

**Minutes of Meeting of the Parks and Trees Advisory Committee
Of the City of Roeland Park, Kansas
August 12, 2009**

Co-chair Joel Marquardt called a meeting of the Parks and Trees Advisory Committee to order at 6:00 p.m. at the Roeland Park City Hall. Matthew Geary recorded the minutes.

Members present – Joel Marquardt Co-chair, Matthew Geary Co-chair, Megan England, Jan Greebe, Chris Handzel, Mark Lonesk, Mike Foltz, Adrian O’Hara

Members absent – Mike Miller

Staff present – Debra Mootz

- I. The July meeting minutes were approved.
- II. There were no agenda modifications.
- III. There were no tree board / tree city USA suggestions.
- IV. Parks Master Plan:
 - a. Mr. Handzel gave an update regarding the Parks Master Plan.
 - b. A discussion was held regarding whether the art master plan and the trails master plan need to be a part of this document.
- V. Art in R Park
 - a. A discussion was held regarding retaining 2 pieces from the Spring 2009 program.
 - i. The City will retain the piece entitled “inside beyond outside gone,” which is currently on display in City Hall.
 - ii. The artist who created “critical mass” stated that the City could retain the piece if it was selected again for the Fall 2009 program, if it was not selected again the artist is going to remove the piece. The Committee decided not to select “critical mass” for the Fall 2009 program.
 - b. Fall 2009 selections:
 - i. The committee decided on six pieces for inclusion in the Fall 2009 Art in R Park program.
 - ii. Ms. Mootz will inform the artists of their selection.

- iii. Placement of the pieces was not discussed. The Parks and Trees Committee will discuss placement of the pieces at a special meeting to be held at 6:00pm on Wednesday, August 26th.
 - iv. Because Boulevard Apartments is sponsoring the Art in R Park program for Fall 2009 a piece will be placed on public property near the Boulevard Apartments' sign. The Committee chose three pieces to show to Boulevard Apartments to obtain input on its preference for the piece to be near the Boulevard property. It will be made known to them that our preference is the brightly colored tall blue pole with 2 red and yellow rounded squares hanging from a bend in the middle.
- c. Ms. England and Mr. O'Hara lead a discussion regarding proposals for private funding of the Art in R Park Program.
- i. This discussion included donation levels, benefits for the business, and solicitation of business donations. Generally, the donation levels were for \$1000, \$2500 and \$5000 with varying benefits related to each level. Input for art selection and placement was not recommended. Ms. England received a great deal of input on her research to date from the Kemper Art museum trained staff.
 - ii. A discussion was held regarding obtaining donations from citizens to assist in sustaining the Art in R Park program.
- d. The placement of "golden root" will be discussed at a future meeting.

VI. The next meeting general meeting will be held September 9, 2009. A special meeting for art placement will be on August 26th, 2009.

VII. The meeting was adjourned at 7:47 p.m.

Annual Levels:

\$5000+ : logo on sign/ all materials, media release, website, personal recognition at opening

\$2500+ : name w/o logo on sign/ all materials

\$1000+ : listed on website/ in newsletter

Below \$1000: ?

Materials include: sign, newsletter 2x annually, website, promo materials, ad in paper? Sign in city hall

- sign at both ends of Roe that highlight the sponsors the entire duration of the program. For the \$2500, the sponsor gets their logo.

- never allow them to have "ownership" over any certain piece or ability to dictate location- they are donating to the program as a whole.

-The program is beneficial to Roeland Park because it enhances surroundings, increases visibility and interest and creates community pride.

-First step is to send a letter from the Mayor (or Councilmember) to each of the businesses:

First page: cover letter explaining the program and its significance to the city, and the offer for the "opportunity" to participate and support local artists and state that the Mayor or a member of the City Council will call to follow up within the next 2 weeks to discuss participation.

Second page: explain the two levels, the exact dates on the calendar-installation, etc. Third page: articles from the KC Star, photos of previous artworks, etc

- Donations are tax deductible?

-Let Walgreens and CVS know we are asking both

-This is a relatively small amount of money that local managers of large corporations typically have the authority to spend. So, we'd want to appeal directly to them.