

**Minutes of the Waukegan Park District  
Special Meeting of the Board of Commissioners  
Cultural Arts Advisory Committee Meeting  
November 29, 2012  
12:05 pm**

The Board of Commissioners of the Waukegan Park District met in a special meeting on November 29, 2012 at the Lilac Cottage- Bowen Park, 1911 North Sheridan Road, Waukegan Illinois.

**I. Call to Order**

The meeting was called to order at 12:05 pm by Commissioner Foley who directed a call of the roll.

**II. Roll Call**

Present: Commissioner Pat Foley, Superintendent Claudia Freeman, Cultural Arts Center Secretary Jackie Rijos, Cultural Arts Museum Supervisor Ty Rohrer, Cultural Arts Specialist Debra Carl; Advisory Committee members: Jason Clark, Roxanne Swanson, Lisa May, Susana Figueroa and Myra Gaytan-Morales.

Mr. Petry noted that since there was not a quorum, this was not an official meeting.

**III. Review Discuss and Decide**

**A. Update on 2012 Goals and Accomplishments**

i. Programming: Superintendent Freeman welcomed and thanked everyone in attendance and asked for everyone to introduce themselves. Freeman briefly recapped the Goals/ Accomplishments of past year. Offered for those interested to look at current strategic plan and presented a power point to all in attendance. Freeman showed a year in review slideshow and provided commentary. It was stated that overall it was a good year.

ii. Awards Freeman reviewed awards received by Cultural Arts Received two awards for AAI/IAPD Arts in the Park and the Dorothy Mullen (National Award) and had on display for viewing.

iii. Waukegan Park District as a whole was a finalist for the Gold Medal Award, received the Distinguished Agency accreditation and CAPRA accreditation. In the past week, the WPD SportsPark won the top STMA Award.

**B. State and Local Agencies**

i. Illinois Arts Council –drop in budget of \$10 Million in the past five years and the WPD/CAD award reflects the reduction in grant dollars.

ii. Waukegan Arts Council – providing funds, meeting space, postage and copies to this organization as well as two staff are on the executive board.

iii. Local Activities-activities downtown, WHS play opening tonight, ArtWauk... Genesee Theatre, Clockwise Theater has picked up business. Acts to Follow (new theatre group at JBC) has upcoming shows for \$5 a seat. The Messiah will be on December 15. Tickets are \$15 each. Students 18 and under are free.

C. Discussion of future programming

- i. Advisory Committee comments, suggestions and concerns
- ii. Community Engagement

Foley was concerned about dance numbers being low and if staff offers adult dance. She thinks that Tap will make a return to popularity. She stated that the Chorus needs singers.

Myra Gaytan wanted to know the target age range for dance and whether or not we do surveys. Susana Figueroa commented that JBC offers wonderful program and willing to help strategize with community. Freeman responded that Debra Carl does surveys with parents and meets with them face to face at least twice per session. The most consistent age for dance is 3 years old and up. Foley said to focus on one program until it takes off. New program at the Marriott is a musical and has tap dancing. Figueroa knows some families taking dance in Gurnee.

Foley asked about having QR codes in Spanish.

Figueroa said staff needs a direct connection with the soccer league. Monarch festival-2-3 years ago only 150 people, this year invited soccer league to give out awards-many more people came. We just need to connect with people on what we are doing. She does radio and writes in to the paper. Foley commented email, flyers and FaceBook seem to reach the younger generation. According to Figueroa - Latino youth seem to be in touch with technology and not so much for the older generations. Figueroa would like WPD/CAD to connect with the owner of Oakwood Soccer league, maybe to do outreach while families while they are at soccer club. Roger Fajardo is the president of WAYS soccer club. Lake County Soccer League-1,000 kids participating Saturday mornings, we need to have a contact and provide information to participants at Oakwood.

Gaytan would spread information at the daycare at the College of Lake County. Figueroa recommended getting in touch with Delia DeLa Cruz, Delia's Day Care as she is serving over 300 children. She provides transportation for children and we could possibly work on a partnership. Building a trusting relationship is key to reaching Latino Community.

Roxanne Swanson brought up the Venezuelan orchestra system/program. This is a youth program to reach out for early orchestra training, need instruments donated. Figueroa stated that BRAVO Waukegan assists with scholarships and offers second hand instruments to students. Freeman and Rijos will look into this. Figueroa is a board member for BRAVO Waukegan.

Freeman stated that Concert Call is considering the collection of musical instruments at next WPD recycling event.

When asked, Freeman reiterated that the Illinois Arts Council grant was down \$1500 from the previous year.

Waukegan Arts Council is in full swing. Waukegan Park District provided initial start up funds for the group and the Cultural Arts Division is off setting some cost this year. It was stated that members of the Arts Council should consider actively supporting the WPD-CAD events.

Freeman is working with the Artistic Director of Bowen Park Theatre already for next season's productions.

Group discussion on starting youth theatre program for children ages 5-8 years.

iii. Branding and Marketing

Cultural Arts is featured in the back portion of the brochure and back cover. This will not be permanent change but hopeful to be rotating. This won't happen every time but the centerfold will remain in the fall brochure.

D. Next Meeting:

- i. Upcoming meeting will be on May 9, 2013. This is a change from the original date (5/23/13) which conflicts with the Latino Coalition monthly meeting.
- ii. The following meeting will remain on November 7, 2013.

**IV. Closed Session**

**V. Adjournment**

Meeting adjourned at 1:19pm

**Minutes of the Waukegan Park District  
Special Meeting of the Board of Commissioners  
Cultural Arts Advisory Committee Meeting  
November 29, 2012  
6:05 pm**

The Board of Commissioners of the Waukegan Park District met in a special meeting on November 29, 2012 at the Lilac Cottage- Bowen Park, 1911 North Sheridan Road, Waukegan Illinois.

**I. Call to Order**

The meeting was called to order at 6:05 pm by Commissioner Foley who directed a call of the roll.

**II. Roll Call**

Present: Commissioner Pat Foley, Superintendent Claudia Freeman, Center Secretary Jackie Rijos, Cultural Arts Museum Supervisor Ty Rohrer, Cultural Arts Specialist Debra Carl; Advisory Committee members- Betsy Stiles, Joellen Dooley, David Motley, Dave Johnson; former focus group member- Martha Padilla Ramos,

Mr. Petry noted that since there was not a quorum, this was not an official meeting.

**III. Review Discuss and Decide**

III. Update on 2012 Goals and Accomplishments

i. Programming: Superintendent Freeman welcomed everyone in attendance. Freeman recapped the Goals/ Accomplishments of the past year and spoke briefly on the current year. Offered for those interested to look at last year and the current strategic plans. Rijos was directed to mail a CAD Strategic Plan to Dave Johnson. Freeman presented a power point that focused on the year in review and provided commentary. It was stated that overall it was a good year. Showed those in attendance the new logo celebrating Bowen Park Theatre's 25<sup>th</sup> anniversary. ACX had great attendance at the Day of the Dead event. Working with North Chicago Center for the Arts to provide more theatre to the community.

ii. Awards-Freeman reviewed awards received by Cultural Arts. Received two awards for AAI/IAPD Arts in the Park and the Dorothy Mullen (National Award) and had on display for viewing. Mrs. Foley mentioned the Gold Medal that Great Lakes Training Center. Freeman will be doing an interview on the award with Recreation Management.

iii. CAPRA- In the past week, the WPD SportsPark won the top STMA Award. Waukegan Park District was one of four finalists for the National Gold Medal Award, WPD received the Distinguished Agency Accreditation in Illinois and the national CAPRA accreditation.

#### IV. State and Local Agencies

i. Illinois Arts Council –drop in budget of \$10 Million in the past five years and the WPD/CAD award reflects the reduction in grant dollars. Freeman will be working with Arts Alliance Illinois in developing criteria for the judging of IAPD’s Arts in the Park award. Freeman will be off the IAC grant panel for one year and then will be allowed to return.

ii. Waukegan Arts Council – providing funds, meeting space, postage and copies to this organization as well as two staff are on the executive board.

iii. Local Activities-activities downtown, recent art show at the Brookside Campus (amazing artwork), WHS play opening tonight, ArtWauk, Genesee Theatre, Clockwise Theater has picked up business. Galleries at Dandelion, JBC and the Undercroft. Acts to Follow (new theatre group at JBC) has upcoming shows for \$5 a seat. The Messiah will be on December 15. Tickets are \$15 each. Students 18 and under are free. Jo Dooley mentioned how surprised out of towners were of the talent of Waukegan High School artists.

#### V. Discussion of future programming

- i. Advisory Committee comments, suggestions and concerns
- ii. Community Engagement

Martha Padilla Ramos talked about using all scrolling marquees to get the message across to the community. Suggested Lewis Market and Coldwell Banker. Put up sandwich boards the day of concerts and Dave Johnson suggested at Brookside and McAree.

Chicago Wilderness Study showing Latinos rely on trust and recommendations from those they trust. David Motley stated that WPD/CAD needed to do programs at the day cares’ and churches’ pace and this will build trust. Discussed For Earth’s Sake programming. Holy Family – local Latino church and Jesus Name Apostolic Church (Caples-pastor) – local African American Church.

Martha Padilla Ramos suggest that during Zumba classes a class is offered to children. Rijos mentioned that the Field House does offer free child care

Commissioner Foley brought up the subject of dance from the earlier meeting and wants staff to provide day care kindergarteners with dance classes. Mrs. Ramos mentioned DCFS vouchers and that most of Delia’s Day Care participants are

receiving vouchers. Wondering if the park district currently or would be willing to accept vouchers for payment.

Mrs. Foley is in favor of pulling high school students out of class to promote the Waukegan Symphony Orchestra/Fine Arts. She was told by Dave Johnson the schools do that already provide “run outs” to the community. This is done to promote participation by grade school students in the middle school music programs and then run outs to the middle school students to encourage participation in marching band, jazz band, orchestra and chorus at the high school level. Motley discussed going into the churches to create a feeder program. He also feels there must be some kind of communications coordination between agencies.

A conversation with the group discussed how people are not “joining” groups and that will continue to affect the chorus. It was also mentioned those who have tried the chorus find the group to be a clique. Dave Johnson went on to state that it is generational and that with a different lifestyle people do not tend to “join” groups that require a commitment. Betsy Stiles said that to counteract that we must think outside the box.

It was recommended that we look at the fundamental shift in communications and Jo Dooley talked about the current generation wants instant gratification and then requested a meeting with Superintendent Freeman to discuss changes in music programming (music education and performance) that involves technology.

Betsy Stiles as an elder at FUMC stated that the Methodist Church loves its partnership with the park district. There was a group discussion on the history of the Do It Yourself Messiah.

### iii. Branding and Marketing

Cultural Arts is featured in the back portion of the brochure and back cover. Whereas this is a change that is being tested, Cultural Arts will not be given that section on a permanent basis. Staff is hopeful to be in the rotation. The CAD season centerfold will remain in the fall brochure.

## VI. Next Meeting:

- i. Upcoming meeting scheduled for May 23, 2013 has been changed to May 6. This is a change from the original date which conflicts with the Latino Coalition monthly meeting.
- ii. The following meeting will remain on November 7, 2013.

## IV. Closed Session

## V. Adjournment

Meeting adjourned at 8:00 pm

