



**SNOWMASS VILLAGE
ARTS
ADVISORY
BOARD**



SAAB MEETING NOTES
Thursday, March 23 @ 3:00 PM

PRESENT:

Diane Oshin, Chairwoman
Ghislaine Boreel, Vice Chairwoman
Timothy McEnerney
Joyce Shenk
Anne White
Helen Leeke
Joanne Lee
Elaine LeBuhn
Maja Decker
Lindsay Fortier
Melanie Falk
Gray Warr
Lois Upper

STAFF PRESENT:

Taylor Smith
Dave Shinneman
Clint Kinney
Sara Nester
Virginia Baker

ABSENT:

Linda Rennick
Anne White
Carol Batchelder

OTHERS PRESENT:

❖ **CALL TO ORDER:** Meeting brought to order at 3:00p.m. by Diane Oshin, Chairwoman

❖ The meeting minutes from February 23, 2023, were brought up for approval. Ghislaine Boreel made a motion to approve, second by Elaine LeBuhn.

❖ **PLEIN AIR:**

- Diane opened the meeting with an update on Plein Air.
- Diane began by thanking Tourism Department for their support. There are now 11 new artists and several from previous years, totaling 20. Need to purchase more displays from Tourism.
- Lindsey discussed marketing, and ways to expand. She said she needs address² to target homeowners and second homeowners. Sara Sanders can help regarding press.
- Melanie in beginning of housing research for artist, no further update yet.
- Per Helen, still needing a nonprofit to provide the finance transaction related functions to the event for payment of the payment of art pieces.
- Artist don't want to be part of the transaction.
- Diane advised that if a nonprofit involved, art price could be increased.

- The nonprofit would get 20% of the sale price. Presently, three non-profits are being considered: Art Base in Basalt, Snowmass Chapel, and Roaring Fork Conservancy.
- Maja suggested Challenge Aspen. Clint asked about Anderson Ranch. Diane mentioned Anderson Ranch it too modern and contemporary, not a good fit.
- Clint clarified that the mechanism needed from a nonprofit is to collect the funds and then pay the artist. The non-profit would need to provide credit card functions. The nonprofit would receive 20% for themselves and then pay the artist the remaining 80%. Diane said the artist are “over the moon” with the 80%.
- Lindsay agreed to bring this idea to the Anderson Ranch to see if it would be something they are interested in.
- Snowmass Tourism is paying all the expenses for said event.
- This event yielded \$32K last year over 34 transactions.

❖ **GATE/STRUCTURE - MELANIE/MAJA:**

- Maja discussed Pow Wow or drum circle in Snowmass Village, through the Indigenous Foundation.
- Lois suggested combining a pow wow and a drum dance.
- Diane likes idea of permanent tribute, and anniversary it every year.

❖ **BUTTERFLY WALK – ANNE:**

- This topic deferred by Diane, due to Anne’s absence.
- Melanie wants a more updated map of the art locations. Diane said Helen can address that.

❖ **SCHOLARSHIP LOIS/LINDSY:**

- Lois spoke on Visual Arts Scholarship. There are several performing arts scholarships but no Visual Arts Scholarship. She emphasized being part of the students journey and not just give the student a lump sum.
- The amount of \$4,000.00 in scholarship money is available for one or two applicants. The scholarship will be awarded in the Spring at the scholarship event, separate from graduation. Lois also went over what is expected of the students.
- Lindsay and Gray wanted more details on what the money would be used for. Ghislaine asked about duration of the gift. Melanie asked why we don’t include Aspen students presently. Chair emphasized it is paid by Snowmass taxpayers. They agreed to change the wording to emphasis that the applicant must show strong ties to Snowmass but not be required to be a resident.
- Diane said one year at a time, not a five-year commitment to begin with. Clint said that the towns budget can only commit for one year at a time. The Town cannot make multiple year commitment.
- Ghislaine commented that start low at \$2,500. With the thought to increase is always easy but to decrease is not easy. She restated how the process works. Increase is always easy but to decrease is not easy.
- Motion: to recommend for one year at \$2,500.00, beginning in

2024.

❖ **CREATIVE DISTRICT – GHISLAINE AND MELANIE:**

- Melanie spoke regarding Creative Districts and what defines a “creative” (person.) She discussed murals and possibly wrapping the gondolas in art.
- State of the Art is May 2 in Basalt in the creative district. Melanie suggested SAAB members attend for experience.
- Discussion of mural continued. Melanie advocated for Amy, an artist.

❖ **STRATEGIC PLAN UPDATE:**

- Per Elaine, there needs to be many updates. Presently it is a work in progress.
- The summer concert series is not going to be part of SAAB, because it is music not visual art.

❖ **YARN BOMBING – HELEN:**

- Diane-spoke for Helen regarding yarn bombing. There will 28 trees selected. SAAB will have their own tree. Next meeting, SAAB will have their own yarn event for their own tree. Helen will mail kits here for SAAB members.
- June 11 is the installation date, before RAGNAR and before Food and Wine Festival. Per Diane, there might be alpacas present as well.

❖ **ICE AGE EXPERIENCE - GHISLAINE AND LINDSY:**

- Ice Age experience: they need Virginia McNellis, Director of Marketing for a presentation with visuals. Clint advised to hang back on this.

❖ **GRAYS NEW IDEAS:**

- Gray had several ideas regarding utilizing the free promotion aspects of social media. Sara displayed on the screen several ideas Gray had presented. This included butterfly wings, large frames, and a solar tree. The advantage of the butterfly wings and frames is that the town name can be part of the artwork/background. Then people can pose and post on social media.

❖ **COMMUNITY DEVELOPMENT DIRECTOR UPDATES:**

- Next meeting is April 27th, 2023.

The meeting was adjourned at 5:00 P.M.