



LAKEWOOD ARTS COMMISSION
Performing Arts Subcommittee Minutes
Date: Friday, October 29, 2021 Time: 5:00PM – 6:15 PM
Virtual Zoom Meeting

CALL TO ORDER

The meeting was called to order at 5:03 p.m.

ATTENDANCE:

Subcommittee Members Present: Linda McDermott, Adriana Bayer, Paige Hansen, Lani Neil

Subcommittee Members Excused: Sylvi Johnson, Darryl Owens, Susan Warner, Lua Pritchard, Phil Raschke

Staff: Sally Martinez, Recreation Coordinator-absent, Nicolette York, Office Assistant, Cameron Fairfield, Recreation Coordinator

Guests: Heather Muir, Gary LaPierre

New Business:

REEL Life 96 Film Competition:

Key Dates:

- 11/1 Website redesign is complete
- 11/2 Event Banner is displayed on the fence at Park Lodge Elementary
- 11/2 Event Flyers are posted to social media platforms, and hard copies are distributed to local schools and businesses
- 11/4 Registration redesign is complete
- 11/15 Registration opens and will close on January 5th, or when all 35 team slots are filled

Completed Tasks: Flyer, Website, Registration, and Banner are almost complete.

Work currently in progress:

Website: Cameron reviewed the website page for the event.

Registration: Linda, Sally, Cameron, and Heather will meet to test registration before it goes live.

Judging and Rubric: Heather reviewed the judging rubric and score sheet that is set up on Constant Contact. This will allow us to have more judges. Other film festivals have between 5-25 judges. Although 12-15 seems to be the sweet spot. Linda posed the question of what should the mix be, some technical judges, a couple of council members Jason Whalen and Patti Belle, maybe 2 or 3 Arts Commission members, others in education with film experience, and others with practical experience in film making. Gary suggested at least 10-15 judges.

Budget-Linda provided an overview of a draft budget. Expenses are approximately \$18,000. Funding is currently \$27,000. Cash prize budget is \$2,500

Awards: Linda shared Sylvi's idea of having a large trophy that stays with the City that name plates can be added each year for the winning team. Smaller trophy's or medals would be given to participants. Sylvi is still researching costs.

Promotion: Adriana asked if there would be a hashtag for social media. Cameron said we can check with Jim Kopriva, Communications Manager to see what he would want to use.

Audience Choice Award: Linda discussed an audience choice award. She shared information about FestiVote. In addition to tallying the votes, it will help provide attendance and can add a survey link. Cost is \$349 for the day. Adriana asked if people had to register to use it and if it can collect additional contact info. If we are collecting that information for ticket registration, then it's not necessary to collect it twice.

Venue: Lani shared information regarding the McGavick Center and the set up. We will need as many Arts Commission members and volunteers as possible. Adriana suggested Youth Council and students that need service hours be invited to help. Lani asked about the timeline of the event. Due to another event in the morning, set up won't begin until after noon. Opening the doors about an hour and half before the event for photo ops and to get drinks prior to screening at approximately 5:30 p.m. First screening at 7 p.m. 15 minute intermission at 8:15. Second screening another intermission then awards event would be wrapped up around 11 p.m. How long would the awards last? We have to be done and out of the building by 11p.m. Be sure to let people know that photos could be used for promotional use. Have bathroom breaks or intermissions been built in? The subcommittee will have to fine tune the timeline at a later time.

Advertising: Adriana recommended having signs around town to let people know about the event.

Entertainment: Linda gave a brief overview of the entertainment that is needed. Darryl and Paige will pull together a list of artists.

Next Steps: Video to create buzz about the events. A film with Thank you to sponsors. Welcome video to attendees.

**NEXT MEETING:
TBD**

ADJOURNMENT: The meeting adjourned at 6:26 p.m.



Linda McDermott, Chair



Sally Martinez, Recreation Coordinator