

Arts, Humanities & Historic Preservation Grant Evaluation Panel - ARTS
Minutes of the Special Meeting
March 1, 2018

Panel Members Present: Dale Loomis, Anna Bruhn, Marlys Greenhalgh, Pat Yanke, Rael LaBrecht

UWEX Staff Present: Haley Weisert

UWEX Arts and Culture Members Present: Judy Ashford, Donna Stehling, John Dietz

Call to Order

The meeting called to order at by Weisert and the requirements of the Open Meeting Law were met.

Approval of Agenda

Agenda approved.

Introductions

Review of Process Procedure

Weisert 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 Yanke, second by LaBrecht 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 twelve (12) grants and discussed the pros and cons/recommendations of each application. Points from the panelist scoring sheets were summed and divided by the number of panelists evaluating each application. Four of the panelists recused themselves from one application each. The following are the funding recommendations and comments for each application:

1.) 6:8, Inc. requested \$5,000 and the panel recommended full funding for this project. Anna Bruhn recused herself. The panel awarded this project an average of 86.5 points based on the grant evaluation criteria.

PROS:

- Free, family-friendly event with a wide variety of activities
- Expanded and reimagined collaborations and programs
- Well established program that has an economic impact for the county
- Has many local partners and collaborations

CONS:

- Concerned with expansion to 2-day event and the burnout of businesses and volunteers
- Would like to see “family” programming expanded
- Focus on making the event better, not necessarily bigger
- Heavily rely on corporate sponsorship. Would like to see more funds from organization at this point.
- Lacked past innovate and creative programming the event is well known for.
- Would like to see an improved parking and transportation plan

2.) Baraboo Area Chamber of Commerce requested \$5,000 and the panel recommended full funding for this project. The panel awarded this project an average of 90.4 points based on the grant evaluation criteria.

PROS:

- Lots of community support from businesses and volunteers
- Adding new elements to event which creates a more diversified audience
- Circus World theme is incorporated into programming
- Program is a re-introduction to “magic” of the circus and promotes Baraboo heritage and circus culture
- Beneficial for local businesses and tourism economy
- Exposes Sauk County on a national level
- Strong marketing campaign
- Experienced professionals and planners

CONS:

- Would like to see an outreach to local artists or addition of an art element to event
- Lack of service organization affiliations
- Include a security plan and more community education
- Increase/expand parking logistics

3.) Baraboo Public Arts Association requested \$5,000 and the panel recommended no funding for this project. The panel awarded this project an average of 61.8 points based on the grant evaluation criteria.

PROS:

- Creative with a variety of art medias
- Good community collaborations
- Feasible plan
- There is a need to utilize park
- Used local materials (quartzite)
- Great grassroots organization offering approachable art that uplifts the community

CONS:

- Not using local artists. Increase efforts to find local talent.
- No community education component to art installation. Would like to see community education that incorporates the artist.

- Possible larger range of circus animals beyond elephants
- Organization could be financially supporting project more than they are. The group has the money.
- Local program, not countywide impact
- “Solidarity in community” concept lost on panelist

4.) Creative Alliance of Baraboo (CAB) Theatre requested \$5,000 and the panel was split, 3 members recommending full funding and 1 no funding for this project. Pat Yanke recused herself. The panel awarded this project an average of 87 points based on the grant evaluation criteria.

PROS:

- Well thought out and developed application and budget.
- Creative and innovative program with connection to current teen/life issues
- Gives youth outlet for self-expression and equips them with coping tools
- Expanding program with curriculum to allow county-wide availability to youth and growth to the future of the program
- Brings awareness to topics in a new and creative way
- Valuable community partners
- Overall great concept and very impactful

CONS:

- Did not see continued support of mental health professionals like the Pauquette Center
- Need to create more revenue to support program. Possibly charge royalties for curriculum as an income generator. Necessary revenue increase will affect future funding.
- Concerned that in-kind exceeds cash revenue sources
- Concerned with time table and if there is sufficient time to develop and complete curriculum
- Missing community service organizations partnerships, both financially and for volunteer support
- Prepare/create marketing materials to optimize support

5.) Friends of the Great Sauk State Trail requested \$5,000 and the panel recommended full funding for this project. Pat Yanke recused herself. The panel awarded this project an average of 84 points based on the grant evaluation criteria.

PROS:

- Public art is being used to enhance and beautify the trail
- Strong design choice with eagle selection
- Local sculptor using good materials
- Includes educational components that explain artwork
- Reflects the community identity
- Accessible to the public
- A jumpstart to arts programming on the trail

CONS:

- Look for other collaborations like conservation groups, DNR, and schools to help promote project
- Include accessibility to the artist by including workshops, talks, installation viewings
- Enhance marketing for future programs
- Analyze how to create community ownership of project

6.) International Crane Foundation (ICF), Inc. requested \$3,500 and the panel recommended full funding for this project. The panel awarded this project an average of 88 points based on the grant evaluation criteria.

PROS:

- Local artists using diverse mediums to attract a wide and diverse audience
- Free program with hands-on opportunities for public participation making art approachable
- Great collaborations
- ICF has a powerful reputation
- Opportunity for cultural education of cranes
- Creating new programs to bring visitors back again
- Season long program that includes both tourism season and school seasons
- New venue for artists and an opportunity to expose area artists to public

CONS:

- Increase and expand collaborations with other organizations like libraries to increase awareness of program
- Consider larger social media campaign
- Include artist selection process used
- Evaluate and include in-kind valuation

7.) Reedsburg ArtsLink requested \$5,000 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:

- Love the theme of “Reedikulus” that includes fun and experimental art
- Large potential for event
- New ideas and unique programming which brings new audiences
- Expands art to everything we do and who we are
- Wide geographic audience
- Brings economic stimulation and promotes downtown
- New artist venue and opportunity to showcase and connect artist to the public
- Realistic timeline

CONS:

- Needs to generate more income/revenue streams. Currently too grant dependent and needs to become more sustainable.
- Event date competes with other events so need to boost promotion
- Gussy up the “passport” to have a universal marketing look for the organization
- Work closer with other community event to support each other

8.) Reedsburg Public Library requested \$1,500 and the panel was split with 4 members recommending full funding and 1 not funding for this project.

The panel awarded this project an average of 81.8 points based on the grant evaluation criteria.

PROS:

- Wide range of activities and a diverse audience
- Long running reputation
- Program highlights Reedsburg heritage and culture including Little League
- Modest budget
- Well trained and reputable staff with seasoned performers

CONS:

- Limited sources for generating income
- Possibility of applying for Good Idea Grants and other smaller sources since it is a nominal request
- Search out business and corporate support

- Promote more with large industries within community like Land's End, NUK, Seats, etc.
- More outreach to different organizations (service organizations, nursing homes, day cares, etc.)

9.) Rock Springs Public Library requested \$1,600 and the panel recommended full funding for this project. The panel awarded this project an average of 91.2 points based on the grant evaluation criteria.

PROS:

- Fun and exciting program that will benefit youth in a small community
- Communicated the concept well
- Wide range of hands-on and diverse activities and programming
- Great collaborations with local organizations and local artists
- Small target group but big impact
- Skilled and reputable director
- Modest budget with quality programming

CONS:

- Isolated county-wide impact and small target group
- Possible funding through other small grants since it is a nominal request

10.) Sauk Prairie Theatre Guild requested \$5,000 and the panel was split, 3 members recommending full funding and 1 no funding for this project. Rael LaBreche recused himself. The panel awarded this project an average of 74 points based on the grant evaluation criteria.

PROS:

- Local promotion at public locations is a good idea
- Workshop and lecture series further educational opportunities
- Call for auditions is county-wide, not just local
- Youth involvement in production
- Financially stable for a non-profit
- Well known play to draw an audience

CONS:

- Commercial product/script versus original works
- Conservative estimated attendance numbers
- Would like to see more community sponsorship and support
- Some felt there was a concerning financial status

11.) Witwen Concerts, Inc. requested \$4,000 and the panel recommended full funding for this project. The panel awarded this project an average of 86.2 points based on the grant evaluation criteria.

PROS:

- New applicant with a new proposal for new bands
- Diverse audience
- Family friendly event
- Wide variety of genres of music
- Collaborations with local organizations
- Well-written, simple application
- Good starter fund opportunity for organization
- Opportunity to expand exposure to a rural Sauk County area
- Wide volunteer range

CONS:

- Keep developing other financial sources
- Find new organizations to collaborate with
- Work on upkeep and beautification of space
- Limited promotion and marketing plan
- Parking and travel logistics need improvement like including a shuttle service

12.) Wormfarm Institute requested \$5,000 and the panel recommended full funding for this project.
The panel awarded this project an average of 95 points based on the grant evaluation criteria.

PROS:

- Tradition of high quality and unique experiences
- Local participated welcomed
- Large impact- county-wide, state-wide and national
- Numbers in budget show success of organization
- Family friendly event
- Part of Sauk County identity
- Linking existing assets (agriculture to art to education)
- Diverse audience

CONS:

- Does the organization really need the financial support?

Panel Members' Questions and General Comments

- Comments on the Panelist Process Evaluation:
 - All or no funding vs partial. Let applicants know
 - Clarify language of match 50% of project income and use of or
 - Define Return on Investment (ROI) #6 on score sheet
 - Personnel form- take out "Agree to participate project....."
 - Re-granting program
 - Tiered funding
 - Legacy grants
 - Limited terms
 - Review of scoring criteria and overall program
 - Intentions of grant program
 - Placemaking partnership
 - Involve stakeholders

Adjourn

Motion by Yanke, second by Bruhn 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. Rock Springs Public Library
3. Baraboo Area Chamber of Commerce
4. International Crane Foundation
5. Creative Alliance of Baraboo (CAB) Theatre
6. 6:8, Inc.
7. Witwen Concerts, Inc.
8. Friends of the Great Sauk State Trail
9. Reedsburg Public Library
10. Reedsburg ArtsLink
11. Sauk Prairie Theatre Guild
12. Baraboo Public Arts Association

NAME OF INSTITUTION	NAME OF PROJECT	AMOUNT REQUESTED	AMOUNT RECOMMENDED	AVERAGE SCORE
WORMFARM INSTITUTE	Farm/Art Dtour	5000	5000	95
ROCK SPRINGS PUBLIC LIBRARY	Summer Youth Programming- Music	1600	1600	91.2
BARABOO AREA CHAMBER OF COMMERCE	Baraboo's Big Top Circus Parade	5000	5000	90.4
INTERNATIONAL CRANE FOUNDATION	Cranes & Culture Art Series	3500	3500	88
CAB THEATRE	Teens & Theatre	5000	5000	87
6:8, INC.	Fire on the River	5000	5000	86.5
WITWEN CONCERTS, INC.	Witwen Concerts for 2018	4000	4000	86.2
FRIENDS OF THE GREAT SAUK STATE TRAIL	Soaring Eagle Public Arts	5000	5000	84

REEDSBURG PUBLIC LIBRARY	Celebration Series	1500	1500	81.8
REEDSBURG ARTSLINK	Reedikulus Arts Festival	5000	5000	78.6
SAUK PRAIRIE THEATRE GUILD	Into the Woods- Summer Musical	5000	5000	74
BARABOO PUBLIC ARTS ASSOCIATION	Myron Scuplture Park, Elephant II	5000	0	61.8
ARTS SUBTOTAL		\$50,600	\$45,600	