to seeing every in attendance at the Waukegan Symphony Orchestra, Waukegan Concert Chorus, Bowen Park Theatre productions, classes and programs.

Freeman read wall Post-Its per Foley's request. Small conversation ensued.

Meeting adjourned at 7:52pm.