

**Arts, Humanities & Historic Preservation Grant Evaluation Panel - ARTS**  
**Minutes of the Special Meeting**  
**March 1, 2017**

**Panel Members Present:** Dale Loomis, Morgan McArthur, Judy Spring, Larry McCoy, Rael LaBreche

**UWEX Staff Present:** Jennifer Erickson, Haley Weisert

**UWEX Arts and Culture Members Present:** Judy Ashford, Chuck Spencer

**Call to Order**

The meeting was called to order at 11:59 AM by Erickson and the requirements of the Open Meeting Law were met.

**Approval of Agenda**

Motion made by Spring, second by LaBreche to approve the agenda. Motion carried.

**Introductions**

**Review of Process Procedure**

Erickson presented an overview of the roles and responsibilities of the staff, panel members and UW-Extension, Arts and Culture Committee members.

**Election of Chairperson**

Motion made by Spring, second by McArthur to elect Dale Loomis to serve as chair of the panel for the meeting. Motion carried.

**General Comments**

**Consideration of grant awards and development of recommendations**

The panel reviewed and ranked sixteen (16) grants and discussed the pros and cons of each application. Points from the panelist scoring sheets were summed and divided by the number of panelists evaluating each application. Two panelists were recused from one application each. The following are the funding recommendations and comments for each application:

**1.) Aldo Leopold Foundation requested \$5,000 and the panel was split, 3 members recommending full funding and 2 no funding for this project.**

The panel awarded this project an average of 61 points based on the grant evaluation criteria.

**PROS:**

- Well thought out and well written application
- Decent return on investment
- Well respected organization
- Event open to the public
- “Survivorman” could attract new audiences

**CONS:**

- It is a conference and does not fit the art component
- Too internal
- Misdirected proposal
- Only submitted a “portion of the budget”. Questionable fiscal accountability

**2.) American Players Theatre requested \$3,000 and the panel recommended full funding for this project.** The panel awarded this project an average of 94 points based on the grant evaluation criteria.

**PROS:**

- Proven entity in Sauk County
- Wonderful cultural resource
- Youth engagement that teaches communication skills
- Near perfect application
- Great testimonials
- Broad reach
- **CONS:**
- Short on collaborations
- Short on in-kind donations
- Doesn’t specifically show where they will use money

**COMMENTS:**

- Bring programs to the high schools. We NEED this program!

**3.) Baraboo Area Chamber of Commerce requested \$5,000 and the panel recommended full funding for this project. Larry McCoy recused himself.**

The panel awarded this project an average of 92 points based on the grant evaluation criteria.

**PROS:**

- Like the addition of radio segments leading up to the event as promotion
- Return on investment is strong
- Brings in large crowds to the area
- Stimulates other arts activities
- Like the concept of “bringing Ringling Bros home”
- Impressed with budget
- Encourages community involvement and gives a reason to celebrate

**CONS:**

- No indication on range or how to determine honorariums
- Ongoing funding for event reliant on sponsors. Is it sustainable?

**COMMENTS:**

- Can performers do more educational outreach within the community?
- Address safety issues with village.

**4.) Baraboo School District (Jack Young Middle School) requested \$5,000 and the panel recommended no funding for this project.**

The panel awarded this project an average of 42 points based on the grant evaluation criteria.

**PROS:**

- Great idea and panel supported the concept
- Invaluable experience to meet an author

**CONS:**

- No collaboration with any other organizations creating a limited scope of audience reached
- Everyone receives the same book. Too broad of an audience across reading levels
- Lacks creativity and innovation
- Need more details on the value of the author and book. Why was this book selected and what does it offer?
- What happens next? Hard to evaluate what happens after kids get the book.
- How do you get kids to come to this event?

**COMMENTS:**

- The name “Literacy Night” is off putting. Try new name of event to make more fun.
- Severely isolated from community. Collaborate with others like home school groups, youth organizations, clubs to make event more approachable and open to community.
- Encourage to apply again with changes. Showed that this was a beginning applicant but would like to continue to apply.
- Maybe focus on one grade vs. whole school.

**5.) Boys and Girls Club of West-Central Wisconsin requested \$5,000 and the panel was split, 4 members recommending full funding and 1 no funding for this project.** The panel awarded this project an average of 79 points based on the grant evaluation criteria.

**PROS:**

- Excited about program. Only one in the nation!
- Meets a community need
- Program continues to grow with increased interest in youth
- Like there is a young director
- Innovative and outside of the box idea
- National example that brings regional recognition to area
- Youth involved varied in ages and economic status

**CONS:**

- Need to build into budget new funding sources and show some sustainability
- Impacts a small group of people within Sauk County
- No clear plan for upcoming year. Funding on blind faith. Would like to see more specifics of actual program planning.
- Unsure of last year’s success

**COMMENTS:**

- Where will the mirror space be located? Is there a way you could use mirrored space on campus?
- Plan further ahead to supply specifics or change grant application schedule.

- Did not follow grant guidelines and directions. Use only space provided, not attach multiple sheets.

**6.) CAL Center Presents, Inc. requested \$1,100 and the panel recommended full funding for this project.** The panel awarded this project an average of 78.8 points based on the grant evaluation criteria.

**PROS:**

- Low risk, low budget. Reasonable request
- Potential great
- Veteran interaction
- Reflection time is valued
- Cross generational reach and scope
- Original multi-media piece
- Connecting to WWII and create exposure to historical events
- Appeals to lots of people especially rural residents

**CONS:**

- More clarity on what is going to happen
- May be short changing on attendance budget
- Evers should not need grant funding
- Funding doesn't add up

**COMMENTS:**

- Team up with restaurants or libraries to augment understanding and build patronage

**7.) Children Are the Hope requested \$4,764.71 and panel was split, 1 member recommending full funding and 4 no funding for this project.** The panel awarded this project an average of 60.8 points based on the grant evaluation criteria.

**PROS:**

- Good vision, concept and scope of project
- International outreach and cross cultural exchange is wonderful
- Admirable idea and mission of organization

**CONS:**

- Hard to see and describe the return on investment for Sauk County
- Shipping funds seem like an operating cost which is not applicable
- Missing parts of the story. Why those countries selected for exchange?
- Limited participation from county- only two youth groups

**COMMENTS:**

- Hard to read font used. Stick to basic and black
- Money could go to cultural dialog experts or educators, not supplies

**8.) Circus World Museum Foundation requested \$3,479 and the panel recommended full funding for this project.** The panel awarded this project an average of 78.6 points based on the grant evaluation criteria.

**PROS:**

- Creative idea
- Event has permanency and can be built upon in the future
- Circus has a wide appeal and wide impact
- More important since Ringling Bros. Circus is closing
- Opportunity to tell story

- Great deal and a bargain
- Transparent about use of money

**CONS:**

- Questionable if it is an arts grant or a humanities grant
- No cash income, only in-kind. Would like to see Circus World Museum fund a little.
- Return on investment not clear

**COMMENTS:**

- Would like to tell story with each picture. Tell what is going on at the time of the photo to be included with photos.

**9.) Creative Alliance of Baraboo (CAB) Theatre requested \$5,000 and the panel was split, 3 members recommending full funding and 2 no funding for this project.**

The panel awarded this project an average of 69 points based on the grant evaluation criteria.

**PROS:**

- Inspirational, creative, innovative and overall goof project
- See the merit in expressive therapy
- Grant proposal including the budget was much better than last year
- Collaborations are growing
- Worth supporting and valid programming
- Creative people with a new, edgy program for Sauk County

**CONS:**

- No financial history
- Always focus on negative feelings/trends.
- Generic proposal as to what they are going to do. Funding on blind faith. More specifics and details wanted.
- Inflated budget on people costs. Cannot count every participant volunteer time as in-kind.
- Can they do this level of program with fund on hand? Too much reliance on grants without the backing of secured dollars

**10.) International Crane Foundation requested \$5,000 and the panel was split, 3 members recommending full funding and 2 no funding for this project.** The panel awarded this project an average of 61 points based on the grant evaluation criteria.

**PROS:**

- Impressive innovation and creativity
- Well respected organization
- Beautiful idea
- Planning, implementation, and education outreach is good
- Lots of boosting on social media

**CONS:**

- Too passive, not permanent enough
- Poetry submissions weighted heavily by staff. Switch. Would like to see 2/3 from public and 1/3 from staff.
- Needs more broad appeal. Include kids and more public
- Internal event not external so low county reach
- ICF overall lacks connection to county

**11.) Reedsburg ArtsLink requested \$4,617 and the panel recommended full funding for this project.** The panel awarded this project an average of 75 points based on the grant evaluation criteria.

**PROS:**

- Good idea
- Like the collaborations
- Done a good job in the past
- Experiential activities for participants
- Reviving an old event
- Positive interaction and increases visits to the downtown
- Makes art approachable and touchable
- Modest budget
- Like how event is packaged
- Steer away from commercializing art and more about meeting/connecting with artists

**CONS:**

- Specifics about event not provided
- No financial support from downtown
- More information about how progressing/past outcomes

**12.) Reedsburg Public Library requested \$2,100 and the panel recommended full funding for this project.** The panel awarded this project an average of 79.4 points based on the grant evaluation criteria.

**PROS:**

- Diverse programming that made panelists want to come
- Well written grant
- Catalyst for new programming
- Reliable applicant
- Strong program variety; something for everyone
- Financially sound
- Good return on investment
- Get a big bang for their buck. Amazing what they can do on a shoestring budget
- Celebration of public library programs

**CONS:**

- Need more funding locally first then request money from AHHP.

**13.) River Arts, Inc. requested \$5,000 and the panel recommended full funding for this project.** The panel awarded this project an average of 86 points based on the grant evaluation criteria.

**PROS:**

- Like the synergy between honor flight and outreach to community, specifically students
- Original idea for River Arts
- Original piece
- Sensitive to interest and needs of community
- Solidifies support for arts
- Collaboration with veteran organizations
- Multigenerational

**CONS:**

- Missing parts of budget
- Limited sponsorship

**COMMENTS:**

- Write grant in the third person, not first person
- Outreach to other high schools beyond Sauk Prairie area
- Video performance and share with others

**14.) Sauk Prairie Theatre Guild requested \$4,000 and the panel recommended full funding for this project.** The panel awarded this project an average of 70.5 based on the grant evaluation criteria. Rael LaBreche recused himself.

**PROS:**

- Better written application
- Original piece. Like integration of new and old.
- Revive every three years making it more long-term
- Outreach to libraries
- Inclusion and engagement of youth through video
- Diversity of reach across many people and ages
- Lots of collaboration
- Well written plan in place

**CONS:**

- Go beyond the Baraboo Library to other libraries
- Projected attendance too low. Lot of money for 600 total attendees.

**COMMENTS:**

- LaBreche should do a talk back about process

**15.) Witwen Concerts, Inc. requested \$5,000 for a Witwen Concerts even and the panel recommended no funding for this project.** The panel awarded this project an average of 65 points based on the grant evaluation criteria but was not applicable due to lack of non-profit status.

**PROS:**

- Strong history and strong audience base
- Rural setting

**CONS:**

- Maintaining as is versus revamping the program. Would like to see a reinvention or revitalization of program.
- Not a 501(c)3 at time of application
- Too early in transition for apply. More history of success needed.
- Did not use grant application forms/structure. Made hard to read and find information for panelists.

**COMMENTS:**

- How does it build performance art?
- Site in-kind contributions like facility space rental

**16.) Wormfarm Institute requested \$5,000 and the panel recommended full funding for this project.** The panel awarded this project an average score of 94.2 points based on the grant evaluation criteria.

**PROS:**

- Well run organization with strong history of success
- Funding comes from a variety of sources
- Good local support
- Good staffing
- Creative project with clever name of “Test Plots”
- Experimentation with reflection of what works
- Cultivate with artists to get explosive response and impact

**CONS:**

- Explanation of outcome. What comes out of this without it morphing into Fermentation Fest?

**Panel Members’ Questions and General Comments**

- Comments on the Panelist Process Evaluation:
  - Provide past final reports or include highlights from previous years
  - Use spreadsheet for ranking and scoring
  - Scan applications using higher grade scanner
  - Review criteria
    - Website development
    - All or no funding vs partial. Let applicants know
  - Made application more user friendly
  - Specify format for grant to be submitted
    - Binder clipped, 12 pt. font, etc.

**Adjourn**

Motion by Loomis, second by LaBreche to adjourn the meeting. Meeting adjourned.

Submitted by,

Haley Weisert  
Sauk County UW Extension Program Specialist

The Panel ranked the grant applications in the following order:

1. Wormfarm Institute
2. American Players Theatre
3. Baraboo Area Chamber of Commerce
4. River Arts, Inc
5. Reedsburg Public Library
6. Boys & Girls Club of W Central WI
7. CAL Center Presents, Inc.
8. Circus World Museum Foundation
9. Reedsburg ArtsLink, Inc.
10. Sauk Prairie Theatre Guild
11. Creative Alliance of Baraboo (CAB) Theatre
12. Witwen Concerts
13. Aldo Leopold Foundation \*\*Tied with International Crane Foundation
14. International Crane Foundation \*\* Tied with Aldo Leopold Foundation
15. Children Are the Hope
16. Baraboo School District- Jack Young Middle School

NAME OF INSTITUTION	NAME OF PROJECT	AMOUNT REQUESTED	AMOUNT RECOMMENDED	AVERAGE SCORE
<b>WORMFARM INSTITUTE</b>	Test Plots	5,000.00	5,000.00	94.2
<b>AMERICAN PLAYERS THEATRE</b>	Sauk County School Workshops	3,000.00	3,000.00	94
<b>BARABOO AREA CHAMBER OF COMMERCE</b>	Baraboo's Big Top Parade and Circus Homecoming (BBTP)	5,000.00	5,000.00	92
<b>RIVER ARTS, INC.</b>	Sauk Prairie Salutes Our Troops	5,000.00	5,000.00	85.8
<b>REEDSBURG PUBLIC LIBRARY</b>	Building Community at Your Library	2,100.00	2,100.00	79.4
<b>BOYS &amp; GIRLS CLUB OF WEST CENTRAL WI-BARABOO</b>	BGC Baraboo Harmonix Show Choir	5,000.00	5,000.00	79
<b>CAL CENTER PRESENTS, INC.</b>	Accidental Hero Dramatic Presentation	1,100.00	1,100.00	78.8

<b>CIRCUS WORLD MUSEUM FOUNDATION INC. (CWMF)</b>	Baraboo's Own: The Mighty, Majestic, and Magnificent Photography of Nill Johnsen	3,479.00	3,479.00	78.6
<b>REEDSBURG ARTSLINK, INC.</b>	Reedikulus Arts Festivals	4,617.00	4,617.00	75
<b>SAUK PRAIRIE THEATRE GUILD, INC.</b>	A Christmas Carol	4,000.00	4,000.00	70.5
<b>CREATIVE ALLIANCE OF BARABOO (CAB) THEATRE, INC.</b>	Teens N Theatre (TNT)	5,000.00	5,000.00	68.6
<b>ALDO LEOPOLD FOUNDATION, INC.</b>	Bulding a Land Ethic Conference	5,000.00	5,000.00	61
<b>INTERNATIONAL CRANE FOUNDATION</b>	Poetry in the Prairie	5,000.00	5,000.00	61
<b>WITWEN CONCERTS, INC.</b>	Witwen Concert Series	5,000.00	0.00	65
<b>CHILDREN ARE THE HOPE</b>	Integrating Arts and a Sense of Place in a Global Community	4,764.71	0.00	60.8
<b>BARABOO SCHOOL DISTRICT (JYMS)</b>	JYMS Literacy Night and Author Visit	2,000.00	0.00	41.8
<b>ARTS SUBTOTAL</b>		<b>65,060.71</b>	<b>53,296.00</b>	