

Cultural Advisory Board

Agenda

Wednesday, September 18, 2024
Louisville City Hall Spruce Conference Room
749 Main Street
6:30 PM

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- *You can call in to (719) 359-4580
Webinar ID #863 2573 6200*
- *You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/lcc.*

Anyone needing sign language interpretation, translation services, or assisted listening systems for a meeting should contact the City Clerk's Office (303) 335-4536 or (303) 335-4574 or email ClerksOffice@LouisvilleCO.gov. A 48-hour notice is requested.

1. Call to Order
2. Roll Call
3. Approval of September 2024 agenda
4. Approval of August 2024 minutes
5. Public Comments
6. Chair Report – 10 minutes (JR)
7. Budget Update – 10 minutes (Sharon)
8. Pet Memorial Update – 5 minutes (Iris)
9. Bowery Trio Art Grant Update – 5 minutes (Iris)

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303 335-4536 or MeredythM@LouisvilleCO.gov. A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

10. Winter 2024 Events Discussion – 20 minutes
11. Art Grant Proposal Process Discussion – 30 minutes (JR)
 - a. Please review attached documents
12. Bands for 2025 Concerts in the Park Discussion – 15 minutes
 - a. 4 bands for 2025 (\$2000/band)
13. Topics for October meeting
 - a. Finalize Art Grants
 - b. 2025 Concerts in the Park update
14. Adjourn

Cultural Advisory Board - August 21, 2024 Meeting Minutes

1. Call to Order

Meeting to order

2. Roll Call

- Kenny- attended
- Iris - attended
- JR - Attended
- Mohamed - Attended
- Sharon - Attended
- Beth - Attended
- Reina - Attended
- Roger- Attended
- Sarah- Attended

3. August 2022 Motion

All in favor to pass the agenda for August

4. May 2024

Approve 2024 minutes. All in favor- Motion passes

5. Public Comments -

Louisville Art Association

1. VP Sheila and Cheryl- Meet 1x/month- just found out about the cultural advisory board. Put on 3 member shows– Artists can become part of the shows. They do all the shows in the Center of the Arts. National Fine Art show- August 30- Sept. 8th.
2. National Shows - Photo show is in May. We have art coming from all over (11 different states).
3. Iris- we can do outreach and collaborate with them to market the events.

. 6. JR Chair Report:

- Five successful concerts in the community Park. We had a great turnout.
- Community sculpture - Great community input. A lot of history is passed on with this culture.
- Pollinator street Mural- Great comments
- Movie on Main street- Great family event and well attended.
- Taiko drumming- Very well attended and a lot of young kids showed up.
- Kelly Hunt- August 22nd
- JR thanked a lot of the board members
- Beth has resigned from the board.

7. Discussion of Bowery Trio Art Grant (Allison Wang)

- Bowery Trio could not fulfill their art grant proposal that we awarded-. A workshop for young people. They needed \$7000 to do this and they fell short on what they needed with the boulder community project. They are asking what we can do?
- Iris asked Allison if they can submit a new proposal. They proposed a single concert at the Art Center.
- JR likes the idea of having them perform but not to pay \$2000. An hour long performance for \$1000.

Open up for discussion:

- We could ask to get all the money back since they didn't fulfill their proposal.
- Iris: It's within our budget. What is the process work if they return the money? The \$1000 that haven't been paid we can use to other programs. We can ask to see if they can tailor it towards children. Board advises Iris to do 2 performances and one is tailored for children. Fair to ask for at least 2 performances.
- If they do not accept, we can ask for the money back. Will it go in our budget?

7. Review of Summer Events so far

- May thru August- What went well and what we can improve on?
- Summary: 13 events
 - 5 summer concerts. All the events were very well attended except for 1 outlier.
 - Most of the events have been a big success so far. We still have labor day left
 - John appreciates us helping out during the summer series. A lot of our events were family friendly. Didn't activate the new spaces except for our regular locations.
 - New potential spaces? e.g Smaller parks, McCaslin side.

(1) My Nature Lab event- In May. It was well attended but could have used 2 more families and it was a great atmosphere.

- Would like to have more purely kid focused events.
- Come toward the end if they just want to explore?

(2) Celebrate Trans- Concerned about initially but it was well attended. An event like this does not get to full attendance. Having an event like this that is more conversational would be very helpful for the audience.

(3) Block Party- Best attended. Had food trucks, arcade truck, etc. this could be a staple event for Louisville! It attracts so many people so it is worth it. Cultural Caravan agreed to get us have full control and it will make it easier for planning. The fire chief, John Wilson, opened up the fire department. Kids can check out the fire trucks.

(4) Summer Concerts- Weather was great! No cancellations. There was one that we had to stop in the middle. There was not a single concert that had less than 500 people. Be careful with the sound level since it was a bit loud. Senior ice cream dinner concert. Choose an appropriate band just for that one day. Los Cheesies was great! Frontliners were fantastic. Food trucks were great! Shout out to Beth for organizing the food trucks. May want to look at professional photographers in the future.

(5) 4th of July! Was one of the biggest event of the year! Not board sponsored but had a great turnout!

(6) Local band and give them the audience. It was really hot and right after the 4th of July. If it would have happened in some other venue it could have been a lot better. We need to be able to market our events in social media, publications. Event management system will provide more traction.

(7) Movie on Main: It was a great event! Great to see all the kids and families. Advocate for an annual event.

(8). Taiko drum festival: People came early and sat down, engaged, food, arogy. Can have cultural drums from different parts of the world.

Budgets; \$15, 336.40 spent so far. It doesn't include the concerts in the park. We have \$9663.60 available. Thank you for showing the entire budget. All public information. We have \$4000-\$5000 for CAB that we can play around for the rest of the year.

8. Review of Public Art so far

- Resilience Sculpture- QR Code? Steinbaugh Mural is not happening. It's under construction.
- Pollinator mural is fantastic. John had an idea of having the QR code talk to you.
- Bingo's birthday was completed but did not get a lot of attendance.
- RFQ instead of RFPs in the future?

9. Arts Center Schedule 2025

- How many dates do we want? Which days of the week do we want?
 - September - April: we need to have access to the Art Center for events. Thursday and Friday? Weekend dates 2x/month. We need to know who is going to be using the Art Center. One Thursday and Friday every month? Come to agreement with other arts groups will be needed. Iris will have a meeting and block out the calendar with specific days.

10. Discussion of events for the rest of the year

- Tabled for next meeting

11. Adjourn

CITY OF LOUISVILLE ART GRANTS

Grant Cycle: March 1, 2024 – July 31, 2025

Application Open: December 18, 2023 - February 2, 2024 at 5:00 PM

About the Art Grants

The Louisville Arts Board is offering art grants to artists and cultural arts organizations serving the Louisville community. Artists and cultural arts groups based outside of Louisville are welcome to apply for any projects or event(s) that would be held in Louisville.

The Louisville Arts Board seeks to further their mission of engaging our diverse social, cultural, and creative community by providing financial and facility support through this arts grant. Diversity of media and creative artistic expression is encouraged.

Grant Eligibility Requirements

All Grant Applicants

- Any individual or organization may apply. Organizations **do not** need to have 501(c)3 status to apply.
- Special consideration will be given to independent artists and organizations.
- All projects must take place between March 1, 2024 and July 31, 2025.
- Complete application must be received by 5:00 PM on **Friday, February 2, 2024**. Late applications will not be considered.
- Programs must primarily focus on artistic expression or arts education.
- Performances or projects must take place in Louisville, Colorado.
- Grant applicant must be at least 18 years of age.
- Only one Art Grant may be used per proposed project.
- Applicants must disclose if they are a member of a current City of Louisville Board, Council, or Commission; if they are related to a current member of a City Board, Council or Commission member; if they are a current City of Louisville employee, and if they are related to a current City of Louisville employee.

Evaluation Criteria

Applications will be evaluated by the Louisville Arts Board. Evaluation criteria includes, but is not limited to:

- **Ability to Execute:** Does the application demonstrate that the applicant will be able to successfully execute the program?

- **Completion of Application:** Does the application fully detail the proposed program or project, including having a complete budget?
- **Diversity, Equity and Inclusion (EDI):** Does the topic of the program or type of artistic expression bring increased diversity, equity or inclusion to Louisville?
- **Impact of Funding:** Will the project fully utilize the funding and/or the use of City venues available through this grant program? Will this grant make a significant impact?
- **Artistic Discipline:** When looking at projects funded through the Art Grant Program, consideration will be given to funding a variety of artistic disciplines including both visual and performing arts. This item is not scored but may be used in determining the overall mix of programs funded.
- **Artistic Excellence:** Is the proposed program of high artistic quality or significance to the Louisville community?
- **Community Reach:** Does the project reach the Louisville community in a meaningful way: through the number of audience members, engaging new audiences, or reaching audiences that lack access to similar programs? If you are working with a school or other organization within the community, please ensure that they desire and can receive your project or services.

Grant Awards

Funding:

Applicants may request up to \$2,000 in funding. Applicants are encouraged to demonstrate additional sources of funding for their project in addition the Art Grant. Grant recipients will be fully funded, up to \$2,000.

[Download an Art Grant Budget form as PDF](#)

[Download an Art Grant Budget form in Excel format](#)

Venues:

Applicants may present their program or event at any location in Louisville.

Applicants may request complimentary use for **one day** at the Louisville Center for the Arts, Steinbaugh Pavilion, or the Louisville Public Library. Dates may be reserved on a first come, first served basis once grantees have been notified of their award. To inquire about potentially available dates, please email Erica Schmitt, Arts and Events Program Manager (eschmitt@louisvilleco.gov).

Due to the limited availability of City spaces, we cannot provide venues for more than one day.

Rehearsal Space:

One complimentary day for rehearsal may be awarded if a mutually agreeable date is available. Rehearsal space is not guaranteed. Additional time for rehearsal or additional performances is subject to normal rental fees. See the ["Facilities" page](#) for more information.

Marketing

Grant recipients will provide detailed information about their program or event (including flyers and digital marketing material) at least 6 weeks prior to their event. All materials must include the City of Louisville logo or list the Louisville Arts Board as a sponsor.

The Louisville Arts Board will assist with distributing promotional fliers (provided by the grant recipient) at official City locations. Descriptions of the funded event will be listed on the City Calendar and may be included in City Arts and Events email newsletters. If the grant recipient creates a public Facebook event, the City Arts and Events Facebook page may choose to share or repost this info.

Grant Recipient Responsibilities

Grant recipients are the producers, presenters, and marketers of their projects. As such, recipients are responsible for all aspects of executing the project including, but not limited to:

- Technical or AV needs of the project
- All advertising and promotion of the event
- Ticket sales (if event is ticketed)
- Acknowledging the Louisville Cultural Committee in marketing and publicity.
- Completing and submitting the Art Grant Evaluation form within 60 days of the completion of the event/project to maintain eligibility for future grant funding.

Grant recipients may charge admission and keep all ticket revenues.

2024 Grant Timeline

December 18, 2023	Art Grant Application opens
February 2, 2024 at 5PM	Grant Application closes
February 21, 2024	Louisville Arts Board begins to review grant applications.
March - date TBD	Grant awardees are notified. Grant awardees will receive 50% of their award upon accepting their award.
Post-program or event	Art Grant Evaluation forms completed by grant recipient are due no later than 60 days after the funded program or event has been completed. Grant awardee will receive the final 50% of the award upon submission of a completed Art Grant Evaluation form.

2023 Art Grant Recipients:

- “Not All Men: Songwriter’s Showcase for the Rest of Us”
- Motus "Playback Improv Theater”
- Soul Penny Circus “Mourning Tree”
- Celebrate EDU “Celebrating Artists and Entrepreneurs with Disabilities”
- “Ambient Experience Louisville 2023”

Project	Applicant	501(c)(3)	Contact	Project Discipline	Funding Request	Comments	Ability to Execute	Diversity, Equity and Inclusion (EDI)	Impact of Funding	Artistic Excellence	Community Reach	Overall Rating
Project Title	Organization Name		Name		\$ Requested							

Criteria

- Ability to Execute** Does the application demonstrate that the applicant will be able to successfully execute the program? Does the application provide supporting materials to demonstrate ability to execute?
- Diversity, Equity and Inclusion (EDI)** How does the topic of the program or type of artistic expression bring increased diversity, equity or inclusion to Louisville?
- Impact of Funding** Will the project fully utilize the funding and/or the use of City venues available through this grant program? Will this grant make a significant impact for the artist or organization.
- Artistic Excellence** Is the proposed program of high artistic quality or significance to the Louisville community?
- Community Reach** Does the project reach the Louisville community in a meaningful way: through the number of audience members, engaging new audiences, or reaching audiences that lack access to similar programs? If you are working with a school or other organization within the community, please ensure that they desire and are able to receive your project or services.
- Overall Rating** Overall score for the project proposal. From 7-1 how would you rate this project overall?

Scoring (7,6,5,4,3,2,1)

- 7 - Outstanding** Absolute yes, I would love to see this in our community. This proposal is outstanding based on this criterion.
- 6 - Very Good** This project does a good job. The issues are minimal and the criterion has been met.
- 5 - Good** I have some reservations, but overall the project could be good based on this criterion.
- 4 - OK** This project is OK. I am neutral with no strong feelings either way. Overall this is an average project proposal for this criterion.
- 3 - Maybe** Moderate concerns with the project submission. Not sure the issues can be resolved to meet this criterion.
- 2 - Poor** Significant and too many issues to consider for this criterion.

Project	Applicant	501(c)(3)	Contact	Project Discipline	Funding Request	Comments	Ability to Execute	Diversity, Equity and Inclusion (EDI)	Impact of Funding	Artistic Excellence	Community Reach	Overall Rating
---------	-----------	-----------	---------	--------------------	-----------------	----------	--------------------	---------------------------------------	-------------------	---------------------	-----------------	----------------

When looking at projects funded through the Art Grant Program, consideration will be given to funding a variety of artistic disciplines including both visual and performing arts.

Artistic Discipline

This item is not scored but may be used in determining the overall mix of programs funded.

1 - Absolute No

Totally missed the intent for this criterion.

Submission # 2975566
IP Address 47.16.147.19
Submission Recorded On 02/01/2024 8:07 AM
Time to Take Survey 7 minutes, 31 seconds

Page 1: Applicant Contact Information

Applicant Contact Information

*** 1. I am applying as an:**

Organization

2. Organization name (if applicable)

The Cultural Caravan

*** 3. Primary contact for grant ?**

Joshua Halpern

*** 4. Mailing address ?**

12901 Big Horn Drive
Broomfield CO 80021

*** 5. Email**

josh@culturalcaravan.org

*** 6. Phone**

(937) 542-9323

7. Website (if applicable)

culturalcaravan.org

If you are applying on behalf of an organization:

8. Year founded

2021

9. Federal Tax ID #

88-0716255

10. 501(c)(3) organization?

Yes

*** 11. Please disclose whether you are:**

None of the above

Page 2: General Grant Information

General Grant Information

*** 12. Title of proposed project:**

Louisville Fire Station Concert

*** 13. Project discipline: (please check all that apply)**

Music

14. If other, please explain:

****SKIPPED****

15. Collaborative partner(s), if any:

Louisville Fire Department, Moxie Bread Co., Marshall Together, Sweet Cow Ice Cream

*** 16. Number of artists participating:**

4-6

*** 17. Proposed date for program:**

Sunday, June 9, 2024

*** 18. Proposed location for program:**

Louisville Fire Station 1, 1240 Main St, Louisville

*** 19. If scheduling or public health regulations make your proposed date or location unavailable, what are your alternate plans?**

The Cultural Caravan's June Festival runs June 6-16. We may be able to find another date in that window, or push it to the beginning of our 2024-25 season.

*** 20. Expected attendance:**

200-400

21. Ticket price (if applicable):

22. Do you have an outstanding City of Louisville art grant project or art grant evaluation form? Please provide details.

No

Page 3: Project Details

Project Details*** 23. Please give a brief overview of your project:**

For the last two years, the Cultural Caravan has presented a concert during its June Festival in honor of the heroes and victims of the Marshall Fire. These concerts have been of particular significance to the Caravan: our founder is Josh Halpern, and his parents lost their home in the Marshall Fire. This annual concert traditionally takes place at one of the Louisville Fire Stations and features food from local restaurants (Moxie, Pica's Taqueria, and Lulu's participated in 2022; Moxie, Sweet Cow, and Ruby Ru's participated in 2023); performances by a diverse range of musicians (Gonzalo Teppa presented Venezuelan Jazz and Enion Pelta-Tiller performed Django Reinhardt in 2022; Raul Murciano presented the Colorado Mambo Orchestra in 2023); and, in 2023, additional support from Marshall Together, as well as representatives of mental health resources. Louisville is still rebuilding from the Marshall Fire, but even as Louisville completes its physical healing process, the community needs arts and culture to come together and feel whole yet again. This event has been a great gift to the hardworking men and women of the Louisville Fire Department, the city's resilient local business owners, and the countless individuals impacted by the events of the fire. In 2023, this event was part of a fruitful collaboration with the Louisville Arts Council. In fact, the Louisville Arts Council's partnership with the Cultural Caravan inspired numerous other cities—including Lafayette, Erie, and Broomfield—to institute municipal partnerships with the Cultural Caravan. A formal partnership with Louisville is yet to take effect for this season, but we are hoping that this event will be the centerpiece of that partnership.

*** 24. Project goal(s)**

This event is intended to bring together a community scattered and traumatized by the Marshall Fire, and to celebrate our collective resilience. Our founder is Josh Halpern, and his family has still not begun to rebuild after losing their home. Everyone is in different stages of recovery from the Marshall Fire, but this event is an opportunity to find comfort and strength in communal experience. The mission of the Cultural Caravan is to make world-class music accessible to everyone throughout Boulder County, regardless of socioeconomic status. The Caravan is also committed to advocating for the more than 50 organizations that have partnered with us, including local businesses like Moxie Bread Company and Lulu's BBQ, social-service nonprofits such as Marshall Together and Sister Carmen Community Center, and municipal organizations including the City of Louisville Arts Council. Since 2021, we have presented more than 100 low-cost or free events in more than 50 locations throughout Boulder County, including schools, community centers, local businesses, and public parks, including numerous appearances in Louisville. Our many Louisville-based partners contribute to the culture of Louisville's community, just as our roster of 60+ local artists do. We make their contributions more visible and vibrant through the collaborations and events we facilitate, and present a wide range of incredible artists in public performance in the process.

*** 25. Describe your project in more detail, outlining the project scope and means of executing the project.**

This event is part of the Cultural Caravan's 10-day June Festival, featuring 60+ artists in more than 20 events throughout the community. This event will take place outside of the Louisville Fire Station 1. We will secure permits to close the block and use amplified sound. An ensemble of world-class artists will perform outside for all those in attendance. The Caravan is planning to present Ritmo Jazz Latino and/or renowned bluegrass violinist Enion Pelta-Tiller. Food trucks will be present, parked across the street from the fire station. The fire station will wheel their trucks outside so children and their families can explore and learn, and the Caravan will provide sidewalk chalk and games for kids. The Caravan compensates the artists, manages all branding elements and many components of advertising, and facilitates day-of set-up for the musicians' performance area and sound equipment. Assuming the Louisville Arts Council renews its partnership with the Cultural Caravan, they will be a co-presenter, utilizing their communication capabilities to invite the entire Louisville community.

*** 26. What is your target audience?**

Our target audience is everyone in Louisville. The Cultural Caravan's core ethos is that all are welcome. We make this event free so the cost of entry is of no concern, especially if anyone is in financial need due to hardship related to the fire. In 2023, Marshall Together was present to provide information on mental health services, which was a wonderful and helpful gesture.

*** 27. How will you market your project?**

We present events throughout the year and are constantly growing our audience throughout Boulder County. We employ robust online advertising using Meta ads that promote our events via Facebook and Instagram to the nearby geographical area, as well as utilize our growing list of email contacts. We also provide digital and print materials so our local business and municipal partners can share the events with their communities and subscribers. For the 2023 fire station event, we also provided posters to numerous businesses in downtown Louisville. To date, we have presented over 100 events throughout the community, and have only seen our attendance improve over time.

*** 28. Please describe prior experience in executing similar projects.**

Our fire station concerts in 2022 and 2023 were great successes. In 2022, we received grant funding from the Louisville Arts Council and the success of that event prompted the Arts Council to formally partner with us. In 2023, we moved from the Via Appia fire station to the more pedestrian-friendly Main Street station, allowing for a more open and communal feeling. We expanded the event to include two food trucks, added Marshall Together as a nonprofit partner, and increased our budget to hire a larger musical group. We also have experience partnering with a working fire station and their fire chief, and obtaining the necessary street closure and amplified sound permits to execute this event. Again, the Cultural Caravan has successfully presented 100+ events in locations across Boulder and the surrounding region since 2021, and these fire station events have been highlights of our programming.

*** 29. How will your track and measure the success of your project/event?**

Our key markers of success for this event are community attendance and involvement. We know from our Fire Station concerts in 2022 and 2023 that community members, first responders, and our presenting partners sincerely appreciate this event. The fire department eagerly jumped on board to collaborate again after the first year, and artists are always eager to return to work with us year after year. At this year's concert, we will take informal headcounts throughout the event to monitor attendance. Last year, there were more than 200 people in attendance. We will also make sure to reconvene with all partners—including participating artists, businesses, and representatives of the fire department and the City of Louisville—after the event's conclusion to evaluate where we succeeded and where we can improve as we build toward future collaborations during our 2024-25 season.

*

30. How will your project benefit Louisville residents? This grant's funding comes from City of Louisville taxes, and it is important that the project reaches Louisville residents.

This event is by, for, and all about the people of Louisville. We are providing an opportunity for people to be together in joy and grief, to enjoy music by phenomenal local artists and food by excellent local restaurants, and to express appreciation to those who are building Louisville back from its recent challenges. In 2023, it was rewarding to see friendly faces of Louisville residents who we met in 2022, thrilled to return for another concert at the fire station. We feel strongly that this event will only grow in 2024.

*** 31. Have you received a Louisville Art Grant in the past? If so, what year(s), and for what event(s) or projects(s)?**

Yes, we have received funding for the 2022 and 2023 iterations of this same event.

32. Please include any additional information we should know in order to evaluate your funding request.

****SKIPPED****

33. Optional: You may upload additional supporting documents such as photos of previous work, artist bios, etc that may be helpful in understanding this projects or your organization.

****SKIPPED****

*

34. If selected, would you like to request 1 complimentary day of use of the Louisville Center for the Arts or Steinbaugh Pavilion? Please note that facility use is not guaranteed and must be in alignment with current public health mandates.

No

Page 4: Project Budget

Project Budget

Please download and complete the project budget template at: <https://www.louisvilleco.gov/Home/ShowDocument?id=29683/>.

Save the completed project budget form and upload it here. Grant applications with incomplete budgets, budgets that lack detail, or applications without a budget will not be accepted.

35. Project budget ?

2024 Budget Summary (Detailed).xlsx

*** 36. City of Louisville Cultural Council Art Grant request amount ?**

2,000