

**Cedar City Arts RAP Tax Advisory  
Committee Work Meeting  
July 20, 2016**

The Cedar City Arts RAP Tax Advisory Committee held its work meeting on Wednesday, July 20, 2016 at 9:00 a.m., in the City Council Chambers, 10 North Main Street, Cedar City, Utah.

**PRESENT**: Board Members: Joanne Brattain, Holly Barrick, Ann Judd, Donna Law, Sue Jones, Don Marchant, City Manager Paul Bittmenn, Executive Assistant Barbara Barrick.

**OTHERS**: Michael Harding, Kari Heaps, Nikki Lewis, Craig Isom, Jyl Shuler, Tanna Brandt, Chuck Brandt, Jackie-Riddle Jackson, Jewly Krause, Peter Sham, Clarence Gilyard, Carol Ann Modesitt, Sara Penny, Pat Hill, Steve Decker, Stephen Wagner.

**CALL TO ORDER :**

Joanne called the meeting to order at 9:00 a.m. The Board introduced themselves and disclosed the groups that they affiliate with. Joanne - Sue Jones couldn't be here, but will be next week. Myron recently resigned due to medical issues. Each arts group will present and we will ask questions when they are done and entertain questions from the floor. If you have questions, please state your name for the record. When we adjourn each person comes up with their recommendations and next Wednesday we will allocate the funds. We recommend these allocations, but Council has to approve them. In the general RAP Tax funds there is \$159,038.10. The preservation funds have \$17,670.90. There are \$249,000 in requests.

**DISCUSS AND VOTE ON RESOLUTION RELATED TO ADOPTION OF BOARD**

**MINUTES:**

Paul - Barbara takes the minutes and then will email them to all the Board members. If we don't receive a response within 10 days, the minutes are deemed to be approved. We'll send them back out until we get no response. If you make corrections, remember they a reflection of what was said not what you want to have said. We'll vote on this next week.

**INDIVIDUAL GROUP PRESENTATIONS (10 MINUTE PER PRESENTATION MAXIMUM)**

**CEDAR CITY ARTS COUNCIL**

Pat Hill - Thanks for the opportunity to support the arts. I moved here last September from Pennsylvania and I spent 20 years teaching chemistry of art in PA. I'm excited Cedar City has such a strong arts community. The Arts Council promotes exhibits and networking. We have networking socials three times a year. We showcase artists, music, and various activities and also offer mini grants which provide support for local artists, organizations, etc. Many of the groups here today got their start from our mini grants. I was a reviewer on the grant applications last spring. We would like to see more of that happen as we increase the funding. Our grants range from students who need a case for their viola, to artists needing a workable easel, to school projects, etc. We also do the art walk on the last Friday of the month and businesses up and down Main Street and University Ave. benefit. There is one a week from Friday. I encourage you to come. The goal is to make Cedar City an arts hub. In the spring we are offering a science of art program, which is open to families and community members.

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THIS will include workshops with all age groups. That is an overview. This funding from the RAP tax will provide ongoing support to the mini grants, networking socials, and the art walk. Another project is the chalk art display for the tour of Utah. We are requesting \$9,500. Sara - We are also involved in an economic art survey and it's a joint project with other organizations. All arts groups here should have received notification to participate and if not contact me. Joanne - Are the socials free? Pat - Yes. We showcase artists who have received funding. Joanne - I look at what percentage of an organization's budget the RAP funds represent and it is 64% of your budget. Have you considered maybe taking donations during your socials to offset costs? Pat - That is a possibility. Ann - Remind me how much you received last year. (\$7,000). Pat - I am a grants writer for the organization and it's a steep learning curve to learn about the budget process. Terri - I'm new. Explain about mini grants. Pat - In September and February we issue a call for proposals. These are for individual artists, arts groups, etc. They can ask for up to \$500. There is also an Exceptional Presidential award of \$1000. We collect those requests. Then we have a group meeting of 5 or 6 of us who decide how to apportion the funds. Last year we spent \$5,900. The recent grants ranged from \$335 to \$500. Joanne - Do the recipients receive funds from other sources? Sara - Not from RAP. If it's in this pool, it's out of our pool. Joanne - So these grants provide funding for those with no other funding. Holly - Where do you meet? Pat - Color Country Art store in Providence Center. The socials are at the Heritage.

### **CEDAR CITY CHILDREN 'S MUSICAL THEATER**

Julie Krause - President - Last year was our biggest year ever. Aladdin had 240 children in it. There was lots of community support and it sold out the Heritage Theatre. We had to turn people away. We want to continue our program of offering scholarships to children who are unable to pay. 30% of the kids have scholarships. We began mini musicals at ages 6 and 7 to be the lead in the show. We also had our 2<sup>nd</sup> annual Halloween dinner theater. Parents put that on and perform for their children. We continue to expand. We need a space to practice. We are requesting \$12,000 for rental fees. It's helpful to the children to spend time in the theater. We also are asking funds for royalty costs. (Paul passed out history of fund distribution over the years). This year we are doing Joseph and the Amazing Technicolor Dreamcoat. We will have 160 kids this year which is lots more manageable. Holly - The mini musicals increased the revenue? Julie - A small increase as we don't charge much. It's \$3 to come into the musical. But we did see some revenue and sold concessions. It's \$5 for the regular show and reserve seats \$10. Donna - How much are the participation fees? Julie - \$75 per summer.

### **CEDAR CITY JUNIOR BALLET**

Chuck Brent - Treasurer. Thanks for the support over the last 10 years. Last year our performance featured the ballet Coppelia, which we did in 2003. We returned to the Heritage this year and have gone full circle. This year our ballet will be Sleeping Beauty and we will have a large cast and many changes of costume. We are excited for it. We will have auditions in September. But anyone that shows up gets a part. We have 3 and 4 year olds and seasoned adults as well. It's interesting to watch them rehearse. Costumes are custom made and we spend thousands of hours on them. This year we were able to get into the new studio and get it renovated. We now have a sewing room. The extra space to perform has been helpful. We're really excited about the growth. More grants are being written and we have received a grant from the state and private individuals as we begin to grow. We want to add

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another ballet which is \$30,000 for sets and costumes. We are requesting \$15,135. The difference in amounts is between the cost to put on the ballet and what we receive in performance fees. Some of the funds are to refurbish the costumes. We have different people participating each year and have to change the costumes to fit them.

Terri - What are the participation fees? Chuck - \$150 adults and \$75 for children over 11.

Admission fee is \$10. This year we did a matinee for schools and 600 students came to see the ballet. We will continue this this year.

### **CEDAR CITY MUSIC ARTS**

Carol Ann Modisett - Co-President - We are the oldest volunteer arts group in Utah and have been around for 88 years. We offer 6 concerts per year and outreach programs. Last year we had the Utah Symphony, jazz groups, the Moscow Ballet performing the Nutcracker, and a Russian folk festival, where the children were taught Russian, and they were singing in Russian. It was great. We brought in the Dallas Brass and Time for Three. We had kids get up on stage to perform with the Brass. This year our season will be even better. We have 5 outreach concerts. One is a women's classical trio. We'll have the Symphony as always. We are going to have a Giant Aces matinee, and the Bay Point Ballet Company performing Coppelia. We will have an instrumental ensemble from eastern Europe. Semi-Toned is a group of male singers who will perform during a matinee. We have a great program and are asking for \$18,500. This is for artists' fees and technical fees which keep going up. The University can't help us out sometimes and we need updated technical assistance. It is only \$90 for a season ticket. The cost for performances without a season ticket is \$15 for students and \$45 for individuals. It is season tickets that we rely on and it is a bargain. We have a very dedicated board and I love what we do here.

### **CEDAR LIVESTOCK AND HERITAGE FESTIVAL**

Chad - Chair - We had 16,000 attend last year. It was our most successful festival ever. Our area has such a rich history and your support keeps this festival free to the public. Each family can attend and learn about our history. Over the years we have had \$20,000 granted, and we purchased chairs and donated them back to Diamond Z. Last year we were awarded \$1500 for custom-made chairs and table covers and we donated them. The last two years we have sponsored teams at the FFA festival and the kids earned gold medals, the first year and last year there won a national championship. Our event is held in the shoulder-season which is important to local hotels and business. Last year we had a push pin map for visitors and they came from all over the world.

We are expanding our festival dates this year. We will have a Johnny Rodriguez concert. We are an arts festival with a large quilt show and it fills the entire lobby of the Heritage Theatre with this art work. We have an art contest with landscape and heritage art. We have a 300-page history book documenting the history of the area. Cowboy poets attend and they say it's their favorite event. We have our Dutch oven dinner. We are adding a new event, the sheep lead line. This is a fashion contest where the participant leads a sheep and their outfits have to match. We honor some of the great men and women of Iron County as our grand marshals. We appreciate your support. Joanne - What are the other sources of income? Chad - Private donations from individuals and businesses. We also have the Lincoln Day dinner as a fund raiser. The dates this year will be October 27<sup>th</sup> for the concert. Saturday, October 29<sup>th</sup> is the big day and Sunday, the 30<sup>th</sup> is cowboy church.

### **CEDAR VALLEY COMMUNITY THEATER**

Steven Wagner - I have been president for about a year. We dedicate ourselves to being a community-building organization. We have 2 main stage productions at the Heritage Theatre. This year for the first time we will be offering a theater preview in the schools. We are selecting pieces that are literature-based to tie books and the theatre together. Our organization has been around about 4 years. We have the support of other organizations that have offered up space for us to use at a lower cost. We need to stabilize. My goal is to have our own rehearsal space. Our largest expense is the Heritage rental and although we are grateful to Jason for his support, it is an enormous expense and it is holding us back. We would like to see some income from productions go to new rehearsal space and be able to pay royalty fees in advance so we can announce the next production. Each production we have new people step forward to participate. We do a contemporary, classic, and youth presentation to appeal to a diverse population. We have members that keep coming back. Donna - What is the participation fee? Steven - \$10 for an individual and \$30 for a family. Donna - How many attended your performances? Steven - Approximately 2000. They are always musicals. I am thrilled about the live orchestra we've put together. It's very professional. Joanne - Could you work with the Children's Theatre to get a rehearsal space together? Could there be a synergy? Steven - They have rented in the past but the time-frame doesn't work. Donna - This group gives everyone the chance to participate. Steven - We are asking \$20,000. Holly - Tickets are \$8 and \$12 and the increase been helpful. Have there been complaints about raising the price? Steven - I'm not sure, but I haven't heard complaints. We had originally had reserved seating but opened it up this year. \$8 cost is for seniors, students, and children.

### **FRONTIER MUSEUM FOUNDATION moved to Parks**

#### **IN JUBILO**

Suanne Taglant - Administrative assistant. Thanks for our past funding. Typically we purchase new music to keep our programming fresh. The venue prices are a part of our cost as are advertising costs. We have to pay for printing programs and this year we instigated a choral fest which was a little extra cost. Our ladies pay \$30 for participation fees. It used to be \$25 to participate. We get \$1200 per year from that. The members purchase their own dress. We started doing ads this year in our program. We did half page and full page and made over \$300, which paid for the printing of the programs. We also made \$700 from various other sources. We did a clinic at our choral fest with assistant conductor of Tabernacle Choir. We have a 3-part program that we instituted this year. Engage, Evolve, Explore. Engage - We had an event and didn't charge ticket prices but solicited food donations for the food pantry. Education - We had the choral fest where we learned from a clinician. Explore - We also added a couple of events this year. Frontier Homestead asked us to sing at its Christmas program. The SUU Children's choir and others sang with us and we had a small orchestra work with us. We had the SUU choral portion. In the spring we sing in the St. George tabernacle and do our own concern series. Our cost projection is \$5,600. We've tried to find other grant sources. Donna - I loved the examples of community collaboration. Asking \$3500.

#### **LIBRARY AND HERITAGE CENTER**

Steve Decker - The City has placed the Heritage Center under the Library and it's a good marriage. This is only the third time I've requested funds from the RAP Tax. I always request a minimum amount, but this year it is more. We have a couple of facilities that draw many

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people to them and you've listened to the needs of various organizations. We've had a problem with some maintenance issues such as our thermostat. The controls are not working and they are archaic now. We are asking for funding to fix those controls in both of the buildings. We have been proactive in seeking other funding for this. We have a grant application in that, if approved, would bring some funding from the County. The Library is funded at 60% of the average in the state for a library of our size. We are asking almost for \$50,000. Part of this could come from the reserve. This is to replace the controls in the two buildings. We recently hung an exhibit from artists in the Library. There are very good things there. The Library has just acquired a three-D printer that the art and business community can use for a minimal charge. We try to help the community and we want to keep the facility running efficiently. Donna - Some things were troublesome to me. 10% of the funds are put aside for preservation and reservation and this should come from preservation. Are there left over funds somewhere? We also need to talk about the carpet. We've talked about carpet for four years.

Paul - We started the RAP Tax and had one fund for Arts. Now we have the regular fund and the preservation and restoration fund. Last year Council dealt with a fund balance which includes interest earned on amounts budgeted that didn't get spent. So now we have three funds. You ask about the unallocated fund balance. Council said the Mayor could trigger the funds and would ask you guys to recommend releasing the funds. So you can express an opinion to the Mayor that says we should pay out of that third fund. It will then go to Council to a vote. Steve - Jason updated me on the carpet yesterday. We are trying to coordinate the carpet between Festival Hall and the Heritage Theatre so there is continuity. We are working with the County and City and talking about re-doing traffic areas. They don't make that carpet anymore. It will be put out to bid next month. Joanne - Thanks for the update. Donna - We can ask the Mayor for the unallocated funds? Paul - Sure make the recommendation. Donna - How urgent is this repair? Steve - I don't know. We found an old backup. They are run by 13 and 15-year-old mini computers. We got them restored but we are operating them manually. It's as urgent as the next breakdown. We just don't know.

### **MASTER SINGERS**

Steve Baker - Evan is retiring as treasurer and I've been elected. Steve - We usually ask for \$5500 and we are asking for the same this year. This is largely for rental fees for the Heritage. We serve in the community and visit schools, senior centers, and we have visited St. Jude's in the past. We performed at First Responders Recognition Day in the park this year, and in various church groups. Some of the donations have fallen off a little bit. We want to increase our group from 55 to 70 singers. We have a donation box at the Heritage Center. Lots of our singers donate money too. We appreciate your past support. Donna - Do you charge a participation fee? Steve - No. Evan - Recruiting men is not easy and we don't want to create a barrier. Joanne - Have you applied for other grants? RAP is more than 50% of your budget. Steve - No. Holly - Next year will be similar to last year? Evan - We're only doing things in smaller communities when going out of the Cedar. We give concerts at the tabernacle in St. George.

### **ORCHESTRA OF SOUTHERN UTAH**

Harold - President of OSU - Back when I was Mayor we had a promotions budget and when we gave it out we were done. Mayor Sherratt got behind the RAP Tax in 2007 and it got passed,

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and it's been a gousend for the Arts. we appreciate these funds. Cedar City is a cultural mecca and no town in the world our size has what we have to offer in the arts. we cooperate and don't compete with all the other arts groups. Each group helps the entire city. we appreciate being able to keep the prices low to bring families in. we provide tickets to all our concerts to all the 4<sup>th</sup> graders and the parents have to pay to get in. we performed in 6 concerts which were built around mytime and averaged \$600 per concert. we had a children's festival and reached 1200 kids there. this season we are beginning in October and featuring local people. we are also doing things differently this year, as our conductor is on sabbatical. we will feature guest conductors. we have a new piece, valley of Enchantment. This is poetry from the college set to music for the 100-year anniversary of the Parks. we are the second oldest group in town. Our Messiah concert each year is free to the public. The Leavitt Group and State Bank help sponsor this. we came within \$900 of breaking even this year, but fortunately we had a reserve. we are asking for \$15,000 this year. we got \$11,000 last year. music costs more and the Heritage Theatre gets about \$10,000 of that. Most of the funds that we are awarded go back to the City.

### **SUMA**

Carrie Heaps - I am running the education program this year. In the past RAP has funded fall education programs. We do an integrated activity at these. This year we have a new museum, and space and can accommodate 60 students and would like to expand to year-round. Our theme is preservation. Kids go to our museum and the natural history museum and make a box to preserve their memorabilia. We are asking \$6000 to help fund the lesson plans and supplies. Joanne - How many children will you serve? Carrie - 2000 kids, with 100 classes. Holly - Will these be school field trips? Carrie - Yes, through the Iron County School District. We would like to expand to Beaver and Washington County. We bring them to us. We don't charge the schools a fee.

### **SUZUKI STRINGS**

Tasha Seegmiller - We are asking \$3000. This program allows children to come in and learn the language of music. We bring the children along and develop confidence. We are committed to having anyone who is interested participate, and we provide an incredible discount for families. We don't make our students buy their own music and our teachers don't make much. Most of the funds we receive go to the Heritage. We have an opportunity to have musicians come from Salt Lake to perform with us. Our students performed at the USF Greenshow, and with OSU at the Sorensen Center opening. One of our students was 2<sup>nd</sup> runner up at Miss Utah. We start small and create a great musical foundation for students. Donna - Is this like a weekly lesson? Tasha - Most take private lessons and then come together. It's a diverse group and we teach them to come together. We get this done in 2 hours each week. We have 80 to 100 students.

Holly - I'm curious as to how this organization differs compared to the orchestra programs in schools. Tasha - The youngest members can be free and learn from an early age to interact. Orchestras don't start till 5<sup>th</sup> grade in school. Our program helps uplift what is available in the public schools. We feel like it has a trickle effect to allow students to focus. It's like PE classes in school and sports teams but we do it with music. The cost is \$70 per semester for the student and then only \$10 for another family member. We don't charge admission fees but ask for donations. Joanne - Did you submit a budget? Check with Paul. Donna - It wasn't attached but was referenced in application.

## **USF**

Scott - Executive Director. Here we are again. It's interesting how important what we do is for this community and for the schools. The impact is tremendous. I'm hoping that the proper officials will help us and I hope that it will be recognized in the schools. We want ongoing general support for reduced and free programming for local residents. We offer Greenshows and Playmakers programs in winter and spring that perform in the schools. The children are so enthralled and the education program does a remarkable job. We are building arts-lovers for the future. That is so much of what we try and do by engaging our community. We have a new program this year in your own backyard, where you can buy tickets to 8 plays for \$200. That makes our play accessible to people in the community but keeps the professional standard high.

Joanne - How much is Shakespeare getting from the TRT funds? Paul - There is \$40,000 in the budget. Holly - I noticed the student pass is now offered at beginning of the season. Scott - We've opened it up for any student to purchase them to allow access. We're trying to get as many engaged as we possibly can.

## **UTAH THEATRE FESTIVAL CORPORATION (DBA NEIL SIMON FESTIVAL)**

Clarence - I wanted to show up and support my colleagues. We appreciate your commitment to NSF as we strive to maximize the stewardship of your gift each year. Now that we have a touring company I am employed as a 12-month employee. We are in the South this year. We'll showcase the brand around the country for the company. My daughter and I are in On Golden Pond this year.

Peter Sham - I am a USF actor. I teach children at SUU as well. I'm taking a new position as associate artistic director. I think we are the bridge for the local amateur to make the jump to the professional arena. We are the number 2 festival in town, and are much smaller than the USF. We afford a larger growing experience for the community members. We are extremely diverse. 9 out of 28 are people of color or of a different ethnic background. We're asking \$35,000 this year. A vote to award RAP Tax funds to us is a vote for diversity in the workplace. We raise \$10,000 to \$15,000 for local charities. We are having a night of free entertainment at 7 p.m. on Sundays. We also plan to have a free offering Sherratt Children's Troupe and open to parks and different areas doing children's stories and an education wing series for us. Driving Miss Daisy has gone on tour and we're talking about going to Paris. Some of the funds go for the Heritage rentals but we would like to do a winter festival and A Christmas Carol for this Christmas. We're working hard to make the Heritage Lobby more informative and continue in 2018 to have a full production of new play. This is professional theatre at affordable prices. It's family oriented and diverse. Donna - What name do you use when you travel? NSF. Joanne - Do you receive grants from other organizations? Richard - We do receive funds from Eccles; State of Utah; Leavitt Foundation; and Hughes and Associates. The tour helps support what we do here and make a little bit of a profit. Donna - How many ticket sales did you have this year? Richard - Total about \$5000 locally. Richard - We have about 50 to 250 in attendance at each performance.

Bruce Hughes - You've heard 14 presentations and it's unprecedented. The RAP Tax is a tremendous benefit to the community and especially to the schools. The arts are dying in other areas. Much of this growth is due to the RAP Tax. It is the foundation of USF and NSF and

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now SUMIA. I'm involved in 8 of these 14 groups. I believe in all of them and we are blessed to have them. I've convinced many of my clients to donate to these groups. We need to get private donors to donate to these groups. I am a passionate supporter of the RAP Tax. I firmly believe the City has stolen 10% of the RAP Tax funds and now is asking for \$50,000 more. The City has planned for and built facilities and has given zero attention to their maintenance. It is absolute fraud and stealing. When voters voted for RAP it was not for U and M. The fact that the state changed the statute was not a reason for the City to adopt it. It's a scam and although this council inherited it I want to state publicly that it is a scam. Each group here represents thousands and thousands of volunteer time and let's honor that and not steal money from them.

### **NEW BUSINESS**

Joanne - Will meet next Wednesday at 9 a.m. to make recommendations. Send recommendations to Paul by Tuesday.

### **ADJOURN**

Meeting adjourned at 10:49 a.m.

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Barbara Barrick, Executive Assistant