

Arts, Humanities & Historic Preservation Grant Evaluation Panel
Minutes of the Special Meeting
February 15, 2024

Panel Members Present: Melanie Tallmadge Sainz, Rael LaBreche, Philip Matthews, Don Greenwood, Glen Slaats, Kim Nolet, Lydia Park, Paul Wolter.

Extension Education, Arts and Culture Members Present: Bryant Hazard, Jennifer Nelson,

Others Present: Rebecca Klitzke, Shirlee Lendved.

Call to Order

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

Approval of Agenda

Motion by Rael LaBreche, second by Paul Wolter, to approve the agenda. Motion carried all in favor at end.

Introductions

Review of Process Procedure

Bryant Hazard gave a brief overview of the roles and responsibilities of the staff, panel members and Extension Education, Arts and Culture Committee members.

Consideration of grant awards and development of recommendations

The panel reviewed and ranked (8 Arts and 2 Historic Preservation) grants and discussed the strengths and weaknesses and recommendations of each application. Points from the panelist scoring sheets were summed and divided by the number of panelists evaluating each application. The following are the scores and comments for each application:

Historic Preservation

1. **Shakespear on the Edge, Inc** requested \$4,000 and the panel scored this project an average of 70.4% and is ranked #2 in the Historical Preservation grant evaluation criteria.

STRENGTHS: Liked the idea. Looking at it from an arts point of view- different learning in person.

WEAKNESSES: Needs more information about event. Wondering about the involvement and if it will be too much sit and watch. Not sure the timing is right for the event as they are holding it during football season and other fall sports during the school year. Would like to see more detail with history of selling tickets. This seem to be more of an Arts Grant.

RECOMMENDATIONS: Would like to see more interaction with the performers. Needs more marketing.

2. **Reedsburg Historic Preservation Commission** requested \$4,000 and the panel scored this project an average of 74% and is ranked #1 in the Historical Preservation grant evaluation criteria.

STRENGTHS: Good start. Liked the photos and background.

WEAKNESSES: The event only covered in Reedsburg and not all churches in Sauk County. Need more Sauk County community involvement.

RECOMMENDATIONS: We are wondering about the next phases. Can you connect with churches and the parishioners to get the history from them? The budget and expenses and revenue do not make sense, we aren't sure where the money coming from? We are unsure of churches and religions are you promoting, please provide more details.

Arts

1. **Witwen Concerts, Inc** requested \$4,000 and the panel scored this project an average of 88.86% and ranked 5th based on the Arts Grant evaluation criteria.

STRENGTHS: They have good quality musicians. We like the setting, there is good music planned and includes a variety of people. They like the pass the hat for donations.

WEAKNESSES: Needs letters of support, and personnel forms. Wondering why they are not getting more local businesses to donate and expand.

RECOMMENDATIONS: This is their last year to receive funding. Would like to see more music/musicians from different genres. They would also like to see who you have had in the past. There needs to be more marketing and promotion of the event.

2. **Spring Green Musician In Residence Program** requested \$2,000 and the panel scored this project an average of 89.33% and ranked 4th based on the Arts Grant evaluation criteria.

STRENGTHS: Likes the flexibility and likes to see them working with local artists and the community.

WEAKNESSES: Would like to see more information on the mentorship.

RECOMMENDATIONS: Requires a lot of effort for the residents within two weeks. Would like to see more marketing outside of their area and other than Sauk Prairie.

3. **Little Eagle Arts Foundation** requested \$2,700 and the panel scored this project an average of 98% and ranked #1 based on the Arts Grant evaluation criteria.

STRENGTHS: Interesting event in the area. It bridges the gap with Wisconsin Dells and tribal communities. We like that the artists are being appreciated with money to come and not just on sales they make. We like the value vendors can give as an education, they are inviting, and people can reach in and out. We like the celebration.

WEAKNESSES: Concerned with the tightness of the timeline.

RECOMMENDATIONS: None

4. **Children's Film Academy of Madison** requested \$3,450 and the panel scored this project an average of 74.71% and ranked 7th based on the Arts Grant evaluation criteria.

STRENGTHS: This is good quality, has strong arts within and is important to get the film in our community.

WEAKNESSES: This will impact a small amount group of people but is very deep. The grant doesn't include the youth and we aren't sure who is involved. The connection to Sauk County is minimal.

RECOMMENDATIONS: The budget was low and there are some questions on the timeline and budget working together. Did postproduction and completed in January. Marketing went through C-Fam, where else can you reach out to get money for the actors in the community?

5. **Two Crows Theatre Company requested \$3,962** and the panel scored this project an average of 81.14% and ranked 6th based on the Arts Grant evaluation criteria.

STRENGTHS: They liked to see the underwriting for more of the grant.

WEAKNESSES: The personnel forms were not professional. Letters of reference should not be comments from a Facebook page. There is no foundation to run the shows early. This is a good draw in the off season.

RECOMMENDATIONS: Marketing looks good, however how do you market the quality? Is it with APT? The budget is not including what you have presented, example would be the insurance. There is no detailed schedule and no forecast.

6. **American Players Theatre requested \$4,000** and the panel scored this project an average of 93.14% and ranked 2nd based on the Arts Grant evaluation criteria.

STRENGTHS: This is a good impact for kids. The letter from the Reedsburg school district were good. Likes were that you are working with the teachers, the creativity and the re-evaluations of each year.

WEAKNESSES: Would like to see more details between the residency and workshops. Would also like to see the learning measures.

RECOMMENDATIONS: Would like to see a study guide to see what they are learning, what are they promoting. The number of students is inconsistent with the workshop fee's and included as income. How do you serve the underserved in the community? Could you reach out beyond the high school? Maybe you could include homeschooled or middle schools.

7. **Cal Center Presents Inc. requested \$4,000** and the panel scored this project an average of 67.57% and ranked 8th based on the Arts Grant evaluation criteria.

STRENGTHS: They are trying to get families to the event.

WEAKNESSES: This is a one and done event. There is no community participation except for going to the event. There is no educational aspect of the event. Feels this is a lot of money for the lower quality act.

RECOMMENDATIONS: The budget is unclear, needs to have punctuation to make it clearer. Would like to see more details about the performance. Needs to be more personal forms. Who decides on the performances? This is not exciting. You pay the money for the performers, but can they do anything for our community?

8. **Baraboo Area Chamber of Commerce requested \$4,000** and the panel scored this project an average of 90.57% and ranked 3rd based on the Arts Grant evaluation criteria.

STRENGTHS: Getting people the history of the circus.

WEAKNESSES: Not a new project, not sure how this is different.

RECOMMENDATIONS: Wondering why you do not use the application of the performers from the circus world. Wondering why they need to ask for grant money, could you find other/more ways to get money? Maybe charge the people in the parade? Where is the money going? Would like to know specific of where the money is dropped for. Committee is recommending partial funding.

Submitted by,

A handwritten signature in black ink, appearing to read "Bryant Hazard", written in a cursive style.

Bryant Hazard, Extension Education, Arts & Culture Committee Chair
Jennifer Nelson, Program Specialist