



Public Art Commission Meeting Minutes

Jen Perry, Chair
Katie Gasper, Vice Chair
Dana Frazee
Inger Hiller
Kenneth Greenberg
Katie Klossner
Julisa Morris

Monday, August 12, 2024

4:00 PM

Central Service Center
1400 Caprice Drive
Castle Rock, CO 80109

This meeting is open to the public. All times indicated on the agenda are approximate. Three or more Council members may also attend this meeting, during which the items listed herein will be discussed.

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CALL TO ORDER / ROLL CALL

Commission Chair Jen Perry called the meeting to order at approximately 4:00 p.m. Staff in attendance included Maia Yates.

Present 7 - Commissioner Julisa Morris, Commissioner Katie Gasper, Commissioner Dana Frazee, Commissioner Katie Klossner, Chair Jen Perry, Commissioner Kenneth Greenberg, and Commissioner Inger Hiller

PUBLIC COMMENT

None.

DISCUSSION ITEMS

[PAC 2024-035](#) Strategic Plan Implementation Planning

The commission discussed and determined implementation priorities for the remainder of 2024 through 2025 using the Public Art Strategic Plan as a guiding document. Priorities were set within the following strategic themes:

Beautification: determine the project direction for the Downtown Welcome Art project proposed for the Wolfensberger and Wilcox intersection; initiate a call and implement artwork installation for a vinyl wrap at the Festival Park bathroom; enhance existing art installations throughout Castle Rock by starting with And The Wheels Go Round; continue participation in Douglas County Art Encounters.

Public and Private Funding: create a nonprofit organization for the purposes of fundraising and seeking grant awards; create a list of grant opportunities to prioritize future application efforts; create a grant program application process for increased public art funding should the 2024 sales tax increase for public safety be approved by voters.

Community Engagement: improve the front-end visual presentation of public art through the Town's website or other means as determined; create and implement a successful social media schedule increasing overall posting frequency and public reach; contract a professional photograph to improve the visual

representation of public art in media; begin and implement an email newsletter; continue attending Castle Rock Artfest to promote public art initiatives and the Public Art Commission; consider the continuation of the Tiny Art Quest program to engage youth in art and art discovery; consider the continuation of the Holiday Card Art Contest and implement as determined; begin to brainstorm ideas of how art can share community stories and history and initiate relationship with the Castle Rock Museum.

Make Art Part of the Conversation: invite presenters to share at meetings from a variety of individuals or organizations; host some type of roadshow to either help fundraise for future art initiatives and educate the public and organizations on public art programming; continue regional collaboration by sharing Castle Rock's public art initiatives through Leadership Douglas County and Castle Rock's Your Town Academy.

Conservation and Maintenance: continue conservation and maintenance efforts with Pacific Coast Conservation by renewing annual agreements and reviewing annual treatments.

ADJOURN

The meeting adjourned at approximately 6 p.m.