

Centennial Arts and Cultural Foundation (CACF)
Committee Board Meeting
Minutes
April 14, 2021 4:00 pm
Meeting held at Starbucks 11703 E. Arapahoe Rd., Centennial

Attendees

Stephanie Piko, President
Tammy Maurer, Secretary/Treasurer
Kathy Turley, Board Member
Chuck Reid

1. Move to Approve March 22, 2021 Meeting Minutes by Kathy Turley, Second by Stephanie Piko with vote 3 Ayes and no Nays

2. Finance
 - a. Checking account is open and Stephanie is checking status for on-line banking. Stephanie reported debit cards shall be issued soon.
 - b. Kathy made a motion, Tammy second, to approve reimbursement to Stephanie Pico for establishing website. Vote 3 ayes.
 - c. Naomi Lowell, City Staff, will have City's initial seed CACF funds electronic sent to CACF checking account.

3. Website initial design will be done by Stephanie
 - a. Kathy recommends that the website development should correspond and reflect the logo design.*
 - b. Suggested timeline: website up by June 8th*

4. Logo Design
 - a. Kathy brought up that the logo/brand design should be done professionally. She estimates that Committee to spend \$100/hour with total expenditure \$500 to \$1000*. Tammy asks if Kathy could check into the costs. Kathy is familiar with firm Tacito Design and will ask them what they would charge for this type of work. If the Committee is to be ready for City Summer events, logo design decision should be made at May meeting.
 - b. Chuck recommends the logo to follow the vision/mission "Celebrate Inspire and connect art and cultural in Centennial"

5. Goal Discussion
 - a. Develop CACF as a sustainable foundation
 - i. Need a list of potential supporters/partners. Board members should respectively develop their lists and be prepared to develop strategies on making contact at next meeting.

- ii. Using new logo design, develop a letter to send to potential supporters. Letter is to introduce the CACF and outlining vision/mission.
 - iii. If CACF has ideas/goals they want to achieve perhaps add those to the letter. A bigger type endeavor may be more captive for supporters/partners. If we were to do this, we need to develop strategies on how to achieve.
 - 1. Potential projects: Bridge underpass walls at the Arapahoe/University bridge which will start construction this year; under Arapahoe Rd. bridge along Cherry Creek Trail; Lone Creek Trail underpass under Arapahoe Rd. just west of City Center Park. Stephanie will talk to Jeff Dankenbring to determine if this is feasible.
 - b. Plan, host, display CACF ideas
 - i. Set-up booth- see if City will support CACF with tent and table. Stephanie to discuss with Allison Wittern and Jonah Schneider (City staff) if City would provide tent and table and see if it is okay to be present at events.
 - 1. City Council District Events
 - 2. Brew-N-Que, City Event, July 10th
 - 3. Under the Stars, City Event, August 14th
 - 4. 20 Year Celebration, City Event, September 18th, Streets of Southglenn, Chalk Art Festival
 - 5. Whiskey Warmer, City Event, October 23rd
 - 6. Holiday Artesian Market, City Event, December 4th
 - ii. Booth will need to be staffed, will need volunteers, possible Youth or Senior commission members
 - iii. Provide a handout
 - iv. Use a chalk board and have someone creative, chalk artist designer put a design on board and use at booth
 - v. Have walk-up participants suggest art ideas
 - vi. Other ideas that have been done: design a dog house
6. Action items
- a. Logo/brand designs- look into firms providing bids and what are they able to do for CACF within that bid amount. Task assigned to Stephanie, Tammy, Kathy
 - b. Develop list of potential supporters/sponsors/partners. Task assigned to Stephanie, Tammy, Kathy
 - c. Talk to City staff about sponsoring booth, table and permission to attend City events. Task assigned to Stephanie
 - d. Talk to Jeff Dankenbring, City staff if adding art within bridge underpasses is possible. Task assigned to Stephanie and Tammy for CDOT bridge on Arapahoe Rd. at Cherry Creek Trail.
 - e. Talk to staff about making a video of the park highlighting the artistic, creative and historical features and displaying the video at our booth or provide a link on CACF website to City's website where video would be played.
7. Next Meeting May 12, 2021

* Comments made after meeting and sent to group by Kathy Turley via e-mail 4/26/2021