

Cultural Advisory Board

Agenda

**6:30 PM Wednesday, February 12, 2025
2nd Floor Board Room in Louisville Public Library
951 Spruce St, Louisville, CO 80027**

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 #891 2572 6200
- You can log in via your computer. Please visit the City's website here to link to the meeting: www.louisvilleco.gov/CAB.

The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at

- 1. Call to order**
- 2. Roll call**
- 3. Approval of the February 2025 agenda**
- 4. Approval of January 2025 minutes**
- 5. Public Comments**
- 6. Chair Report (JR)**
- 7. Staff Report (Iris)**
 - a. April 22nd Meeting with Council**
 - b. 2026 Budget Amendments**
 - c. Public Art Update – spread the word**
 - d. 150-250 Anniversary Plans**

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.

- e. SCFD Funds
- f. Performing Arts Center Update
- g. Programming Update
- 8. 2025 Art Grants (JR)
 - a. Review of 2025 Arts Grant Proposals
 - i. [2025 Arts Grant](#) Web Page (Please review)
 - ii. Scoring Criteria Matrix – Attached
 - iii. Scoring Sheet – Sample Attached
 - iv. \$2000 x 5 awards
- 9. Events Programming Discussion
 - a. Update (Staff): 2025 Programming goals/overview
 - i. Open discussion on topics presented in Staff report
 - b. Proposed events (CAB)
- 10. Items for next meeting's agenda (items not on January agenda)
- 11. Share community cultural events
- 12. Adjourn

Cultural Advisory Board- January 8, 2025

1. Call to order

2. Roll call

- John- here
- Roger - here
- JR - here
- Reina - here
- Iris - here
- Sharon- here
- Mohamed - here
- Sara- here
- Alexander- here

3. Approval of the January 2025 agenda

- Update on item #4. Should be "November" minutes
- All approved.

4. Approval of November 2024 minutes

- Motion to approve- vote to approve minutes.

5. Public Comments

- No public comments

6. Introduction of Cultural Advisory Board members, City staff, Welcome new member – Alexander Phillips-Messner

- JR Kettleson- Chair. 4th year being a member. Great interests in musical events.
- John Zamora- Special events coordinators. Iris and John are the primary people that run events.
- Iris- Program Manager for Arts and Events.
- Roger- Signed for 3 years. Runs a recording studio and works in public radio.
- Sharon- Director to the City of Louisville.
- Reina- Joined the board a year ago.
- Alexander- New member. Lived in Louisville for 4 years. Artist and a writer by trait.
- Sara- Graphic designer and would love to bring the digital side of the group.

7. Approval of posting locations for agendas

- A. All approved.

8. Approval of 2025 Meeting Dates

- 2nd Wednesday of the month in the library, 2nd Floor. Must have 4 board members to have a quorum.

- May suspend a couple of those meetings
- All approved.

9. Election of Officers: Action Item: vote for officers

a. Chair - JR would like to continue with the board. Responsible for the agenda, events that are coming up, reaching out to members to make sure we have enough volunteers, works with city council, budget issues, drives the art grant process.

1. Reina nominates- All approved for JR to be the chair.

b. Co-Chair - Sara is the co-chair. If the chair can't make it to the meeting the co-chair takes over..

2. Sara would love to be the Co-Chair again. All in favor.

c. Secretary- Mohamed is the secretary. Secretary takes minutes and notes during the board meeting. Mohamed nominates Alexander. All approved to have Alexander be the secretary moving forward.

10. Board Retreat – February?

A. Good to get together for a longer period of time on a weekend to take a step back and look at the bigger concept. Iris will bring speakers to the retreat. Potential grant opportunities in the future, goals in the next 3 years. This retreat would be a great opportunity to share our vision with the city's work plan. John will send a pole on which date to meet for this retreat in February. JR asked the members to come up with ideas during the retreat. Helping with economic vitality. Sharon asks to bring someone from the vision plan.

11. Staff Report (Iris)

A. Very energetic in 2025. Already has events setup:

- a. World Concert Series
- b. Native American concert
- c. Ginga Quartet
- d. Didgeridoo (learning about the origin of the instrument)

B. Tea event is also getting scheduled and Huckleberry will be presenting some options. Should we do it in February? Alfredo Muro (Spanish guitarist). All women Mariachi band in Cottonwood Park in May. Also, Public Arts- Paint a basketball court in Cottonwood Park in May.

C. A new sign for the Art Center. More information to come.

12. 2025 Art Grants (JR)

a. Overview: Art Grant Process, Criteria and Scoring System

i. Application Open – December 18, 2024 - February 5, 2024 at 5:00 PM

Will be the primary focus for the next couple board meetings. Art grant process. Application is open. 1 application so far. A lot of them come in at the end (February 5th).

ii. Grant Cycle – March 1, 2025 to July 31, 2026

They have a year and a half to fulfill their obligation. When they are selected, they are given half of their award and then get the final payment when they finish the project.

iii. \$2000 x 5 awards - The board will be judging those.

New Scoring System

-The ability to execute at scale

-Next meeting we will review the grant applications. Review in February and the actual voting will happen in March.

- Would like to have more grant applications and advertise. If anyone has a great platform to advertise that would really help.

13. Events Programming

a. Informational: 2025 commitments

i. Summer Concerts in the Park. Iris went through all the events and plans for 2025.

1. Headliners – Scheduled

2. Openers – Scheduled

3. Sound - Scheduled

b. Discussion: 2025 Programming goals/overview

A. John will be taking the lead to organize the block party. Would like to keep it within budget this year. June 14th on a Saturday from 2-5pm tentatively. Still deciding on the dates.

c. Informational: Google Doc for events volunteer

A. Looking to have a volunteer sheet for all of our events.

14. Items for next meeting's agenda (items not on January agenda)

A. February will be dominated by the arts grants and will take about half the meeting.

B. Talk about the retreat

15. Share community cultural events

A. No one else has any events.

16. Adjourn

A. All in favor to adjourn

Cultural Arts		
Acct #	Acct Description	Amount
101730-520100	Office Supplies	\$200.00
101730-522500	Non-Capital Furn/Equip/Tools	\$500.00
101730-522900	Misc. Supplies	\$4,000.00
101730-530815	Arts Programming Grants	\$10,000.00
101730-530820	Public Art	\$25,000.00
101730-532000	Advertising/Marketing	\$3,500.00
101730-532200	Printing	\$1,000.00
101730-532230	Dues/Subscriptions/Books	\$2,000.00
101730-538101	Travel, Training, & Meetings	\$1,000.00
101730-538330	Summer Concert Series	\$15,000.00
101730-538999	Other Services and Charges	\$1,750.00
101730-540900	Prof Serv-Other	\$3,220.00
Events		
Acct #	Acct Description	Amount
101122-537010	Fourth of July	\$32,000.00
101122-537020	Fall Festival	\$15,000.00
101122-537040	Festival of Lights	\$5,200.00
101122-537080	Other Special Events Costs	\$15,000.00
101122-537091	Street Faire DBA	\$89,500.00
101122-537092	Downtown Flowers and Winter Lights	\$85,000.00

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

Ability to Execute Scale:

- **5 – Excellent:** The applicant has a **clear, well-detailed plan**, the necessary **skills, experience, and resources**, and a **high probability of success**. All aspects of the project are well thought out.
- **4 – Good:** The applicant has a strong plan, experience and the **capacity to execute**, with minor areas of uncertainty or areas that could be more fully developed.
- **3 – Satisfactory:** The application shows the project is feasible but lacks some critical details or clear plans in areas like **experience, logistics, resources**.
- **2 – Fair:** There are significant gaps in the plan, and the applicant **lacks critical resources or experience**. The project may still be possible, but it's unlikely to succeed without further development.
- **1 – Poor:** The application does not provide enough evidence to suggest the project can be successfully executed. Major details are missing or unrealistic.

This scale assesses the applicant's **preparedness, capability, and resources** to execute the program successfully. It considers how well the applicant has planned for implementation, their **experience or expertise**.

Impact of Funding Criterion: 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?

Impact of Funding Scale:

- **5 – Excellent:** The grant will have a **significant impact, substantially advancing** the project's goals and expanding its reach. The project **fully leverages** the funding. The applicant demonstrates a clear understanding of how the funding will be utilized.
- **4 – Good:** The grant will have a **positive and meaningful impact** on the project, enhancing its scope and quality. The applicant clearly outlines how the funds will be used, but the impact may be limited. The project makes **good use** of the funding.
- **3 – Satisfactory:** The project uses the funding, but the **impact is modest** or uncertain. The connection between the funding and long-term results is not completely clear.
- **2 – Fair:** The applicant provides minimal justification for how the grant will be used or the impact of the grant. The project's success is likely to be modest or constrained.
- **1 – Poor:** The applicant fails to demonstrate how the funding will make a meaningful impact. The grant is unlikely to have any significant impact on the program or the community.

This scale evaluates how well the **funding** is utilized and the **impact** it has on the **project's success** and the **local community**. It takes into account the **scope, reach, and effectiveness** of the project in utilizing available resources to create significant project in Louisville.

Artistic Excellence Criterion: Is the proposed program of high artistic quality or significance to the Louisville community?

Summary of Artistic Excellence Scale:

- **5 – Excellent:** **Exceptional quality, groundbreaking or highly original, and impactful and engaging.** Offers a lasting artistic contribution.
- **4 – Good:** **Strong quality and artistic significance,** with a clear vision, but not as innovative or boundary-pushing as a “5” level project.
- **3 – Satisfactory:** **Competent, well-executed,** but **lacking originality or depth.** Meets basic artistic standards but does not stand out.
- **2 – Fair:** **Limited artistic quality, underdeveloped, or conventional.** The work may lack originality, skill, or significance.
- **1 – Poor:** Poor artistic quality, **lacking in creativity, skill, and/or execution.** No meaningful contribution to the artistic community.

This scale assesses **artistic merit** in terms of both **execution** (craftsmanship, technical skill) and **originality** (creativity, innovation), while considering the **impact** and **engagement** of the project to the **Louisville community**. It emphasizes how the project either contributes to or elevates the local cultural landscape, helping ensure that the work has a lasting artistic and cultural impact.

Community Relevance Criterion: Does this project engage the Louisville community in a meaningful way? This could be by engaging new audiences, reaching audiences that lack access to similar programs, engaging with a topic that is relevant to the residents of Louisville, or exploring a new topic that would be enriching to the citizens of Louisville. This could also be done by partnering with a relevant school or organization in Louisville. (If the project involves a school/organization, it needs to be clear that the organization is able to receive the project/services).

Summary of Community Relevance Scale:

- **5 – Excellent:** **Deep, broad, and meaningful engagement** with Louisville’s diverse community, addressing relevant issues or enrichment needs. It broadens access to cultural or artistic experiences for underserved or marginalized communities, and/or explores a relevant topic that resonates deeply with the city's diverse populations.
- **4 – Good:** The project is **relevant to the Louisville community**, engaging audiences or groups who may not have regular access to similar cultural experiences. It may not address an immediate or pressing community need, but it still provides meaningful opportunities for learning, engagement, or enrichment.

- **3 – Satisfactory:** The project is **somewhat relevant**, but limited in scope and audience, with less direct or broad community impact.
- **2 – Fair:** The project shows **limited community engagement** or addresses topics that are **only tangentially relevant** to the broader Louisville community. While it may touch on local issues or interests, the connection to the community is **weak**.
- **1 – Poor:** The project has **little to no community relevance** or engagement with the **Louisville community**. It does not address local needs, interests, or issues, nor does it reach audiences who lack access to similar opportunities

This scale emphasizes **how well the project engages** the Louisville community and **addresses local needs, interests, or enrichment opportunities**, especially for **underrepresented or underserved groups**. It considers the project's **audience reach**, the **depth of community involvement**, and the **extent of partnerships** with local organizations or schools.

Equity, Diversity and Inclusion (EDI) Criterion: Does the topic of the program or type of artistic expression bring increased diversity, equity or inclusion to Louisville?

Summary of EDI (Equity, Diversity, and Inclusion) Scale:

- **5 – Excellent:** The project **strongly promotes diversity, equity, and inclusion** in a meaningful and impactful way. The topic of the program or the artistic expression being presented brings **increased representation to historically marginalized or underrepresented groups** in Louisville. It actively addresses **issues of social justice, cultural diversity, or accessibility**, and fosters a more inclusive and equitable environment for diverse audiences. The project may involve **collaborations with underrepresented artists or communities**, and the approach clearly enhances **community understanding and representation**.
- **4 – Good:** The project demonstrates a **strong commitment to EDI, engaging diverse communities and addressing accessibility and inclusion**, but could include more concrete strategies or reach more underrepresented groups.
- **3 – Satisfactory:** The project considers **some elements of EDI**, but the approach may be **superficial or underdeveloped**. The focus may be on a narrow group, or the strategies for promoting diversity are not fully articulated.
- **2 – Fair:** The project has a **limited focus** on diversity or inclusion, with little to no direct engagement with underrepresented groups or contribution to equity.
- **1 – Poor:** No focus on diversity, equity, or inclusion; the project does not engage with or address underrepresented communities or inclusive themes.

This scale evaluates how well the project contributes to **diversity, equity, and inclusion** within the context of the Louisville community. It emphasizes **intentionality** in addressing marginalized voices, improving accessibility, and fostering an inclusive cultural environment. It also considers the **depth and scope** of the project's impact on local communities, with a focus on fostering a more equitable and inclusive artistic landscape.

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