

CITY OF LAWRENCE
LAWRENCE CULTURAL ARTS COMMISSION (LCAC)

Monthly Meeting, November 8, 2017
City Commission Room, City Hall, 6 E. 6th Street

Members present: Kate Dinneen, John Hachmeister, Jerry Johnson, Michel Loomis, Mike Maude, Richard Renner, Kristina Walker, and Katherine Weik, chair

Members absent: Joshua Falleaf, Patrick Kelly, and Sean Reardon

Also present: Porter Arneill, Director of Communications and Creative Resources

- A. Regular Agenda Items
 - 1. Call meeting to order
Chair Katherine Weik called to meeting to order at 7:05.
 - 2. Minutes
The minutes for the regular meeting held on October 11 were approved as distributed.
- B. New Business
 - 1. Annual retreat agenda
Items to be discussed at the retreat will include the following:
Phoenix Award, Coffee & Culture in the context of the cultural plan, and the budget and Capital Improvement Projects list. The Spencer Museum of Art will host the retreat on Sunday, January 7, 2018 from 1:00 to 4:00 pm.
- C. Old Business
 - 1. ArtPlace Grant update
ArtPlace has indicated to the Lawrence Arts Center (LAC) that only the proposed use of funds in the original grant application is approved. Cindy Maude, interim CEO of LAC, has met with the East Lawrence Neighborhood Association and will meet with its representatives Dave Lowenstein and Josh Davis to discuss how to move forward with the project.
- D. Committee Updates
 - 1. Governance
Election of members of the Commission to replace Patrick Kelly and Richard Renner whose second full terms expire January 31 should ideally take place at the December Commission meeting in order that new Commissioners can participate in the planning retreat. Also, officers need to be elected. Katherine Weik cannot serve as chair

again as new City regulations prohibit City employees from serving in this capacity.

2. Programming

a. Phoenix Awards

Three awards will be presented Sunday at 2:00 pm at the Lawrence Arts Center.

b. Final Fridays

Michael Davidson, Executive Director of eXplore Lawrence reported that a survey of artists and venues regarding leadership of the event will be conducted.

c. Public Art

A panel has been assembled to select art for the fire station.

3. Strategic

a. Cultural Art Development

No report.

b. Cultural Plan

i. Coffee and Culture

There may be a chalk art and artists event next year to promote neighborhood identity in accordance with the cultural plan.

E. Director's Report

The report was distributed with the meeting packet.

There being no further business the Commission meeting adjourned at 8:07.

Lawrence Cultural Arts Commission

Director of Arts and Culture Report – November 8, 2017

Lawrence Cultural Arts Commission Programs/Projects

Final Fridays – Monthly listings, assist artists/venues

- October and year-end reports attached
- Met with FF and eXplore Lawrence representatives on October 19 at the Carnegie Building. eXplore Lawrence provided data on the marketing effort that started in October 2016 and there was some discussion on what is and isn't working with Final Fridays. There's some sense that the local aspect is waning. Determined that further communications would be beneficial.
- eXplore Lawrence hosted the Arts Roundtable meeting today, 11/8 and continued the discussion. Since program aspects are LCAC responsibility, I volunteered that we can work with others to craft an effective survey tool – possibly both digital and in-person – to gain more information and insights on strengths and weaknesses and how best to move forward.

Arts and Economic Prosperity 5 (Action A.4.c.ii., Action A.4.a.i., Action A.1.a.i., Action A.1.a.ii., Action A.1.a.iii, Action B.3.a.i., Action B.3.a.ii)

- Will attend the Kansas Creative Placemaking Roundtable hosted by the Kansas Creative Arts Industries Commission November 14 and 15 at the Johnson County Arts and heritage Center. – see below

Cultural Plan

- Held a Coffee and Culture on November 7 but, due to some confusion, plan to also hold one on November 14.

ArtPlace

- Waiting to speak with Cindy Maude for an update from ArtPlace

Public Art

- Selection panel for FS 1 – in process.

Outreach/Collaborations/Boards

- N/A

General/Community/Meetings

- The Communications & Creative Resources Division (C&CR) is now formally created. The Director of Arts and Culture title is changed to Director of Communications & Creative Resources.
- Arts Roundtable meeting November 8 with eXplore Lawrence – Final Fridays

Boards/Committees

- Serving on the eXplore Lawrence Board – Communications – ex-officio

- Serving on the DMI Board – Communications – ex-officio
- KC Metropolis: Kansas City's Online Journal of the Arts - <http://kcmetropolis.org/>
- KU Mobile Collaboratory (MoCOLAB) - <http://kumocolab.org/>



October Marketing Report

WEBPAGE

30

EVENTS LISTED

936

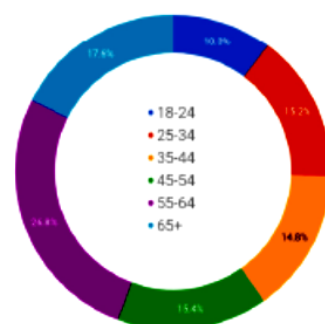
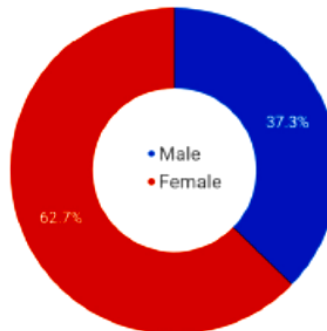
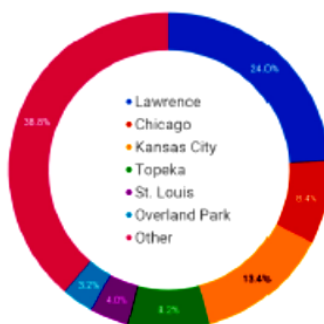
UNIQUE PAGEVIEWS

85

PRINTABLE MAP
DOWNLOADS

1142

INTERACTIVE
MAP VIEWS



SOCIAL MEDIA



Final Fridays in Lawrence, Kansas

31132

IMPRESSIONS

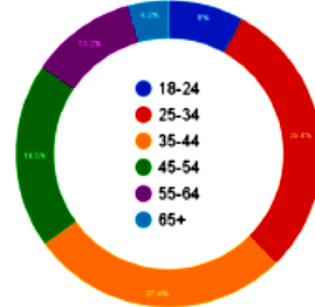
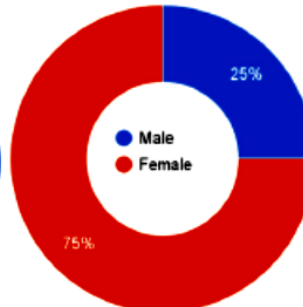
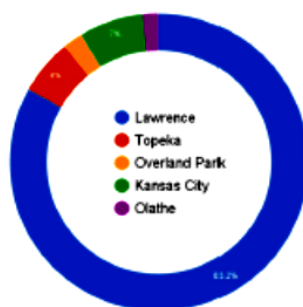
41

NEW LIKES

18

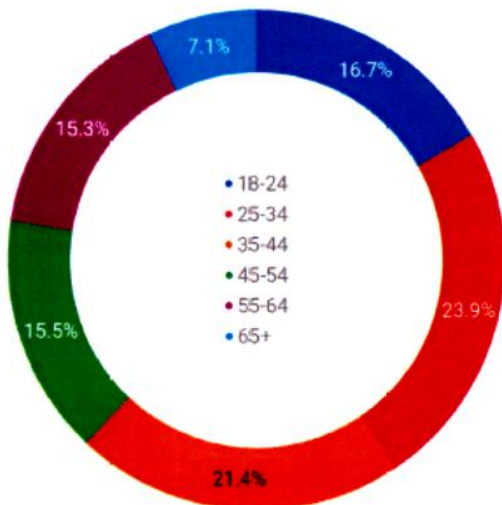
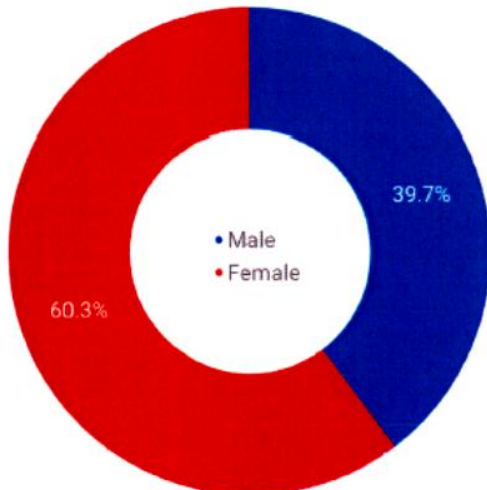
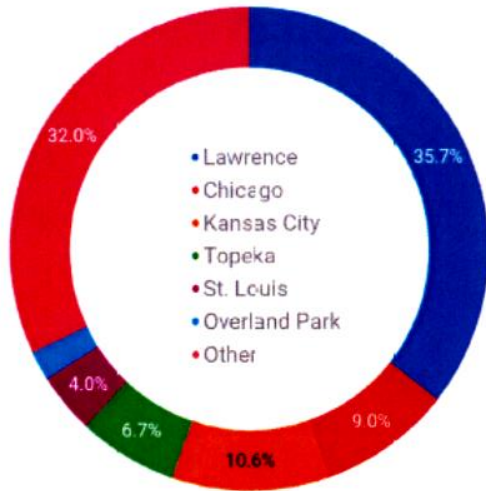
LINK CLICKS

238
POST
ENGAGEMENTS

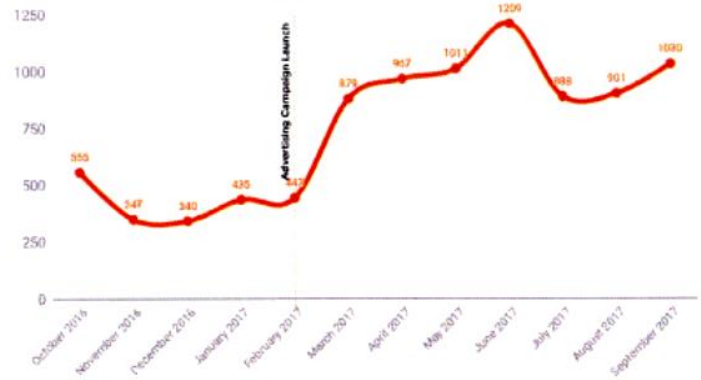




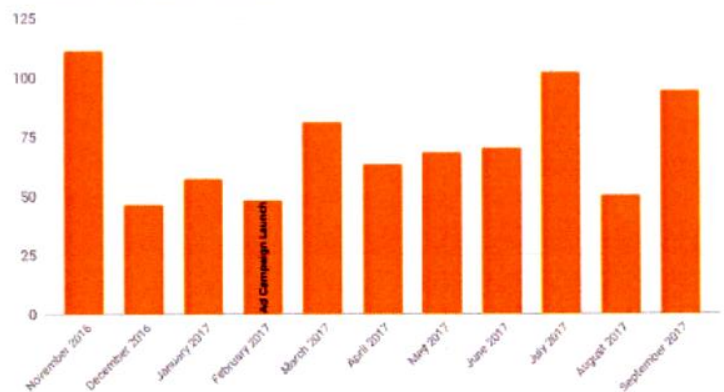
WEBSITE METRICS



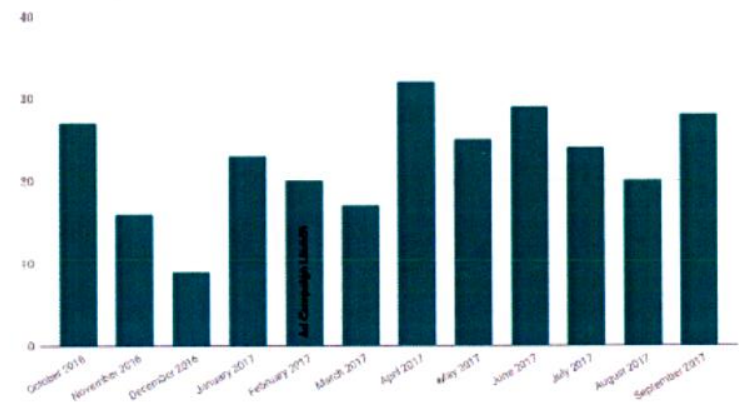
Final Friday Unique Pageviews



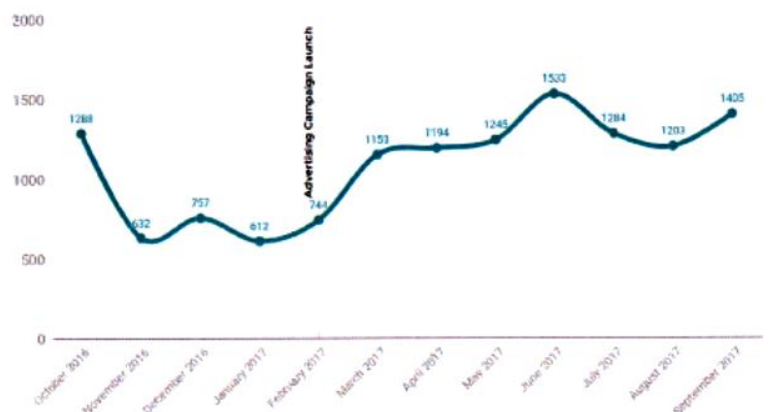
Printable Map Downloads



Final Fridays Events Listed



Interactive Map Views





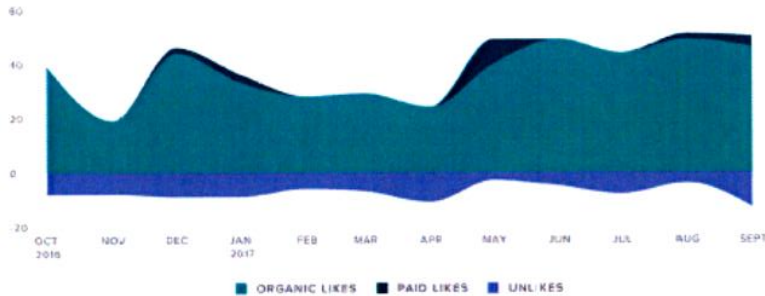
FINAL FRIDAYS FACEBOOK PAGE METRICS

173,419
Impressions

4,315
Engagements

586
Clicks

LIKES BREAKDOWN, BY MONTH

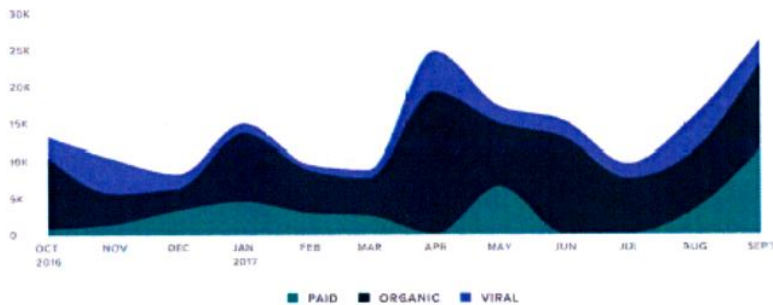


Facebook Likes (range: 300-500)

Total Fans	2,330
Paid Likes	20
Organic Likes	444
Unlikes	91
Net Likes	373

Total fans increased by
- 19.2%
since previous date range

PAGE IMPRESSIONS, BY MONTH



Impressions (range: 100K-200K)

Organic Impressions	104,740
Viral Impressions	32,457
Paid Impressions	34,222
Total Impressions	173,419
Users Reached	90,103

Total Impressions increased by
- 70.9%
since previous date range

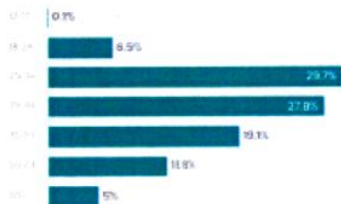
AUDIENCE ENGAGEMENT, BY MONTH



Audience Metrics (range: 100-500)

Reactions	836
Comments	35
Shares	2,444
Total Engagements	4,315

Total Engagements increased by
- 95.1%
since previous date range



Top Cities

Lawrence, KS	1,330
Kansas City, MO	121
Topeka, KS	93
Overland Park, KS	38
Olathe, KS	34

Women between the ages of 25-34 appear to be the leading force among your fans.



ADVERTISING CAMPAIGN METRICS

TOPEKA

GEO-FENCING

101,294

IMPRESSIONS

252

CLICKS

.25%

CTR

RETARGETING

101,461

IMPRESSIONS

708

CLICKS

.70%

CTR

309 ATTENDEES

KANSAS CITY

GEO-FENCING

236,451

IMPRESSIONS

703

CLICKS

.30%

CTR

RETARGETING

241,332

IMPRESSIONS

1,781

CLICKS

.74%

CTR

782 ATTENDEES

Kansas Creative Placemaking Roundtable

The Kansas Creative Arts Industries Commission is convening a placemaking roundtable to explore potential roles for the arts in improving the economies of local communities. With an added emphasis on rural environments, invited arts and civic leaders from Kansas and across the nation will explore opportunities for utilizing the arts in both community and economic development. Participants will assess best practices and explore new models for community assistance.

Agenda

Subject to Change

The Arts and 21st Century Economies

Tuesday, Nov. 14

4:00 – 6:00 pm Keynote & Lightning Round

Theme: The role the arts and creative place making play in enhancing quality of life to attract and retain talent, develop and grow communities, and strengthen local culture and identity. Followed by a Pecha Kucha-style presentation of innovative national arts programs.

Wednesday, Nov. 15

8:30 – 8:50 General Assembly – Welcome & Introduction

Goals of the Summit and a brief rundown of how the day will unfold.

8:50 – 9:00 Break

9:00 – 10:15 Roundtable 1 – Revitalizing/Strengthening Your Community through the Arts

An internal look at communities and regions examining topics such as: main street revitalization; neighborhood revitalization; creative districts; arts integration as a resource to achieve economic and community goals in arenas from public safety to education, health and life-long learning.

10:15 – 10:25 Break

10:25 – 11:40 Roundtable 2 – Using the Arts to Attract Businesses, Talent and Tourists

Marketing communities via the arts and their quality of life. What are practical ways to communicate how creative place making is working to make a community a better place to live, work, invest, make friends and build a family?

11:40 - 12:00 Lunch

12:00 – 1:15 Roundtable 3 – Building an Arts Profile; Cultivating Artists & the Creative

Industries

What skills and knowledge help artists make a living and do excellent work? What professional development and support strategies will help arts organizations and creative industries succeed with great products, engaging experiences, effective marketing and a healthy balance sheet? How can public and private sector investors in the arts get the greatest return on investment?

1:15 – 1:30 Break

1:30 – 3:00 General Assembly - Closing Remarks and Next Steps

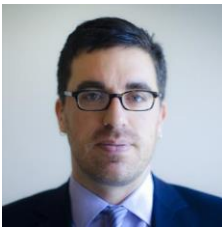
A summation by facilitators of what was heard in each roundtable. In follow-up to the Summit, what networking and learning would be most valuable to stimulate collaborative support of participation in the arts and creative industries by cultural, commercial and civic leaders? What would be the most effective methods and formats for delivering this networking and learning? What should the next steps be?

Facilitated by Jonathan Katz
Former CEO - National Assembly of State Arts Agencies



Jonathan Katz, Ph.D., is a consultant, speaker and writer, specializing in strategic planning, leadership development, cultural policy and arts education. As CEO of the National Assembly of State Arts Agencies (NASAA) he spoke for and led an association of government cultural agencies as they grew to manage in excess of \$400 million annually. Previously, he has directed The Children's Museum of Denver and the graduate arts management program at the University of Illinois—Springfield, and has served as a poet in the schools, then assistant director for community development, then executive director for the Kansas Arts Commission. He co-founded the Arts Education Partnership, which is the nation's forum for advancing learning in the arts, and the Cultural Advocacy Group, which is the coalition that sets goals annually for the budgets of the federal cultural agencies. As an advisor to the International Federation of Arts Councils and Cultural Agencies (IFACCA), he facilitated the CEO Seminar for heads of national cultural agencies at World Summits in England, Singapore, South Africa and Australia. Currently, he works with several state arts agencies and serves as Strategic Advisor to The Innovation Collaborative: Networking Arts, Science and Humanities Education. A booklet of his poems entitled *Love Undefined* was published in September 2017 by C&R Press.

Keynote Jamie Bennett
Executive Director - ArtPlace America



Jamie Bennett has been the Executive Director of ArtPlace America since January 2014. Previously, Jamie served as Chief of Staff at the National Endowment for the Arts and Chief of Staff at the New York City Department of Cultural Affairs. He has also provided strategic counsel at the Agnes Gund Foundation; served as chief of staff to the President of Columbia University; and worked in fundraising at The Museum of Modern Art, the New York Philharmonic, and Columbia College. His past nonprofit affiliations have included the Board of Directors of Art21 and the HERE Arts Center; the Foot-in-the-Door Committee of the Merce Cunningham Dance Foundation; and Studio in a School's Associates Committee. Jamie received his B.A. from Columbia College in New York City.

Additional National Advisers in Attendance

Additional advisers coming soon



Laura Zabel | Executive Director, Springboard for the Arts

Laura Zabel is executive director of Springboard for the Arts, an economic and community development agency whose programs help artists make a living and communities tap into the resource that artists provide. Springboard recently launched a national platform to share stories and resources, and its programs have been replicated in over 50 communities across the country. Its projects also include Community Supported Art, which connects artists directly with patrons; the Artists Access to Healthcare program; and the Irrigate project. Zabel is a 2014 Bush Foundation Fellow and recipient of the Minnesota Council of Nonprofits Visionary Leader Award.

Jay Salinas | Co-Founder, Wormfarm Institute



Jay Salinas is Co-Founder of Wormfarm Institute in Reedsburg Wisconsin. He serves as Director of Special Projects and oversees the Residency Program. Jay is an artist, farmer and educator who holds a BFA from University of IL Champaign and an MFA in Sculpture from University of Cincinnati. He has operated a CSA (Community Supported Agriculture) farm since 1995. His teaching experience ranges from Chicago public housing projects to university art departments. He initiated Artward Bound – a rural art and gardening immersion program for urban youth and he coined the term “cultureshed” in conjunction with Regrowth and Renewal the Wormfarm's first social sculpture project. He served as Co-Director at Milwaukee's Growing Power for three years and currently serves as Project Coordinator for Wormfarm's Farm Art DTour and related Food Chain project.