

CORTEZ PUBLIC ART COMMITTEE
REGULAR MEETING
Wednesday January 8th, 2019
3:45 PM
Cortez City Hall

1. CALL TO ORDER
2. PRESENTATIONS
3. CITIZEN PARTICIPATION
(Comments may be limited to five (5) minutes per person, please comment on items not listed as a public hearing.)
3. OLD BUSINESS
 1. Approve Minutes from 12/11/19
 2. Committee Appointments
 3. CPAC Music Performance
 4. Gallery Wrap Up
 5. Water Anthology
4. NEW BUSINESS
5. DRAFT RESOLUTION/ORDINANCES – None.
5. OTHER ITEMS OF BUSINESS –
7. ADDITIONAL CITIZEN PARTICIPATION
8. CITY STAFF LIASON REPORT –Eric
9. COMMITTEE REPORTS
10. Upcoming:
Next Meeting February 12th
10. ADJOURNMENT

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3:45 p.m.
Cortez City Hall Conference Room

Present: Sonja Horoshko (Chair), Eric Ikenouye (City Liaison), Mark Allen, Chris Lindell, Alexandra York, and Brenda Van Keuren (Vice-Chair), Aaron Lemay, Shere Holleman.

Guests: Laurie Hall and Ed Singer

1. Call to Order: Sonja called the meeting to order at 3:45 p.m.
2. Presentations: None
3. Citizen Participation: None
4. Old Business:
 - a. Approve Minutes from 11/13/19. Shere moved to approve the minutes as corrected. Alexandra seconded. All present voted in favor.
 - b. Anthology of Water (Montezuma Food Coalition's Director, Laurie Hall):
 - i. Montezuma Food Coalition will publish the Water Anthology
 - ii. Laurie provided the anthology writers' contract for the committee's review.
 - iii. The project may publish up to 38 local authors' works.
 - iv. All authors included in the anthology will be professional, published writers and will represent the highest standards in literary fiction, personal essay and poetry. No content will be assigned other than the focus topic: "water. "
 - v. The goal of the project is to offer a Cortez-based platform for local writers in an anthology on the subject of water.
 - vi. The anthology will be published in 2020.
 - vii. Net proceeds from the Anthology of Water will be paid to the Montezuma Food Coalition anthology fund for future anthologies.
 - viii. Writers will pay a \$25 submission fee--a standard practice in publishing. Writers will receive one copy of the book at publication.
 - ix. Writers will not receive royalties. Net profits are expected to be minimal.
 - x. The Anthology was approved for funding by the Arts Committee. The Council-approved funding will compensate the anthology's editor.
 - xi. Eric stated that the Cortez City Council had a meeting last night and won't have another one until January and that while the project doesn't need to be voted on, it does need to be presented to the Council. Eric mentioned the possibility of scheduling a workshop to "sort it out."
 - xii. Brenda asked if the anthology should be published before a potential water symposium in the summer of 2020. Laurie replied that it would not be necessary to have the book published, but that it might be encouraging to have the project "in the works" by the time that the water conference is held.
 - xiii. Laurie asked when the City Council might be able to provide funding and if there would be a reason that the City Council might not approve it. Eric explained that it is more a matter of explaining to council members how the money already approved for the committee would be spent, and why.

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- xiv. Brenda asked if private up-front funding would help move the project along while the Committee waits for City Council's review of the project. Sonja suggested, and Laurie agreed, that waiting until the Council's review would be simpler.
 - xv. Eric stated that the next City Council meeting will be on January 14th. The Anthology will be added to the City Council's agenda. A description of the project and funding request will be presented.
 - xvi. She asked Laurie about her interest in supporting the water anthology project, and who would be responsible for running the project. Laurie stated that she had been a graphic design major and had owned a design and publishing studio. She has 17 years' publishing experience. As a leader in the local food coalition, Laurie feels confident in her ability and skill as well as the other participants' abilities and skills, as the team members are experienced professionals in the publishing industry.
- c. Gallery Windows, thank-you letters to the artists and an inventory of work on exhibit (Sonja Horoshko)
- i. Sonja prepared a letter to thank the artists, which was made available to committee members to review.
 - ii. Sonja mentioned that artist submission fees were not collected because there was no need for a selection process. She accommodated all interested artists in the exhibiting artwork, the explanation of which is included in the letter to the artists.
 - iii. Contracts signed by artists will not be pursued. Mike Green advised Eric that pursuing contracts after the fact won't be necessary.
 - iv. Brenda motioned to approve the letter, Aaron seconded. The vote passed unanimously.
- d. Moctones in January (Chris Lindell)
- i. Chris will obtain a performance date and venue location so that Eric can issue a request for funding.
 - ii. Aaron mentioned that it would be essential to pick a date of a concert in a timely manner before requesting funding, to provide the City Council an opportunity to understand what the City is being asked to spend money on.
 - iii. Committee members discussed improving the timing of submitting recommendations for approvals that require funding. More complex projects may require more time than less complex projects. The Committee needs to take into account the City Council's monthly meeting schedule.
 - iv. Aaron asked whether the event was a for-profit or not-for-profit event, and what potential liabilities need to be addressed and whether door charges would apply. Chris will look into these items, as well.
 - v. Sonja mentioned that it is important to have a door charge to better help the community understand that paying for musicians and venues, etc., is expected,

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but it might be better to request a contribution at the door instead of charging a fee.

- c. Moetones at Kemper Elementary in November (Mark Allen)
 - i. Based on the Moetones' experience with Committee-approved funding at the Kemper Elementary music event, Mark affirmed that having payment available before a performance would ensure that artists are paid in a timely manner.
 - ii. The Moetones were well received at Kemper.
 - f. Web Site Workshop (Shere)
 - i. Shere stated that much more "buy-in" is required to produce a website. Shere also mentioned that a successful website needs someone dedicated to managing the website as well as someone who would contribute content to the website.
 - ii. Eric mentioned that it might be more beneficial to have an outside organization manage the website instead of the committee.
 - iii. As the original purpose of the website was to help local residents, tourists and patrons find local artists, Sonja suggested hosting a basic website for a year, with a \$200 dollar maintenance fee.
 - iv. Shere stated that locally, no website with artists and their collections of artwork exhibited online exists. No other local organization hosts such a website, and the committee may be the only entity capable of initiating the development of such a site.
 - v. Shere will send committee members a survey regarding the development of a website.
 - g. City Budget (Eric)
 - i. The City budget was approved. The Committee's reduced budget was approved for 2020.
 - ii. The Gallery Windows project's final report is due to Eric by January 6th, after which he will submit it to the City Council.
5. New Business:
- a. The Committee will have an open committee member position in early 2020, based on initial members' term limits (3-, 2-, or 1-year limits), as well as the requirement to have no less than 4 members residing within the City of Cortez, according to the Committee's governing ordinance.
 - b. Though his two-year term is complete, Aaron expressed interest in remaining on the committee. He mentioned the importance of diverse opinions.
 - c. Sonja mentioned that two people are interested in applying and that the new member will need to reside in the City of Cortez.
 - d. An interview-like process will be arranged for candidates.
- 6. Draft Resolutions/Ordinances: None
 - 7. Other Items of Business: None
 - 8. Additional Citizen Participation: None
 - 9. City Staff Liaison Report (Eric): None

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10. Committee Reports: None
11. Adjournments: Brenda moved to adjourn the meeting, Chris seconded. All voted in favor.
12. Next Meeting: January 8th, 2020.

January 6, 2020

Madam Mayor, Mr. Dougherty, and members of the City Council,

The Cortez Public Arts Advisory Committee is pleased to report on the Gallery Windows Project, the 3-month pilot project that the City Council approved for funding in August 2019.

In response to a survey indicating a need for dedicated exhibition space in Cortez, the gallery windows concept was originally designed as a limited-service venue to exhibit local artists' artwork for sale at 30 W. Main Street, whereby artists would be contacted directly by interested art patrons. Initially, only the windows space at 30 W. Main was to be used to exhibit artwork for sale behind glass, given limited resources (no paid staff, committee volunteer effort, and limited point-of-sale resources). As the landlord was willing to offer use of foyer space for limited engagements, four two-hour late afternoon and evening openings were held. These marketing-driven openings proved to generate more retail activity and community interest, as visitors and patrons were welcomed into the retail space to view spectacular artwork up close, to connect with some very talented local artists, as well as to enjoy some live local music and artfully prepared food from neighboring restaurants.

Artwork was exhibited at 30 W. Main for 73 days. The project concluded just prior to its scheduled end: October 31, 2019. Pre-tax Commission revenues of \$509 and monetary donations of \$73 will go toward future Arts Committee projects in 2020. The exhibition furnishings manufactured for the project will be used for future projects, rented, sold or donated.

Highlights of the project include the following:

- heightened community curiosity and interest in a full-service gallery (notably a cooperatively run gallery),
- enthusiastic appreciation by local artists for opportunity to exhibit artwork in a thoughtfully designed and dedicated exhibition space, and
- an outpouring of generous support by individuals and businesses in and around Cortez, Colorado.

Many contributed time, money and other resources to the project, as may be gleaned from the following tables of information.

Thank you for your support and willingness to allow the Arts Committee to engage in an adventurous experiment that has sparked interest in arts in Cortez, Colorado.

Gallery Windows, Project in a Nutshell

Inventory, Based on List Price (both for Sale and NFS, pre-tax)	\$ 47,465
Inventory, Listed for Sale, pre-tax	38,515
Inventory, Not for Sale ("NFS"), pre-tax	8,950
Total Sales, Pre-Tax	2,545
Commission on Sales at 20%	509
Contributions from City, Individuals and Businesses ("Cost of the Project")	\$ 11,605

Days of Artwork on Exhibit	73
Artwork, Number of Pieces on Exhibit	46
Number of Pieces Sold	8
Number of Pieces Listed for Sale	38
Number of Pieces Not for Sale	8
Artists Represented	15
Number of Gallery Openings, 2 hours each	4
Range of Number of Patrons, Artists and Visitors Attending Each Opening	10 to 65

Market Price Sensitivity

Average List Price of Artwork for Sale	\$ 1,014
Average List Price of Artwork Sold	\$ 318
Average List Price of Artwork Sold, not Including highest priced piece	\$ 149

Labor Hours to Renovate, Open and Keep Gallery Windows Running

Total Labor Hours, Donated (under-reported)	213
Total Labor Hours, Both Donated and Paid	250

2 Exhibition Walls and 3 Exhibition Boxes, Committee Assets for the Future Use

Design, Transport, Manufacture	\$ 348	Individuals
Manufacturing and Other labor	990	City of Cortez
MDF Material	270	Corporate Donor
Raw Materials/Supplies	75	Individuals
Casters (wheels)	69	City of Cortez
Supplies, paint, materials	33	Individuals
Supplies, paint, materials	85	City of Cortez
Transportation, fuel to/from Durango	28	Individual
Value of Exhibition Furnishings	\$ 1,898	

Many from the Community Funded the Project

Funding Sources	Amounts (\$)	%
City/CPAAC	\$ 3,450	30%
Corporate Contributors	4,100	35%
Individual Donors	3,982	34%
Individual Monetary Donations	73	1%
Total Contributions	\$ 11,605	100%

Community Contributors

Thanks to the following paid and non-paid contributors: Montezuma Partners, LLC (Mitchell), Chris Lindell Construction (Chris), Art Juice Studio (Sonja), Alpine Lumber (Lou), Zumacom (Erich and Erica), Vicinity Solutions (William), Maxx Solutions (Kal and Sol), Stonefish (Brandon and crew), The Farm Bistro, Cliffrose, Chrystal, Terry, Tristan, Dante, Montee, Judy, David, Mike, Peyton, Linda, and again the City Council, and Madame Mayor, and of course, Eric (our ever-assistive liaison).

Arts Committee Support

Thanks also to each member of the Arts Committee for challenging the concept proposal and supporting the project: Sonja, Heidi, Aaron, Mark, Chris, Alexandra, and Shere. Thanks especially to Sonja for her many hours of pro-bono design, marketing, curatorial and artist engagement support.

Artists' Support

Thanks to the talented artists who exhibited work at the Gallery Windows: Dante Downey, Ed Singer, Karen Kristin, Lara Branca, Madison Shubert, Phil Conner, Sam Lyons, Samantha Combs, Shere Holleman, Silvia Pina, Susan Dees, Susan Hediger Matteson, Touria Berrada, Ameena Hobbs, and Sonja Horoshko (in the collaborative "A Seat at the Table," Not for Sale).

Sincerely,

Brenda Van Keuren, Vice-Chair, on behalf of the Cortez Public Arts Advisory Committee

GALLERY ❖ WINDOWS

On Main Street

2019 Pilot Project Inventory:

Artist	Title Description	Price	Sale/Comm
Touria Berrada			
	<i>Calla Gypsy</i> , 2019 oil on board, 12" x 12"	250	250 <u>\$50 csh</u>
	<i>A Line of Horses</i> , 2018 oil on wood, 12" x 34"	650	
	<i>Rooster</i> oil on wood, 10" x 12"	340	
	<i>Chicks</i> oil on wood, 7.5" x 8"	200	
Lara Branca			
	<i>Prescient Mesa</i> , 2019, oil on canvas, 16" x 20"	500	
	<i>Thunderhead III</i> , 2019 oil on canvas, 30" x 40"	900	
Samantha Combs			
	<i>Wake</i> , 2017, bronze, ed./10 14" x 20" x 6.5"	4500	
	<i>Range</i> , 2017, bronze, ed./10 7" x 8" x 4"	1500	
	<i>Trudge</i> , 2017, bronze, ed. / 10 7" x 9" x 3"	1500	1500 <u>\$300 ch</u>
Phil Conner			
	<i>Dove Creek Elevator</i> , 2019 aerosol paint, acrylic/canvas 16" x 20"	350	
	<i>Balloon Festival at Night</i> , 2018 aerosol paint, acrylic/canvas	380	
	<i>Balloon Festival/ Candy Skull</i> , 2019 aerosol paint, acrylic/canvas,	500	
	<i>Farmer on Tractor</i> , 2019 aerosol paint, acrylic/canvas 16" x 20"	350	

Susan Dees	Fused glass		
	7" bowl, green/yllw dichroic 2- sided	85	
	7" vase, green fluted with iridescence	55	
	9.5" plate, black w/ offset dichroic	75	
	10" plate, turq. w/ offset dichroic	90	
	11" bowl, wht/blck/blue streaks	95	95
	11" bowl, blue/red/yllw dichroic	110	110 <u>\$41 ch</u>
	11" plate, green streaky iridescence	95	
	12" disc, red w/ streaks	100	
Dante Downey			
	<i>Wishbone</i> , 2019, photograph	40	40 <u>\$8 csh</u>
	Copy print on paper, 32" X 32"		
Shere Holleman			
	<i>Collar, Sheen, and Elephant (3 pcs.)</i>	NFS	
	<i>Various sizes</i>		
	bone/horn buttons, animal traps,		
	bronze wire, stones, cord.		
	Series : <i>Bronze and Bones</i>		
	Not for Sale at this time		
Karen Kristin			
	<i>April Morning in Monument Valley</i>	1250	
	2008, oil on board, 17.5"x21.5"		
	<i>The Red Road</i> , 2008		
	oil on board, 17.5"x21.5"	1250	
Sam Lyons			
	<i>Posable Articulated Combines</i> , 2018-2019		
	Hanging as group, 5 pcs. Middle three:	NFS	
	Top	150	
	Bottom	150	
	various exotic woods, with magnets		
	stainless steel hardware, various sizes		
	5.5" through 7.75" in combination		
Susan Hediger Matteson			
	<i>The Basket Dance</i>	2200	
	oil on canvas, framed		
Silvia Pina			
	<i>Candela</i> , 2019	200	200 <u>\$40 csh</u>
	acrylic on wood, fluorescent paint		
	Gold Leaf, 12" X 12"		

<i>Yo Tambien</i> , 2019 fluorescent paint, acrylic, gold Leaf, on wood, 12" X 12"	200	200	<u>\$40 csh</u>
<i>Cielito Lindo</i> , 2019 glitter, pearl, metallic acrylic, gold leaf, on wood 12" X 12"	200		
<i>One Love</i> , 2019 glitter, pearl, metallic acrylic on holographic metal, 31" X 31"	800		
<i>Hunk O' Burnin' Love</i> , Pearl/ metallic acrylic, gold leaf/wood 17 1/2" X 77"	800		
Madison Shubert			
<i>Box of Universe</i> , 2019 Aerosol and acrylic paint on box 12"X 12" X 12"	NFS		
Ed Singer			
<i>The Goldfinch</i> , 2014 Replica, Carel Faribius, 1654 Oil on canvas, framed <i>*note: Singer reduced price by \$1,000 to test the local market at this exhibit. It is now returned to \$1,800.</i>	800*		
<i>Slippery Mesa</i> , 2012 Pastel	2250		
<i>Desert Trio</i> , Oil on canvas, 64"x 48"	12500		
<i>Slavens Alley</i> , 2019 Pastel on paper	150	150	<u>\$30 csh</u>
<i>South Cortez Alley</i> , 2019 Pastel on paper	150		
<i>Gold Sac</i> , 2019 Pastel	2800		
Total inventory during Gallery Windows pilot project	35,995		
Total sales during Gallery Windows pilot project	2,545		
7 percent sales on inventory for sale			
20 Percent Commission on sales:	<u>508</u>		

CPAAC Musivc Event 1/2020

Event	To organize and promote a music event in a venue within the City of Cortez boundary with performers that also reside within the city's boundary. This request is for CPAAC 2019 Funds.	
Marketing/Promo	This event will be an effort to promote local music in cooperation with the American Legion Hall in Cortez.	
Date	Saturday, January 25	
Venue	American Legion, Cortez, Colorado	
Performers	The Moetones	
Financial		
Request of funds from CPAAC	\$1000.00	
Costs To CPAAC		
Venue Rental	\$200.00	
Talent- The Moetones	\$500.00	
Talent- Opening Act	\$100.00	
Marketing	\$200.00	
Sound Engineer/ Bartenders	NA	
Total Cost To CPAAC	\$1000.00	
Proposed Revenue and Responsibilities		
Door Charge	\$10 per person collected at the door to be split equally between venue and CPAAC (proceeds to be used for marketing and the next music project)	
Concessions	All concession income will go to the venue.	
Rental	CPAAC will pay the rental fee.	
Merchandise	100% merchandise sales will go to the artists.	
Sound Engineer/ Bartenders	The Moetones will provide their own equipment and sound reinforcement personnel.	
Band Contact	Moe Cooley	
Venue Contact	Mike Colen or Louisa	
	This proposal prepared by Chris Lindell 12-16-19	