

University City Municipal Commission on Arts & Letters
Minutes March 08, 2011 Call to Order: By Patricia Hayes at 7:05p.m.

Commissioners Present:

Julie Bianchi	Patricia Hayes	Kelly Martin	Barbara Santoro.
Marilyn Cathcart	Melcine Henderson	Adelia Parker-Castro	Joy Wade
Diane Davenport	Dan Martin	Barbara Romero	Excused Absence: Kim Chilton

University City Parks and Recreation Representatives: Lynda Euell-Taylor, Leslie Eutz, & Ewald Winker

City Council Representative: Arthur Sharpe, Jr

Approval of Minutes: Barbara Santoro moved to approve, Melcine Henderson seconded. The motion passed.

Treasurer's Report: Dan Martin reported there was \$13,661.90 in the commission's checking account. \$2093.40 was spent on the Returning Artist Series. He expressed a desire to streamline UCMCAL's accounting process with that of the city. Lynda Euell-Taylor offered her assistance in making the desired modifications.

City Council Report: Arthur Sharpe, Jr. reported although the city budget was reduced by \$600,000 in August 2010, the proposal for the 2011 budget, due in July, calls for a further reduction of 1.1 million dollars. The city is exploring ways to reduce expenditures and increase revenues using three different tactics: by increasing sales taxes, by reviewing the provisions of the city pension plan for new employees, and/or by streamlining and "right-sizing" city operations, including whether or not to continue providing solid waste service or to outsource the service. The city is reluctant to use its \$10 million reserve fund because although it represents 39% of the city's expenditures, most comparable cities hold more in reserve. In response to Councilman Sharpe's request for a PR person for UCMCAL, he was informed that a part-time PR position for the city is under consideration, but in the meantime, the city manager has a new assistant whose responsibility is to put out a newsletter, so the newsletter could be used as a PR vehicle for UCMCAL events.

Staff Liaison report: Parks Director Ewald Winker announced that Leslie Eutz would be replacing Tom McCarthy as the staff liaison for UCMCAL.

Returning Artist: Diane Davenport reported that after an extremely successful series involving two artists rather than one, UCMCAL needs to look forward to next year's series and decide whether it would again like to have more than one artist in 2012. She complimented University City High School Assistant Principal Chris Blumenhorst for his helpful exuberance in supporting the Returning Artists Series. Evaluation forms from the participants were all positive except for that of one high school student who expressed an inability to understand what the purpose of the artist's visit was. The University Times and U City Pride publications will include articles and pictures of the event. The project was afforded further publicity during one of Peter Martin's concerts at the Sheldon in which his co-returning artist James Smith also performed. UCMCAL and RAC were credited in the printed program.

Sculpture Series: Marilyn Cathcart reported that she had difficulty completing the mailing of press releases in a timely manner due to the abrupt departure of Tom McCarthy whose name has heretofore been the informational contact identified on the mailings. She also asked about getting the identification signs made for the 7 sculptures as this was a task previously done by Tom McCarthy. Ewald Winker said he would insure that the signs would get made. Marilyn will notify the UCMCAL Commissioners when postcards advertizing the event will be available for circulation. Lynda Euell-Taylor said she would post information regarding the Sculpture Series on social media sites. Washington University professor Ron Fondau is trying to get a writer from "Sculpture Magazine" to cover the event. The idea of celebrating former U City Councilman Martin Levy for his hand in developing the Sculpture Series 25 years ago was nixed due to Mr. Levy's reluctance to be feted. Instead, a financial honorarium to be used for future public arts purchases will be named in his honor. Current UCMCAL Commissioners will be contacting past UMCAL Commissioners to join in celebrating the 25th year anniversary of the series at the kick-off reception. The models of the winning sculptures will be on display in the Commons during the week before the kick-off. A video explaining the history of the Sculpture Series will be televised on a loop on the television in the Commons

lobby during the reception. Dan Martin also posted a copy of the video on the UCMCAL website. Julie Bianchi will bring the food and drink for the event which will take place at the Commons 2-4 on Sunday April 3rd.

Starlight Concert Series: Melcine Henderson reported for Kim Chilton that the contract arrangements with only one musical group have yet to be completed.

Marketing Development: Joy Wade has completed the mock-up of the new UCMCAL brochure. The text to be added will come from the previous brochure.

Old Business: Barbara Santoro clarified that the original Darwin Portman award was set up to support the Visiting Artist Series but has been approved by UCMCAL for use by the Sculpture Series. Melcine Henderson informed UCMCAL that should it desire a booth at the upcoming Fair U. City, the booth would be free of charge. UCMCAL needs to decide whether it would like the booth for one or two days encompassing the 29th & 30th of May.

New Business: Dine Davenport reported that a donation of 25 contemporary art frames were donated to UCMCAL. An inquiry was raised as to the whereabouts of the Levy glassware and the Sculpture Series models. Lynda Euell-Taylor will investigate. She also requested a copy of the November minutes as they are not in the files left by Tom McCarthy.

Motion to adjourn: at 8:31 p.m. by Diane Davenport, seconded by Barbara Santoro. The motion passed.