

Waukegan Park District
Special Meeting of the Board of Commissioners
Cultural Arts Advisory Committee Meeting
September 29, 2016
6:00pm meeting

The Board of Commissioners of the Waukegan Park District met in a special meeting on September 29, 2016 at the Jack Benny Center for the Arts, 39 Jack Benny Drive, Waukegan, Illinois

I. Call to Order

George Bridges, Park District Commissioner, called the meeting to order at 12:10pm

II. Roll Call & Introductions

In attendance were Pat Foley, Park District Commissioner/CAD Liaison; Board President, George Bridges, Jr.; Claudia Freeman, Superintendent of Cultural Arts; Ty Rohrer, Cultural Arts Supervisor; Debra Carl, Cultural Arts Specialist; Bryan Escobar, Cultural Arts & History Specialist; Elizabeth Fallon, Department Support Aide; David Motley, City of Waukegan PR; Lisa May, 7th Ward Alderman; Harry Came, President of the Waukegan Historical Society; Bucky Halker, Illinois Humanities and Illinois Arts Council/Musician; Maria Calderon, Academia Cultural Xilotl; Roxanne Swanson, WSO, Concert Call & JBC Music Instructor; MaryFran Troha. Due to the lack of a quorum, no official board business was conducted

III. Review, Discuss, Decide

A. Updates on the State budget and any impact on the Cultural Arts Division

- No awards have been mailed as of yet from IL Arts Council/IAC award is \$8200
- Currently Waukegan is down to one theater company, Three Brothers

B. Departmental Strategic Plan and Programming Update

- Strategic Plan (handout passed around) is the guiding plan for the park district
- The Cultural Arts Department creates goals that fit into the overall goals and initiatives of the park district.

C. Local Arts Initiatives

- Current art show at JBC showcases local artist, Philip Schorn, who has sold ten pieces during the show.
 - Claudia answered the question about receiving a commission on art works sold and JBC does not receive a commission on art sold during a show as the purpose of the show is arts exposure and collaboration
- ArtWise had its VIP grand opening on September 28
- Waukegan High School Fall production is *Frankenstein*

- Lake County Dance Expo over the summer had a dance showcase with ATLATS performing
- Three Brother's Theater 2016-2017 season has several productions
- CLC 2016-2017 has a full schedule of concerts and theater productions
- Puerto Rican Arts Alliance (PRAA) joined with the park district again for Christmas in July Festival and is promoting its National Cuatro Festival

D. Discussion of focus group questions –

- Refer to the minutes from our previous meeting to see what was discussed last time and we will continue on with the discussion from the previous meeting regarding Cultural Arts programming and what do you like least or most about what is happening in the Cultural Arts Department.
- What do you like least:
 - It seems that the Cultural Arts Department gets stuck in the bureaucracy of the Waukegan Park District and makes it hard to respond quickly to changing needs David Motley
 - It appears that the Waukegan Park District does not support Cultural Arts in the same way it supports recreation, sports and parks David Motley
 - Money always seems to be an issue Maryfran Troha
 - Cultural Arts seems to be financially supported more by grant initiatives rather than the park district funding David Motley
 - Communication about events seems to be mainly electronic rather than print media which some find more visually appealing Patricia Foley
 - Print media (posters) display the primary information of time and place in a small format and is hard to read Patricia Foley
 - Concert Call and original CA board was more involved Patricia Foley
 - The focus on numbers may create a cultural arts desert because there are reoccurring and generational phases of the arts being more or less prevalent in a community based on demographics and cultural shifts
 - Can't measure success by revenue and numbers alone Lisa Kajfez May
 - Freeman addressed the comment about support and reminded the members that the park district, its board and administration are supporting the arts as they have in the past.

- What do you like most:
 - The response to the changing demographics
 - Listening to what the community wants David Motley
 - The amount of programming that is happening where the people are rather than expecting everyone to come to you David Motley
 - The support that the Cultural Arts department has given to Academia Cultural Xilotl and the Day of the Dead program Maria Calderon
 - Utilizing other advertising venues since traditional advertising may not reach our community David Motley
 - Providing a variety of cultural arts experiences because when cultural arts is missing in a community it is noticeable Maryfran Troha
 - Working with the school district to reach more children Harry Came

E. Growing students/growing audiences - - - where do we go from here?

- This will be the discussion question for the next meeting

F. Questions/Comments/Concerns

- Welcome to Bucky Halker who is new to the CAAC. Mr Halker explained his involvement in the arts and traditional folk and ethnic arts as well as his connections to the Illinois Arts Council and his expertise in arts funding and grant writing.
- Maria Calderon shared with the group her experience with bringing and growing her program in Waukegan and through connections she developed from the program in Waukegan she will now be traveling to India to share experiences with children in a school program called "Under the Bridge School" which services children in poverty. Proceeds from the sale of the sugar skulls will benefit the school.

Next Meeting – March 30, 2017

IV. Closed Session – There was no closed session

V. Meeting adjourned by President Bridges at 1:25pm

**Waukegan Park District
Special Meeting of the Board of Commissioners
Cultural Arts Advisory Committee Meeting
September 29, 2016
6:00pm meeting**

The Board of Commissioners of the Waukegan Park District met in a special meeting on September 29, 2016 at the Jack Benny Center for the Arts, 39 Jack Benny Drive, Waukegan, Illinois

I. Call to Order

Claudia Freeman, Superintendent of Cultural Arts, called the meeting to order at 6:05pm

II. Roll Call & Introductions

In attendance were Claudia Freeman, Superintendent of Cultural Arts; Ty Rohrer, Cultural Arts Supervisor; Elizabeth Fallon, Department Support Aide; Martha Padilla-Ramos, WPS District 60 Teacher/Welcome Center; Dave Johnson, Waukegan Band Foundation and former WSO musician; Dave Fletcher, Retired Waukegan School District elementary Music Teacher; and Betsy Stiles

Due to the lack of a quorum, no official board business was conducted

III. Review, Discuss, Decide

A. Updates on the State budget and any impact on the Cultural Arts Division

- No awards have been mailed as of yet from IL Arts Council/IAC award is \$8200
- Currently Waukegan is down to one theater company, Three Brothers

B. Departmental Strategic Plan and Programming Update

- Strategic Plan (handout passed around) is the guiding plan for the park district
- The Cultural Arts Department creates goals that fit into the overall goals and initiatives of the park district.
- The Cultural Arts staff update their goals on a monthly basis within the strategic plan software

C. Local Arts Initiatives

- Current art show at JBC showcases local artist, Philip Schorn, who has sold ten pieces during the show.
 - Claudia answered the question about commission on art work sold and JBC does not receive a commission on art sold as the purpose of the show is arts exposure, support of artists and collaboration
- ArtWise had its VIP grand opening on September 28

- Waukegan High School Fall production is *Frankenstein*
- Lake County Dance Expo over the summer had a dance showcase with ATLATS performing
- Three Brother's Theater 2016-2017 season has several productions
- CLC 2016-2017 has a full schedule of concerts and theater productions
- Puerto Rican Arts Alliance (PRAA) joined with the park district again for Christmas in July Festival and is promoting its National Cuatro Festival
- Waukegan Library, Friends of the Library, will host a concert on Oct 7

D. Discussion of focus group questions –

- Refer to the minutes from our previous meeting to see what was discussed last time and we will continue on with the discussion from the previous meeting regarding Cultural Arts programming and what do you like least or most about what is happening in the Cultural Arts Department.
- What do you like least:
 - The fact that the Bowen Park Theatre Company closed Betsy Stiles
 - Lack of effective or innovative advertising Martha Padilla Ramos
 - Limited opportunities of early evening & weekend programs for families with young children David Johnson
 - Paying the ticket price for a concert made up of volunteers David Johnson
- What do you like most:
 - Partnering with other organizations, like the Waukegan Band Foundation and the Arts Parks for the Summer concerts. This partnership had something for all ages to enjoy and was successful Dave Johnson
 - History programs and Oakwood Cemetery Walk Betsy Stiles
 - Bringing the programs into the schools and into the parks Betsy Stiles
- What problems do you see with how arts are facilitated in Waukegan?
 - Could be better sharing of resources and scheduling between the schools, park district, and city Martha Padilla Ramos
 - Claudia let the group know that a new intergovernmental agreement has been put in place with the school district replacing the old agreement which was 30 years old

- More community partnerships and collaboration with regards to event scheduling Dave Johnson
 - Claudia let the group know she would reach out to the Waukegan Arts Council to facilitate a meeting regarding scheduling of arts events.
- What are the things that the Cultural Arts Department are not successful at:
 - bringing in numbers to support the programs/events Dave Johnson
 - having programs that might appeal to a mass audience Martha Padilla Ramos
 - offering a variety of experiences Martha Padilla Ramos
 - if attendees want a variety of experiences there also needs to be the level of support to sustain a program
 - In current times money is not being donated to the arts and there is a generation that has been raised without arts in the schools Claudia Freeman
 - Freeman assured CAAC members that the park district, board and administration are very supportive of the arts.
- E. Growing students/growing audiences - - - where do we go from here?
 - This will be the discussion question for the next meeting
- F. Questions/Comments/Concerns
 - Partnering with other venues to offer discounted tickets Martha Padilla Ramos
 - Based on the current demographics in Waukegan the arts are not the priority in day to day life Martha Padilla Ramos
 - Making sure you have the right staff in place to offer the programs that the community is interested in Dave Johnson

IV. Closed Session – There was no closed session

V. Meeting adjourned by Claudia Freeman at 7:30pm

Next Meeting – March 30, 2017