



MEETING MINUTES

Evanston Arts Council
Tuesday, November 18, 2014
6:35pm

Lorraine H. Morton Civic Center, 2100 Ridge Avenue, Room 2402

Members Present: Lisa Degliantoni, Co-Chair; Sergio de los Reyes; Heidi Bloom; Carole Bass; Dino Robinson; Fran Joy; Helen Axelrood; Judith Cohen

Members Absent: Anne Berkeley, Co-Chair; Greg Allen; Manuel Aleman; Nan Stein; Gay Riseborough

Staff Present: Jennifer Lasik, Cultural Arts Coordinator; Jason Brown, Intern

Presiding Member: Lisa Degliantoni, Co-Chair

Declaration of Quorum

With a quorum present, Co-Chairman Lisa Degliantoni called the meeting to order at 6:35pm.

APPROVAL OF MEETING MINUTES of date of previous meeting

It was moved and seconded that the minutes of the September 16, 2014 & October 21, 2014 meeting be approved with corrections made by Ms. Bloom. A voice vote was taken and the minutes were approved with corrections.

PUBLIC COMMENTS

Mr. John Schroeder from Kellogg CAN is one of the members involved with the pro bono group doing marketing and research of the Arts Council Branding Study. There were several areas they researched the first "Should Evanston adopt an umbrella arts branding?" Jennifer Armstrong provided thirteen organizations for them to study and of the thirteen five were chosen to meet and discuss success and failures. They found that an umbrella branding is the catalyst that unleashes the potential of individual arts organizations, for the City that would mean increased property values and tax receipts. Mr. Schroeder suggested that a tag line be added to the current log suggested: "Where the arts are in EvanstonstART" consider capitalizing the "E".

REPORTS OF STANDING COMMITTEES

Ms. Lasik reported the grant forms will be reedited by Mr. Brown and Ms. Lasik with the corrections Ms. Bloom provided; the forms are expected to go live soon. The task force is wrapping up their work and is expected to present to the city council by January 2015.

REPORTS OF Ad Hoc Special Committees

Organization liaison report: Ms. Joy had nothing to report.

Winter HeARth Special Committee: Mr. Brown met with Matt of Downtown Evanston to have partnership events and it will include northwestern and possibly the Ecology Center. They plan to meet early December and asked if any member is interested they could be added to the list.

Ms. Bass moved to amended the agenda and add letter “C” to section 4 of the agenda, second by Mr. Robinson, All voted in Favor. Art Under Glass: Ms. Joy reported that the art will be placed in empty windows of vacant Evanston store fronts. There will be a juried selection of eleven members, the reception will be held November 29, 2014 at 3:00pm. The mayor will be present and will join for the artist walk at the Marion.

UNFINISHED BUSINESS

Public Art Committee Merger: Skipped

2nd Ward Public Art at Darrow/Church subcommittee:

Cultural Fund Grant Application: Ms. Bass suggested the wording of the grant processes be more accessible to individual rising artists.

Noyes Tenant Association Agreement: Mr. Brown and Mr. De los Reyes gave feedback to the Arts Council members and they believe the agreement looks good. Ms. Lasik advised the agreement will move forward.

Back Stage Evanston: Mrs. Lasik is requesting to the Arts Council to redesign and reprioritizes the tasks of the Arts and Business Committee, and form a working group that should include Arts Council members, Arts and Business Committee, Chamber members, and District association. The subcommittee should be building relationships with the community rather than spending the majority of their time with the planning of two events. Ms. Bloom motioned to create a working group to examine and redesign the purpose of the Arts and Business Committee, Ms. Axelrood second the motion, all voted in favor.

NEW BUSINESS

Art in the Wards: Ms. Axelrood has volunteered to pilot and speak to alderman specifically on their ward.

End of year duties: Ms. Lasik asks members whether they would like to meet the 2nd or 3rd Tuesday of the month. Mr. De los Reyes moved to have the Arts Council meetings the second Tuesday of the month at 6:30pm, the motion was second by Mr. Robinson. Ms. Berkely is ready to move from Co-Chair to only member. Mr. Robinson nominated Mr. De los Reyes for Co-Chair with Ms. Degliantoni. Mr. Brown took roll call vote, all voted in favor.

The members wished Ms. Bloom well in all her future endeavors and thanked her for her years of service on the Evanston Arts Council.

Holiday party will be hosted by Ms. Bass with Date and time pending.

Next meeting will be the second Tuesday of January 2015

ADJOURNMENT

The meeting was moved and seconded to adjourn. A voice vote was taken and the motion was approved at 9:07pm, November 19, 2014.

Respectfully Submitted,
Maria Carmen Aguilar
Office Assistant
Parks, Recreation and Community Services