



**SNOWMASS VILLAGE
ARTS
ADVISORY
BOARD**



**SAAB REGULAR MEETING AGENDA
Thursday, May,19 2016 @ 3:00PM-5:00PM
Town Hall Conference Room**

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MEETING MINUTES FROM April 21, 2016
4. CCI Summit debrief and discussion **15 MIN. approx.**
5. Anderson Ranch sponsorship discussion **15 MIN. approx.**
6. Bike Snowmass Call to Artists discussion **15 MIN. approx.**
7. DISCUSSION WITH LYNN WALDORF ON:
 - Stakeholder Meeting Agenda
 - Stakeholder Invitation List
 - Continuing the Strategic Plan process

Attachments

- Stakeholder Meeting Agenda on May 25th.**
- Stakeholder Invitation List**
- Strategic Plan Progress Document**
- Comp. Plan Chapter 3**
- SAAB Budget Report**

**Next Meeting: Thursday, May, 25 at Town Hall
STAKEHOLDER MEETING 4:00PM-5:30PM**

Snowmass Village Situation Assessment: Arts and Culture

Goals: 1) promote a cultural consciousness; 2) stimulate economic viability; 3) foster a sense of community pride

Objectives: a) celebrate & experience the arts, b) promote town's unique identity; c) enhance diverse resident & visitor experience; d) strengthen the creative economy

Unique Identifiers:

PAST		PRESENT		FUTURE	
Accomplishments	Setbacks	Assets	Challenges	Threats	Opportunities
<ol style="list-style-type: none"> 1. 20-piece public art collection 2. Art Walk Map 3. Benedict Gardens 4. 	<ol style="list-style-type: none"> 1. 2008 Recession 2. Loss of control of Gardens 3. 	<ol style="list-style-type: none"> 1. Entrance Planning 2. Anderson Ranch AMM 3. Jazz Aspen/SM 4. Theatre Aspen 5. Aspen Words 6. Aspen Ballet 7. SMC Golf course 8. SM Center Hallway Gallery Space 9. SM Discovery Center 10. 	<ol style="list-style-type: none"> 1. Citizen Apathy 2. Work load 3. 	<ol style="list-style-type: none"> 1. Uncertain economy 2. Domestic terrorism 3. 	<ol style="list-style-type: none"> 1. Local arts partnerships 2.

STAKEHOLDER MEETING

WEDNESDAY, MAY 25, 2016 4-5:30 PM COUNCIL CHAMBERS

Suggested Agenda (Annotated):

1. **Meeting Purpose:** to help crystalize a vision and strategy to fund, integrate, create and sustain arts in Snowmass Village
2. **SAAB Mission:** *“The mission of the Snowmass Village Arts Advisory Board is to demonstrate how the arts can contribute to the unique cultural identity of Snowmass Village. It is the Board’s belief that the arts are intrinsic to the values, culture and heritage of our community. It is hoped that enhanced arts programming will promote a cultural consciousness, stimulate economic viability and foster a sense of community pride”.*
3. **History:**
 - Cultural Assets, Accomplishments, Challenges
 - Snowmass Mall, Anderson Ranch, Chapel, Little Red Schoolhouse, Town Park and Recreation Center, Town Hall, Base Village Lawn & Plaza, Snowmass Ski Area, the “Discovery”, Trails and Art Walk, Music and Festivals
 - A community that likes to celebrate life, be adventurous, and “discover”
 - Successful arts fundraisers: Base Village Pavers, Chairlift Art Sales
 - Other?
 - Town Hall “Transparency” sculpture
 - Recession dries up funding—what’s next?
4. **Overview of 2010 Comprehensive Plan Key Policies:**
 - *Plan for and support development of the visual and performing arts within the community.*
 - *Seek to provide the necessary facilities to support the community arts.*
 - *Seek to provide sustainable, dedicated funding for arts programs and associated facilities.*
5. **Brainstorming:** Are these policies still valid? What is our vision for community arts today? What are the opportunities? Is it realistic and achievable? [Topics for Exercise below: Facilities & Venues, Events, Funding, Other, Etc.] What does “support development” mean to you? What are the “necessary facilities” and have we met the need?
6. **Exercise:** What opportunities for arts should be explored? What do community arts look like in 1, 5 or 15 years from now in Snowmass Village? How will these arts be funded?
7. **Wrap-Up—Next Steps:**
 - Community Visioning Workshop
 - Presentation of Vision to Planning Commission/Town Council
 - Community Presentation @ SKICO Elk Camp Meeting July 13th (tentative)
 - Second Stakeholder Meeting

Name	Representing	E-mail
Dr. Lynn Waldorf	Consultant	Lynn.waldorf@coloradoartists.org
Markey Butler	Town Council	mbutler@tosv.com
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Bob Sirkus	Town Council	bsirkus@tosv.com
Allyssa Shenk	Town Council	ashenk@tosv.com
Tom Goode	Town Council	tgoode@tosv.com
Patrick Keelty	Planning Commission	patrick@keeltyconstruction.com
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Jim Gustafson	Planning Commission	gus@zgrouparchitects.com
Jamie Knowlton	Planning Commission	james@knowltonlaw.com
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Tom Levitt	SAAB	tlevitt@gmail.com
Michael Miracle	SAAB & SKICO	mmiracle@aspensnowmass.com
	Part-Time Residents Advisory Board	
Greg Smith	Financial Advisory Board	Gcsmith17@yahoo.com
Debbie Dietz Shore	Environmental Advisory Board	dshore@swsd.org
Rose Abello	TOSV Tourism	rabello@tosv.com
Andy Worline	TOSV Parks & Recreation	aworline@tosv.com
Anne Martens	TOSV Public Works	amartens@tosv.com
Caroline Gibson	Snowmass Chapel	caroline@snowmasschapel.org
Robin Sinclair	Little Red School House	
Tom Cardamone	Snowmass	tomcardamone@snowmassdiscovery.org

	Discovery	
Nancy Wilhelms	Anderson Ranch	nwilhelms@andersonranch.org
Don Smith	Snowmass Club Manager	dsmith@snowmassclub.com
Reed Lewis	Mall Business Representative (81615, Daly Bottle shop, Grain)	Rstrath96@gmail.com
Jordan Sarick	Snowmass Center Representative	eastwood@sarick.com
Rachel Goodman	Base Village Representative (Related)	rgoodman@related.com
Mel Blumenthal	Other Arts Representative	Melpaul1@earthlink.net
Elissa Topol	Arts Collector	etopol@aol.com
Barb Peckler	TOSV	bpeckler@tosv.com
Mary Harris	Timberline (Lodging)	mharris@thetimberline.com
Fletcher Duke	Mall Business Representative (Stewpot)	fletcherduke@hotmail.com

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COMMUNITY ARTS

STRATEGIC OBJECTIVES

The Town of Snowmass Village values the richness and diversity of its cultural resources. The community seeks to be a place where individuals and families can enjoy the visual and performing arts and learn more about the integral role they play in our society. Snowmass Village shall have a unique cultural identity based on the belief that the arts contribute to the resort's evolutionary nature and its strong economic base.

3.1 BACKGROUND

There are several main categories that constitute community arts in the Town of Snowmass Village: Visual Arts, Performing Arts, Entertainment, Events, and Festivals.

Visual Arts

The visual arts are a key ingredient of Snowmass Village's cultural life. The beauty and sweep of the natural environment provide a compelling backdrop for the exploration of these tangible elements of our artistic community, which is served by several key resources.

- ✱ **Anderson Ranch Arts Center.** The Ranch is a learning community dedicated to creativity and growth through making and understanding the visual arts. Its vision is to be a world leader in the growth and development of the visual arts, in the international dialogue that inspires common humanity through art making, and in the creation of a campus imbued with a spirit of community, challenge, support, exploration, innovation, and discovery.
- ✱ **Public Art Program.** The Snowmass Village Arts Advisory Board (SAAB) manages the solicitation and place-

ment of public art, funded by appropriations from the Town's budget. The public art program remains a key element of the Board's work and of the community's cultural life.

- ✱ **Art Walk.** Snowmass Village's Art Walk falls under the auspices of the SAAB and is a specific subset of the Town's public art program. An Art Walk Master Plan was adopted in 2002. The Walk's purpose is to showcase local and national artists and their work; to establish places of beauty, stimulation, and reflection throughout the Village; and to provide connectivity between existing and proposed physical amenities.

Performing Arts

Snowmass Village enjoys a rich menu of cultural events produced by several local arts organizations. The Town supports such efforts both philosophically and, in many cases, through the generous use of its resources. Through the SAAB, the Town continues to seek opportunities to host such events to aid in the realization of its vision as a vibrant community and successful resort.

- ✱ **Jazz Aspen Snowmass (JAS).** This internationally renowned producer holds its annual Labor Day Festival in Snowmass Village. The Village also plays host to the Thelonius Monk Institute of Jazz, which is run by JAS.
- ✱ **Fanny Hill Concert Series.** Programmed with the help of JAS and run by the Town's Tourism Office, this weekly series of concerts has become a mainstay of the Roaring Fork Valley's summer schedule of events.
- ✱ **Community Cultural Series.** New to the Town's offerings is the Community Cultural Series, sponsored by the SAAB and the Snowmass Chapel. The Series incorporates both music and theater, and includes performances throughout the year.



FIGURE 9:

Anderson Ranch: a local amenity supporting visual arts.



FIGURE 10:

Live music events such as the *Jazz Aspen Snowmass* attract thousands of people yearly.



FIGURE 11:

The Art Walk is an example of the Town's public art program efforts.

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- ✦ **Aspen Film.** Aspen Film produces the annual Aspen Filmfest and Shortsfest in Aspen. The organization has also offered several Snowmass Village–based programs, and has expressed an interest in exploring additional, similar activities in the future. These would encompass both educational programs (i.e., animation workshops produced in cooperation with Anderson Ranch), and a short series of films screened in Snowmass Village.
- ✦ **Theatre Aspen.** *Theatre Aspen* is an organization that offers professional, equity-based theatrical performances in Aspen’s Rio Grande Park during the summer season. In 2008, one of its family-friendly productions traveled to Snowmass Village with the help of underwriters and was shown on the Fanny Hill stage. This nonprofit has also expressed interest in additional activity in Snowmass Village if appropriate facilities could be identified.

Entertainment, Events, and Festivals

In addition to the Fanny Hill Concert Series, the Town’s Tourism Office produces a comprehensive series of programs throughout the calendar year. Such events are intended to attract visitors to Snowmass Village and to augment activities for local residents.

3.2 EXISTING CONDITIONS

Snowmass Village Arts Advisory Board (SAAB): The SAAB was established in 1993 by a Town ordinance. Its mission is to demonstrate how the arts can contribute to the unique cultural identity of Snowmass Village. The Board believes that the arts are intrinsic to the values, culture, and heritage of the community. Therefore, the Board hopes that enhanced arts programming will promote cultural consciousness, stimulate economic viability, and foster a sense of community pride.

The Snowmass Village Arts Advisory Board’s objectives are to:

- ✦ Provide direction and leadership for arts initiatives, particularly as they impact the Town’s funding
- ✦ Act as an arts advocate in promoting awareness and education
- ✦ Provide information and expertise on arts-related issues
- ✦ Function as the primary arts liaison between the *Town Council* and the community
- ✦ Make recommendations to the Council on arts-related issues, propositions, and funding proposals
- ✦ Review and evaluate progress of the arts strategic plan
- ✦ Oversee the Town’s public art program
- ✦ Work in cooperation with the Town’s *Tourism Office* and other arts organizations that present cultural events in Snowmass Village to meet the goals of the strategic plan
- ✦ Seek and evaluate methods of providing stable funding for the arts
- ✦ Assist in developing a user-friendly cultural information source for local citizens and visitors
- ✦ Support and assess proposals for a year-round facility with appropriate performance, exhibit, and teaching space

3.3 POLICIES

The Town of Snowmass Village shall:

- ✦ Improve and maintain a successful resort in balance with the cultural and artistic needs of the community.
- ✦ Plan for and support development of the visual and performing arts within the community.
- ✦ Seek to provide the necessary facilities to support the community arts.
- ✦ Seek to provide sustainable, dedicated funding for arts programs and associated facilities.
- ✦ Examine each development proposal for inclusion of proposed cultural elements during development review of all new projects, and propose commitments to support these elements.



FIGURE 12:
The Sports Clinic is an example of a Snowmass Village Special Event.



FIGURE 13:
Hot air balloons rides are a popular excursion for visitors.



FIGURE 14:
Silver Tree Hotel has been a prominent lodging and event facility for the Town.

SAAB FINANCES 9/30/15

ESCROW ACCOUNTS

Artwalk \$ 3,257.71

Revenues

2005 Donations	\$	17,028.99
2005 Proceeds from Chairwalk	\$	20,970.00
2007 Silvertree Check for Plaque	\$	126.25
2008 Sales	\$	1,050.00
2010 Art Show deposits	\$	226.40
2012 Artwalk Donation	\$	1,000.00
TOTAL REVENUES	\$	40,401.64

Expenses

2005 Expenses	\$	(14,216.62)
2007 ASI Modulex-Plaque	\$	(267.50)
Ad Voegel Designs	\$	(500.00)
Janet Grenda	\$	(18.12)
KSNO Artwalk Ads	\$	(250.00)
Colorado Mountain News Media	\$	(222.18)
Colorado Mountain News Media	\$	(286.37)
Micro Plastics	\$	(162.55)
Anderson Ranch	\$	(220.20)
Bike Rack Ads	\$	(619.44)
Café per Artist	\$	(14.00)
Bike Racks	\$	(19,680.72)
Registration State Art meeting	\$	(30.00)
Gas for meeting	\$	(34.96)
Colorado Mountain News Media	\$	(621.27)
TOTAL EXPENSES	\$	(37,143.93)

Misc Donation \$ 1,534.13

Rotary Donation	\$	1,000.00
Citizens for Responsible Growth	\$	2,000.00
Collins Painting	\$	(444.00)
Sherwin Williams	\$	(763.96)
Chalk it Up	\$	(70.94)
Sherwin Williams	\$	(186.97)

Paver Project \$ 25,079.09

Revenues

2006 Budget Used Misc	\$	500.00
2006 Paver Sales	\$	3,945.00
2007 Paver Sales	\$	87,410.00
2008 Paver Sales	\$	1,250.00
2009 Paver Sales	\$	540.00
2010 Jan Sales	\$	1,745.00
TOTAL REVENUES	\$	95,390.00

Expenses

2006 SAAB Budget Used		
Britta Gustafson-Brochure	\$	(1,072.00)
Colorado Mtn News Media	\$	(113.88)
Colorado Mtn News Media	\$	(887.75)
Aspen Daily News	\$	(594.19)
Pyramid Printing	\$	(1,207.95)
Aspen Daily News	\$	(114.46)
Colorado Mtn News Media	\$	(1,380.01)
Postmaster	\$	(117.00)
Pyramid Printing	\$	(1,223.92)
Colorado Mtn News Media	\$	(1,159.15)
Colorado Mtn News Media	\$	(1,183.40)
Oldfield Refund	\$	(75.00)
Postmaster	\$	(179.17)
Colorado Mtn News Media	\$	(306.60)
Silvertree	\$	(125.00)
Jim Kehoe	\$	(693.24)
Profit Resources	\$	(1,237.50)
Britta Gustafson-Brochure	\$	(850.00)
Gran Farnum	\$	(1,080.00)
Aspen Reprographic	\$	(40.32)
Banner	\$	(227.90)
Seller Bank	\$	(125.00)
Postmaster	\$	(17.60)
Colorado Mtn News Media	\$	(1,259.96)
Aspen Daily News	\$	(435.05)
Colorado Mtn News Media	\$	(1,120.47)
Paver Refunds	\$	(2,295.00)
Colorado Mtn News Media	\$	(171.89)
Michael Clapper	\$	(50,000.00)
Snowmass Catering	\$	(500.00)
Snowmass Chapel & Comm Center	\$	(300.00)
Snowmass Chapel & Comm Center	\$	(200.00)
Page Shuck	\$	(17.50)
TOTAL EXPENSES	\$	(70,310.91)

EXPENSE ACCOUNTS 2015

	Budget	YTD Totals	Budget Balance
Art Board	\$ -	\$ 35.49	\$ (35.49)
TOTAL	\$ -	\$ 35.49	\$ (35.49)
2005 Art Cash Purchase	\$ 5,000.00	\$ -	\$ 5,000.00
2006 Art Cash Purchase	\$ 10,000.00	\$ -	\$ 10,000.00
2007 Art Cash Purchase	\$ 15,000.00	\$ -	\$ 15,000.00
2008 Art Cash Purchase	\$ 20,000.00	\$ -	\$ 20,000.00
2009 Art Cash Purchase	\$ 25,000.00	\$ 5,000.00	\$ 20,000.00
2010 Expense	\$ 20,000.00	\$ 20,000.00	\$ -

The money was spent on Michael Clapper Art Piece for Town Hall.