

City of Brighton
Arts & Culture Commission Meeting Minutes
Special Meeting – January 29, 2018

1. **Call to Order**

Claudia Roblee called the meeting to order at 11:35 a.m. and roll call was taken:

Claudia Roblee – Present
Kris Tobbe – Present
Brenda Ochodnicky – Present
Whitney Stone – Present
Mary Ellen DesGravise – Present

Also present: Jessica Lienhardt and Lydia Macklin-Camel from City staff

2. **Approval of the January 29, 2018 Agenda**

Motion to approve the January 8, 2018 agenda.

Motion by: Stone
Second by: Ochodnicky

Motion carries.

3. **Call to the Public** was made at 11:36 a.m.

No response.

Call to the Public was closed at 11:36 a.m.

6. **New Business**

a. Sculpture Garden Sponsorship Program

Brenda Ochodnicky provided a summary of the work and ideas that have been put together in regards to the Winged Guardian Fundraiser. Ochodnicky suggested a new idea for a Sculpture Garden Sponsorship Program in which each sculpture in the Outdoor Sculpture Exhibit would be available for an annual sponsorship opportunity. Each year, sponsors could renew their sponsorship and funds raised through the program would help purchase more sculptures, the first being Winged Guardian. Ochodnicky suggested the program could evolve and expand into a larger fundraising program to support and sustain all of the BACC's public art initiatives.

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The Commission discussed sponsor recognition and benefits as well as dollar amounts for sponsorship.

The Commission decided to initiate their fundraising project with the “Adopt a Sculpture” program which would help the BACC purchase Winged Guardian and provide a platform for broader fundraising initiatives like “Friends of the Garden.” The Adopt a Sculpture program would renew on an annual basis. Individual sponsorships would be priced at \$1000 each. Each year, the sponsorship funds from this program would be for maintenance of sculptures within the Outdoor Sculpture Exhibit, sculpture purchases, and related expenses that maintain, support, promote, and expand the Outdoor Sculpture Exhibit. Sponsors would have the opportunity to renew their sponsorship annually and decide which sculpture they would like to sponsor on a first come first serve basis. Sponsors would be recognized on a plaque at their sponsored sculpture as well as on a permanent plaque if a sculpture was purchased during the year of their sponsorship. Sponsors would also be celebrated at an annual “Garden Party” event.

The Commission directed staff to confirm whether they can fundraise on rented sculptures within the Sculpture Exhibit by reviewing the Artist Agreements.

The Commission discussed marketing and promotional avenues for the program and directed staff to draft marketing materials for the Adopt a Sculpture program for discussion at the February 12, 2018, meeting. The Commission directed staff to draft a letter to sponsors outlining BACC activities, goals, and accomplishments and bring to the February meeting. The Commission asked staff to put together a draft sponsor application and contract as well. The Commission plans to kick off the program in March 2018.

The Commission discussed a “Friends of the Garden” program and how that might evolve from the Adopt a Sculpture Program. Whitney Stone suggested that as the program evolves the Commission should consider offering something more artistic than brick pavers for sponsor recognition and provided some examples from other arts and culture fundraising programs. The Board agreed with Stone and suggested that some piece be created from metal or other sturdy outdoor material, denoting the donor’s name and be displayed throughout the downtown Brighton or in the Sculpture Garden. The Board suggested getting in touch with Jim Roth about this project and directed staff to open the discussion with him.

10. **Final Call to the Public** was made at 1:17 p.m.

No response.

Final Call to the Public was closed at 1:217 p.m.

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11. Adjournment

Motion by: Ochodnický
Second by: Stone

Motion carries. Meeting adjourned at 1:17 p.m.

Respectfully submitted,

Lydia Macklin-Camel
Community Development Associate