



# City Council Workshop

## May 26, 2015

### Agenda

#### **5:30 P.M. Workshop**

- A. LA ARTS Proposal – Joshua Vink (30 minutes)
- B. Great Falls TV – Howard Kroll (45 minutes)

*After each workshop item is presented, the public will be given an opportunity to comment.*



## City Council Information Sheet

City of Auburn

**Council Workshop or Meeting Date:** 26 May 15

**Author:** Josh Vink

**Subject:** LA ARTS Proposal

### Information:

#### **City Auburn Proposal - May 20th, 2015:**

L/A Arts is pleased to submit this proposal to the City of Auburn for 2015-16 funding for two Auburn based initiatives, Concerts in the Parks & Cultural Plan Lewiston/Auburn. For Concerts in the Parks (late summer 2015) L/A Arts seeks \$4,000, and for the Cultural Plan Lewiston/Auburn, (Fall 2015-Spring 2016) it seeks \$5,000 in matching funds for a Maine Arts Commission CCED grant it has applied for (if successfully received).

#### **Concerts in the Parks:**

L/A Arts believes in the need for highly visible and entertaining public art events in Auburn, and proposes to have four summer concerts in Festival Plaza and/or downtown Auburn areas during the late summer of 2015. These concerts will take place in the early evening and/or lunchtime, and be free to the public. The musicians represented will be high quality artists with local and Maine based regional roots, from across multiple musical genres. The series will extend the summer concerts model the organization has done in the past, with such notable artists as: Don Campbell, Robert Sylvain and Cajun Aces de Douce, Colwell Brothers, Veayo Twins, Maine Marimba Ensemble, Denny Breau and much more. For over 15 years GFTV has been a valuable partner in citizen engagement with The City of Auburn, Lewiston and the Town of Lisbon. Our City Council, School Committee and Planning Board meetings are broadcasted live and repeated often throughout the week. Community Calendars are played so that agendas and public service announcements are constant and friendly reminders to the public of events and initiatives taking place in any of the municipalities. All of the above mentioned communities have enjoyed our PEG (Public, Education and Government) Access channels.

**CCED Grant:** L/A Arts and its partners are pleased to apply for Phase I of the CCED grant, a crucial piece of their development of a cultural plan. L/A Arts staff, ACLA members, and Maine based Reinholt Consulting from the High Peak's Arts Council will administer the cultural planning process. To finance this initiative, L/A Arts and ACLA are applying for a Maine Arts Commission "Creative Communities = Economic Development" (CCED) grant, which will help to ensure funding for the project in two phases. Reinholt Consulting was recommended to L/A Arts by the Maine Arts Commission to be the consulting firm for this initiative. The grant announcement will take place in the late summer/early fall of 2015. CCED Grant:

<http://mainearts.maine.gov/Pages/Grants/CCED-Grant>

#### **Advantages:**

- Cultural events in Auburn
- More accessibility for community members and elected officials to highlight Auburn events, etc.

#### **Disadvantages:**

- None

**City Budgetary Impacts:**

- LA Arts is seeking a combined \$9000 for 2 cultural events in FY 2016. We have that amount left in our Arts and Culture budget line in the FY15 annual municipal budget.
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**Staff Recommended Action:** Review the proposal and consider funding if you find appropriate. Staff feels events in Auburn NEED to happen to showcase our community and culture.

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**Previous Meetings and History:**

- None



[www.laarts.org](http://www.laarts.org)

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L/A Arts has actively listened to the community of Auburn and regards highly the need for the organization to bring high quality events to the city as an extension of its mission. This initiative will support local artists while bringing their high quality artistry to the public. The opportunity to bring people together and drive them to downtown Auburn will cultivate economic activity and build the strength of our city's social fabric. Music is an extremely popular art form which offers many personal opportunities for individuals to connect to the work. It will help express the distinctive features and dynamics of our Auburn community through the expressive forms which will be represented. This initiative will coincide with a series of concerts across the river in Lewiston, which L/A Arts hopes to make a mainstay of its programming and service to the Twin Cities into the future. Funding from the City of Auburn will go toward direct costs associated with performances in Auburn only and cover artist, technical and promotional expenses:

### **Concerts in the Parks Budget Summary: Auburn City - 2015-16**

<b>Expenses:</b>	<b>Unit</b>	<b>In - Kind</b>	<b>Total</b>
Artist Fees	Average - 500 per band		2,000
Technical Fees	150 per show - Sound & Equipment		600
Spaces (Permits)	150 Total	150 - Auburn & Lewiston Cities	0
Liability	50/per show		200
Transportation/Travel	75/show - Artists & Technicians		300
Advertising/Marketing	125/show		500
Administrative (Indirect) 10%			360
<b>Total</b>			<b>3,960</b>
<b>Amount Requested - City Auburn</b>			<b>4,000</b>

### **Cultural Plan Lewiston/Auburn:**

L/A Arts and Arts & Culture Lewiston Auburn (ACLA) are collaborating on a new initiative to develop a cultural plan for Lewiston and Auburn Maine. This project will bring together cross-sector leaders from our community to engage in a 12–18 month process of developing strategies that will elevate the arts and culture in the Twin Cities. This is an outstanding opportunity to establish new and meaningful partnerships between the arts and other sectors, strengthen L/A’s creative economy, and bolster funding and revenue for local arts projects. By pulling together rich and varied perspectives from cross sector leaders, the intended plan stands to tap into the rich intellectual and innovative resources of our community to realize best practices in arts and culture into the future.

The specific outcomes created in this plan, realized over 3 years following the plan’s creation, may include:

- Public art
- Arts in education
- Audience development
- Promotion and marketing for the arts and culture
- Retail space and housing for artists
- Arts and culture central building
- New and meaningful partnerships between the arts and culture and other sectors (including economic)
- Additional ideas, based on steering committee members and Twin City-wide survey data, for how to grow Lewiston / Auburn’s cultural landscape

### **CCED Grant:**

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*recommended to L/A Arts by the Maine Arts Commission to be the consulting firm for this initiative.* The grant announcement will take place in the late summer/early fall of 2015. CCED Grant: <http://mainearts.maine.gov/Pages/Grants/CCED-Grant>

**The timeline for the plan:**

1. Cultural plan launching meeting - Fall 2015
2. Strategies and data collection meeting - Late Fall/Winter 2015
3. Data gathering and assessment meeting - Winter 2016
4. Task forces and draft recommendations - Spring 2016
5. Final draft and plan endorsement - Spring/Summer 2016

L/A Arts is pleased to have received letters of support from Auburn's Mayor Jonathan Labonte and Lewiston Mayor Robert MacDonald for the grant proposal. To be effective, this plan needs the support of a 20-25 member steering committee made up of community leaders who can lend insights and actions from their areas of expertise. Among an expert steering committee, the partnering organizations are proud to have confirmed one city councilor and city staff member from Auburn to participate.

**Cultural Plan L/A: Steering Committee**

**Confirmed Members - April 2015**

1. Chip Morrison, President, Androscoggin Chamber of Commerce
2. Lincoln Jeffers, Director of Economic & Community Development, City of Lewiston
3. Misty Parker, Economic Development Specialist, City of Lewiston
4. Grayling Cunningham, Artist; Founder, Artwalk L/A; Advisory Board President, Outright L/A; Co-Founder, Confess Studios; Creative Director, Orbit Hair Styling
5. Judy Andrucki, Attorney, Andrucki & King Law Offices
6. Mary LaFontaine, Councilor, City of Auburn, Auburn School Committee Member
7. Darby Ray, Director, Harvard Center for Community Partnerships, Bates College
8. Alan Manoiian, Economic Development Specialist, City of Auburn
9. John Holden, President and Co-Chair, Lewiston-Auburn Economic Growth Council
10. Dina Jackson, Economic Development Specialist, Androscoggin Valley Council of Governments; Grant Manager, Maine's Lakes & Mountains Tourism Council
11. Rick Speer, Director, Lewiston Public Library
12. Janet Mitchko, Co-Artistic Director, Public Theater
13. Chris L'Hommedieu, President, Community Little Theater; Attorney, L'Hommedieu Law
14. Jim Parakilas, Faculty, James L. Moody, Jr. Family Professor of Performing Arts at Bates College
15. Mike Davis, Principal, Walton Elementary School
16. Jill Hyland, Educator, Edward Little High School
17. Jana Mates, Assistant Principal, Longley Elementary School
18. Bill Low, Curator, Bates College Museum of Art
19. Charlie Hewitt, Artist; Developer
20. David Blocher, Board Director, Maine Music Society; Member, Arts & Culture Lewiston-Auburn
21. Heather Morin, Owner, She Doesn't Like Guthries Restaurant & Cafe
22. Margaret Craven, Senator, State of Maine
23. Rob Little, Artist
24. Corallina Breuer, Artist; Secretary, Downeast Friends of the Folk Arts
25. Sheri Withers, Owner, Downtown Handmade & Vintage
26. Jared Lussier, Editor, Current Magazine
27. Dianna Pozdniakov, Founder and Designer, SofiaFima
28. Kirsten Nunnery, Box Office Manager, Franco Center

## **Budget Summary: Cultural Plan Lewiston/Auburn 2015-16**

Income:
City Auburn: (Grant Match - Projected) \$5,000
City Lewiston: (Grant Match - Projected) \$5,000
ACLA Members (Projected): \$5,000
Foundations (Projected): \$7,500
Corporate Donations (Projected): \$12,500
<b>Total: \$35,000</b>

The CCED grant mandates that a reputable consultant is hired to lead the cultural planning process. Meeting space funding will be at L/A Arts, Bates College and other facilities necessary to effectively meet and prepare the plan, the expense for which will be donated in-kind. Postage and electronic distribution and social media costs will be incurred from data collection and analysis, while mileage and tolls will be paid to staff and leadership team for any essential travel to execute the proposal. Administrative costs will be incurred from the executive director and administrative program coordinator for L/A Arts.

### **Bidder's Organization Name: Reinholt Consulting**

#### **Fixed Costs**

##### **1. Research & Development** - Materials and research review -\$2,000

Seek L/A Arts inputs

Reinholt 1 day onsite plus prep and synthesis (includes travel) - \$1,500

Key sector convenings and interviews, plus prep and synthesis (includes travel) -\$1,500

Arts organization and artists convenings, plus prep and synthesis (includes travel) - \$1,500

Arts organization and artists surveying: design, vet, track, and synthesize data - \$2,000

Public opinion surveying, design, vet, track, and synthesize data -\$2,000

##### **2. Strategic Cultural Plan Report**

Synthesize cumulative results and write findings report - \$3,500

Reinholt on site to share assessment results, collect L/A Arts, Project Leadership Team, and stakeholder feedback with prep and follow-up (includes travel) - \$1,500

Write draft plan - \$3,500

Vet draft plan (includes travel) - \$1,000

Incorporate feedback and present final report and deliverables (includes travel) - \$2,000

**Total - \$23,000**

#### **Indirect Costs:**

Executive Director (5% + 10% taxes): \$3,460

Administrative Program Coordinator: (15% + 10% taxes): \$2,917

**Total: \$6,377**

#### **Direct Costs: General Cultural Planning**

Event, Studio, Meeting, or Office Space: \$750 In-Kind (L/A Arts, Bates College)

Print set-up, Postage (Data Collection): \$2,000

Electronic Distribution: Qualtrics/Lime/Survey Monkey Survey Software - \$250

Internet or Social Media Costs (Survey Monkey, Constant Contact, Other...): \$375

Travel, Mileage, Tolls, etc. (Data Collection, meetings): \$450

Advertisement: \$950

**Total Direct Expenses: \$4,595**

**Total Expenses: \$33,972**



## City Council Information Sheet

City of Auburn

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**Council Workshop or Meeting Date:** 26 May 15

**Author:** Howard Kroll

**Subject:** GFTV Proposal

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### Information:

For over 15 years GFTV has been a valuable partner in citizen engagement with The City of Auburn, Lewiston and the Town of Lisbon. Our City Council, School Committee and Planning Board meetings are broadcasted live and repeated often throughout the week. Community Calendars are played so that agendas and public service announcements are constant and friendly reminders to the public of events and initiatives taking place in any of the municipalities. All of the above mentioned communities have enjoyed our PEG (Public, Education and Government) Access channels.

While I agree it is good to have our access channels and meetings often played I believe we can greater utilize those channels by changing our service delivery structure.

Our current structure has been resistant to change, challenged with fiscal constraints and management, frustrating for elected officials and unfortunately reached a point, I feel, requires an overhaul and a needed change to reflect the demands of our elected officials and public. **The time is now.**

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### Advantages:

- Better service
- Control of programming and services
- More accessibility for community members and elected officials to highlight Auburn events, etc.
- Staff would be required to tape meetings

### Disadvantages:

- Unknown costs for infrastructure, if any. Otherwise no disadvantage in my opinion
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### City Budgetary Impacts:

- None as of now- future impacts might include investment from the City
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**Staff Recommended Action:** Review the proposal and consider going in a different direction for cable access program and service

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### Previous Meetings and History:

- None