

**Arts, Humanities & Historic Preservation Grant Evaluation Panel - ARTS**  
**Minutes of the Special Meeting**  
**March 13, 2012**

**Panel Members Present:** Dale Loomis, Mark Tully, JoAnn Mundth, Judy Spring, Kay Taylor

**UWEX Staff Present:** Jenny Erickson

**UWEX Arts and Culture Members Present:** Judy Ashford, Don Nobs, Donna Stehling

**Call to Order**

The meeting was called to order at 12:52 PM by Erickson and the requirements of the Open Meeting Law were met.

**Approval of Agenda**

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

**Introductions**

**Review of Process Procedure**

Erickson gave a summary of the changes to the UW-Extension, Arts and Culture Committee. She also presented an overview of the roles and responsibilities of the staff, panel members and UW-Extension, Arts and Culture Committee members.

**Election of Chairperson**

Kay Taylor was selected to serve as chair of the panel for the meeting.

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

The panel reviewed all eleven (11) grants and discussed the pros and cons of each application. The following are the funding recommendations and comments for each application:

**A.) American Players Theatre requested \$3,000 and the panel recommended fully funding this project.**

**Pros:**

- Excellent program; not static; constant improvement
- A well-organized event with a long history
- County-wide program
- Accessible to students
- Request seems modest
- Well-written
- Realistic

**Cons:**

- With an annual operating budget of \$5million they may not need the funds
- May need to look toward becoming self-funded in the future

**B.) Baraboo Public Library requested \$4,800 and the panel recommended partially funding this project at \$750.**

**Pros:**

- Great idea, but it needs development
- Creative performance last year
- Qualified performance/coordinator

**Cons:**

- The project does not match the mission of the library

- The objectives for the project and the budget were not clear
- What will happen if it rains?
- Need an estimate number of attendees
- Not well thought out grant
- Limited to the Baraboo area and one performance
- The volunteers choir is handpicked?

**C.) Broadway Kidz requested \$5000 and the panel recommended fully funding this project.**

**Pros:**

- The cast is not limited to Baraboo area
- Collaborative effort; partnership with other local groups
- Large cast including a number of kids
- Good depth of resumes
- Summer show
- Reach out to tourists; innovative
- \$21K for six performances is reasonable
- May want to partner with UW Baraboo/Sauk County Summerset program

**Cons:**

- How many kids will be involved?

**D.) Kraemer Library and Community Center requested \$500 and the panel recommended fully funding this project.**

**Pros:**

- Modest request; well-written
- Reach special needs kids
- Good idea for a tiny community like Plain
- Good timeline
- Time and energy into project narrative

**Cons:**

- Vast difference in ages of kid expected to attend (3 – 12)
- The one hour event may be too short of a time frame

**E.) Reedsburg Players requested \$500 and the panel recommended fully funding this project, but this could be a place to cut.**

**Pros:**

- The Reedsburg Players does so much with so little
- Great volunteers
- It grows; keeps kids coming back
- Targets middle school students with is an underserved audience
- Well-written application
- Reasonable timeline
- Budget contains a good mix of funding – students, community money etc.
- Could partner with new Freedom Fest

**Cons:**

- Consider charging admission

**F.) River Arts, Inc requested \$5,000 and the panel recommended fully funding this project.**

**Pros:**

- Built on a past project

- Collaboration between Sauk Prairie area and Reedsburg
- Sets up potential gateway for future installations
- Ideas for expansion in the future

**Cons:**

- How will you tell community members and travelers what the mural means?
- What is included in “sales” listed in the budget?

**G.) Sauk County Art Association requested \$900 and the panel recommended fully funding this project with the suggestion that the funds not be spent all in print ads.**

**Pros:**

- Love the idea of recycled materials
- Wearable art is creative and innovative
- Lot of potential for growth

**Cons:**

- No in-kind contributions
- Application could be more complete
- Less Baraboo-centric – the pieces could travel throughout the county
- More community sponsorships to increase prize money
- Promotion could be smarter; not all in print ads
- Overall presentation of grant could be improved
- More creativity in how grant funds are used

**H.) Sauk County Fine Arts Festival requested \$2,000 and the panel recommended fully funding this project. Judy recused herself.**

**Pros:**

- Expand into visual arts
- County-wide project
- 8<sup>th</sup> graders get free tickets
- Application improved from last year

**Cons:**

- Only \$800 in ticket revenue, but expecting 800 in attendance?
- More engagement with the general public
- What happened to the choir?
- Continue to develop the program
- May need to move towards becoming self-sufficient

**I.) Sauk Prairie Area Chamber of Commerce requested \$4,750 and the panel recommended partially funding this project at \$2,000 or less.**

**Pros:**

- Love the idea
- Interface of commerce and arts

**Cons:**

- Project is more focused on business/commerce/tourism as opposed to arts
- Include more information on the artist (i.e. examples of work or biography)
- What is the educational outreach?
- Does it appeal to wide audience?
- Juried selection process for the artist would be an improvement.
- Not enough information. There are too many questions.

**J.) UW Baraboo/Sauk County Campus requested \$5,000 and the panel recommended fully funding this project, but this project could be cut. Dale Loomis recused himself.**

**Pros:**

- Lot of heart and energy
- Love to see it grow
- Could attract regional audience
- Great campus outreach

**Cons:**

- Hire an event coordinator?
- Mission needs clarity
- High cost for the number in attendance
- Too ambitious
- Clarify long-term vision for this event
- Revenues were down last year
- May need to take a step backward

**K.) Wormfarm Institute requested \$5,000 and the panel recommended fully funding for this project, but funding for this could be cut. Joann recused herself.**

**Pros:**

- Creative, innovative and constantly expanding
- Collaboration between rural area and art
- Build economics; commerce/tourism and arts
- Educational context
- Very unique; great addition to the county

**Cons:**

- Personnel costs high perhaps?
- Weather dependent
- What is the sustainability plan for DTour?

**The total amount of funding recommended by the Arts Panel is \$29,650.**

**Adjourn**

Motion by Loomis, second by Spring to adjourn the meeting. Meeting adjourned at 3:00 PM.

Submitted by,

Jenny Erickson  
Sauk County UW Extension Community Development Educator