



Arts Commission  
Agenda  
Tuesday, October 22, 2019, 4:30 p.m.  
Room 202  
Kirkwood Community Center  
111 S. Geyer Road  
Kirkwood, MO 63122



Kirkwood **ARTS**  
COMMISSION

**I. CITIZEN COMMENTS** (3 minute time limit. The public comment portion of the meeting is an opportunity to listen to comments from citizens. It is not a question and answer session and the Commission will not respond to comments or answer questions during the comment period. The Chairperson may refer any matter to staff or hold discussion during the "Other Matters" section of the meeting).

**II. APPROVAL OF SEPTEMBER 24, 2019 MEETING MINUTES**

**III. COMMITTEE REPORTS**

- a. Public Art
  - i. Sculpture on the Move
  - ii. Photo Contest
- b. Art at the Station
- c. Making Music Concerts
- d. Kirkwood Arts Foundation

**IV. UNFINISHED BUSINESS**

- a. Performing Arts Center Mural Project
- b. Performing Arts Center Update
- c. Strategic Planning Update

**V. NEW BUSINESS**

- a. November, December Meeting Dates
- b. Other Matters

**VI. ADJOURNMENT**

**Staff Liaison:** Murray Pounds. Phone: 314-822-5857 Email: [poundsm@kirkwoodmo.org](mailto:poundsm@kirkwoodmo.org)

**Chair:** Zoe Perkins

**Accommodation:** The City of Kirkwood is interested in effective communication for all persons. Persons requiring an accommodation to attend and participate in the meeting should contact the City Clerk at 314-822-5802 at least 48 hours before the meeting. With advance notice of seven calendar days, the City of Kirkwood will provide interpreter services at public meetings for languages other than English and for the hearing impaired. Upon request, the minutes from this meeting can be made available in an alternate format, such as a CD, by calling 314-822-5802. *The next meeting of the Kirkwood Arts Commission is scheduled for Tuesday, October 22, 2019.*

From the desk of:  
Murray Pounds, Director of Parks and Recreation  
111 S. Geyer Road, Kirkwood, MO 63122  
Phone: 314-822-5857 Fax: 314-984-5931  
E-mail: poundsm@kirkwoodmo.org



## Memo

To: Kirkwood Arts Commission  
From: Murray Pounds  
Date: October 18, 2019  
Re: October 21, 2019 Agenda Memo

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Our meeting this Tuesday is scheduled to start at 4:40 p.m. instead of the normal 5:00 p.m. start time. This meeting will be conducted jointly with the members of the Arts Foundation board. Following the meeting the members of both the Commission and the Foundation are invited to a social get together at 612 Kitchen and Cocktails.

### Committee Reports

Public Art Committee – there may be some updates from members of the Committee resulting from their meeting in October.

Sculpture on the Move - I anticipate Agnes will have information on the next meeting of the Creative Communities Alliance.

Photo Contest – Agnes and Jim can update us on any plans for next year.

Art At the Station – Zoe can report on the status and plans for next year.

Making Music – Gary is not able to attend the meeting. I'll try to fill in and provide the latest information regarding next year's lineup.

Arts Foundation – Art McDonnell can report on any actions of the Foundation.

## **Unfinished Business**

Performing Arts Center Mural Project - Murals have been received from the Kirkwood School District students and are in the process of being printed. The graphic art students from Meramec are due to complete their projects by Monday, October 21. We are planning the “unveiling” of the murals on Sunday, October 27 at 2:00 p.m.

Performing Arts Center Update – I’ll have updates on construction progress, staffing initiatives and some ideas on future actions at the PAC.

Strategic Planning Update –I anticipate this will be the focus of the meeting. A copy of the strategic plan is included in the packet. I hope the discussion takes place as follows:

- Update of actions accomplished
- Update of strategic plan assignments
- Review of current action plans
- Update of strategic plan timelines

## **New Business**

November/December Meeting Dates – Our normal meeting date on the fourth Tuesday of the month falls close to the holiday period. I would suggest we move the meeting back to the third Tuesday, or cancel either or both.



**Arts Commission  
Agenda  
Tuesday, September 24, 2019, 5:00 p.m.  
Room 202  
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**I. IN ATTENDANCE**

Meeting called to order at 5:05 p.m. with the following in attendance: Zoe Perkins, Glenda Hares, Agnes Garino, Jim Erwin, Will Frank, Deanna Stevenson, Andrew Smith, Art McDonnell (ex-officio), Murray Pounds (staff)

**II. APPROVAL OF AUGUST 27, 2019 MEETING MINUTES**

A motion was made by Will Frank, seconded by Glenda Hares to approve the August 27, 2019 meeting minutes as amended. All in favor.

**III. COMMITTEE REPORTS**

- a. Public Art
  - i. Sculpture on the Move – All three identification plaques have been installed. Joe Chesla, the artist who created “cloudcutter” was at the Commission’s Greentree Festival Booth and was well received. No meeting of the Creative Community Alliance has been scheduled yet.
  - ii. Photo Contest – Contest successfully concluded. Participation was lighter than previous year. Costs were under budget. Net cost was -\$2,103.27. Both receptions were well attended. Will need to find a new entry platform next year. Suggestion made to use “Entry thingy” which is used for Art at the Station.
- b. Art at the Station – The October artist will be Sherry Salant. She will not be having a reception.
- c. Making Music Concerts – Final concert of the year will be October 12, 3:00 p.m. at Walker Lake. Budget has been prepared and submitted to the Arts Foundation. Concert lineup for 2020 is set and all bands are under contract.
- d. Kirkwood Arts Foundation – Foundation is in good shape financially. Budget will be approved at October meeting. Foundation members want to focus on recognizing major donors next year.

**IV. UNFINISHED BUSINESS**

- a. Strategic Planning Update – Glenda Hares reported that the Heartland Art Group has replaced OA Gallery.
- b. Performing Arts Center Mural Project – Agnes Garino reported that Kirkwood High School, North and Nipher Middle Schools and Meramec Community College will be participating. There should be about 20 banners total. Kate Majecka will be asked to produce a banner on behalf of the Commission representing the Commission’s role in the project. Tentative time was set for an opening event, October 20 at 2:00 p.m.
- c. Upcoming Fiscal Year Budgets – Murray Pounds reported on the status of budget requests to the City and the Kirkwood Arts Foundation.
- d. Joint Kirkwood Arts Commission/Arts Foundation Meeting – the plan is to have a joint meeting at the next regularly scheduled Commission meeting 22. Meeting time would be moved up to 4:30 p.m. Strategic plan will be reviewed during the meeting.



Kirkwood **ARTS**  
COMMISSION

Following the meeting all Foundation Board and Arts Commission members will be invited to a social event following the meeting.

**V. NEW BUSINESS**

- a. Other Matters - None

**VI. ADJOURNMENT**

The meeting was adjourned at 6:00 p.m.

DRAFT



**KirkwoodARTS**  
**COMMISSION**

**STRATEGIC PLANNING & TEAMBUILDING INITIATIVE**

**February 23, 2019**

**FACILITATED BY**

**DAVID WHITE, DMW ASSOCIATES, LLC**

**REPORT PREPARED BY DAVID WHITE**

## PREFACE

The Kirkwood Arts Commission, Kirkwood Arts Foundation, council liaison and staff liaison met on February 23, 2019 to develop a strategic plan and identify specific actions that can be taken to strengthen the organization. In attendance were the following:

<b>Participants &amp; Partners</b>	
<b>Kirkwood Arts Commission</b>	<b>Kirkwood Arts Foundation</b>
Zoe Perkins, Chair	Art McDonnell, Chair
Agnes Garino	Christy Beckmann
James Weidman (KAF member also)	Greg Booth
Jim Erwin	Wallace Ward
Gary Hochberg (KAF member also)	
Glenda Hares	
Nancy Luetzow, Council Liaison	
Murray Pounds, Staff Liaison	

The following focus question was developed prior to the session and sent to the participants in advance:

***What steps can we take as individuals and as an organization to encourage and aid in the acquisition, preservation, presentation, interpretation and promotion of public art in all forms in Kirkwood.***

This document provides direction and action plans designed to achieve agreed upon visions and overcome obstacles in the path of those visions.

### HISTORICAL PERSPECTIVE

From the City website: *The Kirkwood Arts Commission was established in 2014 by the Kirkwood City Council, to promote the arts in the City and around the region.*

***Kirkwood Arts Commission Mission Statement:*** *The Kirkwood Arts Commission is a Commission of the City of Kirkwood that promotes and sponsors the arts and participation in the arts for the benefit of the Kirkwood community. [Adopted July 2014]*

KAC developed a Public Arts Policy that was formally adopted by the Kirkwood City Council. The document outlined the purposes of the policy itself and outlined the duties and responsibilities of KAC for public art in Kirkwood.

Through the years, the KAC has developed several public programs and events designed to fulfill the purposes outlined in the Public Arts Policy. These offerings include: Art at the Station series, annual photo contest and the Making music Summer Concert Series at the Kirkwood Park Amphitheater.

## **CURRENT STATE**

After five years of existence and a change in the staff liaison, the Kirkwood Arts Commission felt that the time was right to develop a strategic plan. It is the desire of both groups that by building upon past successes along with identification of challenges that have been faced the KAC can position itself for the future. The Kirkwood Arts Commission and the Kirkwood Arts Foundation have a very close relationship that has resulted in a mutual beneficial outcome for both agencies. Thus, members of the Foundation were invited to participate in the strategic planning effort.

Additionally, since the formation of the KAC in 2014, the City has undertaken the building of a 500 seat performing arts center scheduled to open in 2020. Both KAC and the foundation will have significant roles in the operation of the new state of the art facility. The groups realized that they need to define their role and responsibilities in the success of the new performing arts center.

## **PROCESS**

The process used to develop this strategic plan emphasized individual input that was then shared in small group discussion. The groups consisted (where possible) of equal number participants and rotated with each round of interaction to work cross functionally with all members of the organization. Areas addressed were visions (ideas), contradictions/impediments/concerns, and (upon identification and subsequent grouping of those items) action plans were developed.

Prior to the session, the participants were asked to compile a list of visions, contradictions/ impediments/concerns they would like to see the Kirkwood Arts Commission adopt. They broke into small groups to discuss their thoughts. The groups then presented their compilation to the other participants. The results were then grouped per similarity or thrust.

Upon the development of the visions and impediments, the participants were challenged to come up with actions that would either (1) advance the KAC toward attainment of a vision and/or (2) overcome an impediment or contradiction.



## VISIONS & IMPEDIMENTS

The group identified a series of visions which they want the Kirkwood Arts Commission to achieve as well as actions designed to: assist in the attainment of the visions; and/or to overcome obstacles that impede progress. They came to consensus regarding individual and group actions that were identified.

The resultant visions and actions identified are:

### 1. To enhance the promotion and awareness of arts in the community through effective marketing and promotion utilizing all available platforms.

**Outcome:** Increased participation and appreciation

#### Tactics

- Upgrade social media capabilities
- Cross promotion via KAC events
- Enhance collaboration w/city staff for marketing programs
- Reflect the diversity of the community

Action Owner	First 6 Months	Second 6 <sup>th</sup> months	Beyond one year
Develop a marketing plan, <b>Agnes</b>		X	
Create a publicity plan for events, <b>Agnes, (Beth?)</b>		X	

### 2. Expand funding opportunities and alternatives through effective budgeting, marketing and diversification of revenue sources

**Outcome:** A broad based funding system that allows for greater opportunities by diversification of funding sources.

#### Tactics

- Develop a budget in collaboration with the Kirkwood Arts Foundation
- Promote the opportunity to donate to the foundation
- Seek alternative funding sources

Action	First 6 Months	2 <sup>nd</sup> 6 months	Beyond one year
Draft development plan that focuses on diversifying funding, <b>Art, Foundation</b>			X
Develop a budget calendar and document for both KAC and KAF, <b>Murray, Greg</b>	X		

### 3. Seek partnerships and collaboration that will help expand KAC offerings, participation and appreciation

**Outcome:** Greater community wide appreciation for the arts along with enhanced mutually beneficial relationships between KAC and potential partners

#### Tactics

- Collaborate with other organizations to support the arts
- Involve artists in programs such as Meramec Community College

- Increase cooperation with city departments and districts
- Establish better involvement and communication between KAC and Kwd schools & all area schools

Action	First 6 Months	Second 6 <sup>th</sup> months	Beyond one year
Encourage schools to participate in KAC activities and programs, <b>Agnes</b>	X		
Seek partnerships and relationships of mutual benefit for the enhancement of arts in the community, <b>Glenda, Agnes, Art</b>	X		
Develop a list of pro bono performers to enhance activities, <b>Gary</b>		X	

**4. Increase public art installations that reflects the qualities of life in Kirkwood**

**Outcome:** Beautification efforts for the city as well as increased appreciation for the arts

**Tactics**

- Encourage the development of artistic identifiers at city limits
- Create opportunities to integrate art forms
- Acquire permanent art that can enhance and reflect Kirkwood
- Be cognizant of property rights of chosen spaces for installations

Action	First 6 Months	Second 6 <sup>th</sup> months	Beyond one year
Develop a maintenance plan for the preservation of existing and future public art, <b>Zoe</b>		X	
Create a priority list of potential public art projects, <b>Jim E., Zoe, Agnes, Glenda, Art</b>	X		
Seek locations of the display of public art while being cognizant of property rights <b>Same as previous</b>	X		

**5. Define the role of the KAC regarding their level of involvement in assisting the City in the operation of the new Performing Arts Center.**

**Outcome:** A smooth transition of roles of responsibilities from current status to expectations for the operation of the PAC.

**Tactics**

- Maximize the use of the PAC
- Develop a permanent presence of the KAC regarding the PAC

Action	First 6 Months	Second 6 <sup>th</sup> months	Beyond one year
Define the role of KAC with the PAC, <b>Murray, Jim E., Will, Art, Zoe, Glenda</b>	X		
Create subcommittees to seek relevant opportunities for KAC at the PAC, <b>Murray</b>	X		

**6. Enhance internal commission operations and membership:**

**Outcome:** Increased efficiency and effectiveness.

**Tactics**

- Seek to attract a diverse group of commissioners with varied experience knowledge & talents
- Solicit non-commission members to participate with commission programs
- Identify individual responsibility and participation with programs
- Develop day to day staff support acknowledging staff time constraints
- Enhance focus and direction & long-range planning
- Seek alignment on priorities

Action	First 6 Months	Second 6 <sup>th</sup> months	Beyond one year
ID & recruit expertise in the arts in KWD and some who aren't residents. Find working artists to support programs, <b>Zoe</b> , Glenda, Art	X		
Develop a prioritization process to assist in identifying number of projects to be involved in (See 4b?)			
Draft long-range plan (3-5 years) for direction, programs and funding needs <b>Zoe</b>			X
Develop guidelines for allocation of staff time for KAC activities, <b>Murray</b> , Zoe, Jim E.	X		
Create an onboarding process with documentation for commission members, <b>Agnes</b> , Murray	X		
Create job descriptions for subcommittee/activity chairs, <b>Gary</b>		X	
Develop survey tools for programs and activities, ?????		X	

**7. Clarify relationship & responsibilities Between KAC and KAF**

**Outcome:** A clearer understanding of the relationships between the two organizations

**Tactics**

- Identify clear processes to achieve our mission
- Clarify budget process – roles & responsibilities
- Clarify powers/responsibility between KA & KAF
- Increase interactions between members of both groups

Action	First 6 Months	Second 6 <sup>th</sup> months	Beyond one year
Establish date(s) for joint meeting pf KAC & KAF, <b>Zoe</b> , Art	X		
Make president of KAF ex-officio on KAC, <b>Complete</b>			
Identify webmaster, implement web strategy, <b>Jim E.</b> , Murray		X	
Coordinate fiscal years between the two organizations, <b>Murray</b> , Greg	X		

**OTHERS**

- Uncertainty regarding Better Together

**ACTION PLAN IMPLEMENTATION BRIEF**

**Action Plan:** \_\_\_\_\_

**Vision/Contradiction:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Who's Responsible:** \_\_\_\_\_

**IMPLEMENTATION STEPS:**

What tasks are necessary to either accomplish or obtain substantial progress on this action plan? When is the target date to have each of these tasks done? Who is responsible for each task? Remember some tasks may need to be accomplished first before a succeeding task can be begun. List tasks in chronological order to be done.

<u>Description of Task</u>	<u>When</u>	<u>Who</u>
1.		
2.		
3.		
4.		
5.		
6.		

**OUTCOME**

Upon completion of the above tasks, the desired outcome will be:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_