



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: VANESSA AGEE, COMMUNICATIONS DIRECTOR
RE: JOINT MEETING WITH FRISCO TOWN COUNCIL AND THE FRISCO ARTS AND CULTURE COUNCIL STAFF MEMO
DATE: FEBRUARY 13, 2024

Summary and Background:

In January 2023, Frisco Town Council approved through resolution the [Frisco Five-Year Arts and Culture Strategic Plan](#), which recommended the creation of a Frisco Arts and Culture Council (FACC). Subsequently, [Ordinance 23-01](#) was passed by Council on January 24, 2023 establishing the Frisco Arts and Culture Council. Seven FACC members were appointed in May 2023 by Town Council, and successively, two of the members could not continue serving in their roles on the FACC due to personal and scheduling concerns, and two new members were appointed. Six of the seven FACC members are Frisco residents, and one is a County resident and also a Frisco business owner:

- Melissa Sherburne (Chair)- two-year term - appointed to first term on May 9, 2023.
- Megan Testin (Vice-Chair)- three-year term - appointed to first term on May 9, 2023.
- Daymon Pascual- three-year term - appointed to first term on May 9, 2023.
- Jamie Callahan- three-year term - appointed to vacant three-year term on September 12, 2023 and will serve out the rest of the three year term until May 9, 2026.
- Todd Altschuler- two-year term - appointed to first term on May 9, 2023.
- Alison Lindsey- one-year term - appointed to first term on May 9, 2023.
- Diane Harty Schlaefer- one-year term - appointed to vacant one year term on September 12, 2023 and will serve out one year term until May 9, 2024.

The FACC is supported by one Town Council Member, Andy Held, who serves as the FACC liaison and was appointed to his first term on May 9, 2023. The FACC is also supported by two non-voting Town staff members, Rose Gorrell and Vanessa Agee, who act as a conduit between the Arts & Culture Council, other Town staff, and Town Council. Town staff arranges for meeting locations, distributes the agenda, provides a written draft meeting summary for approval by the Arts and Culture Council, allocates Town resources as available, and works to implement FACC programs and projects.

Analysis:

The FACC has been utilizing the [Frisco Five-Year Arts and Culture Strategic Plan](#) as a road map to determine which projects and programs to pursue over the past eight months. The plan states that the goal of arts and culture programing should primarily be to support local quality of life and create community attachment, rather than acting as an economic driver or way to attract

more visitors. To that end, the FACC has been tackling the programming and projects that the plan outlined for year one and beyond:

- 1- Continue supporting existing Frisco arts and culture events.
 - The FACC launched a grant and prize program for 4th of July parade floats to add vibrancy and artfulness to the parade. Four grants and four prizes were given, and there is a plan to launch the program in March 2024 to provide even more support and planning time for artful July 4th floats.
- 2- Support music through various approaches.
 - The FACC held a Frisco Arts Pop-Up: Ukes and Scoops event at the Frisco Bay Marina in September 2023 to highlight the local SumUkes group and the Marina and the new Lighthouse Lawn as a setting for local events and music. There were over 150 attendees at this pop-up event.
 - The FACC is launching basic sound and lighting workshops for youth and adults in March 2024 through a partnership with Ten Mile Music Hall which will include a local band.
- 3- Identify locations for an “Art Lab” to host local art workshops.
 - The FACC has directed staff to find instructors for textile and fine arts to offer pop up workshops at Frisco locations, such as the Frisco Adventure Park Day Lodge and the old community center building on 3rd Avenue. Staff has been doing outreach and working on securing teachers for an “Art Lab” schedule to begin in early spring.
- 4- Work to define a Frisco Al Fresco community dinner and/or outdoor film event.
 - The FACC has combined these two goals to host a movie night at the Frisco Bay Marina in late August for a free screening of “The Princess Bride”. This event will include a concert before the movie with a local band, food and drinks, and the movie on an outdoor movie screen on the new Lighthouse Lawn.
- 5- Acquire the services of muralists, pop up artists and participatory art-focused events.
 - During the summer of 2023, the FACC executed a successful mural program, selecting seven local artists to install seven murals in the “parklet awkward” spaces between closely installed parklets on Main Street. The mural project was covered twice by [the Summit Daily News](#), and even Congressman Joe Neguse [posted on his social media about Frisco’s mural project](#).
 - Realizing that it is important maintain and repair public art already owned by the Town, the FACC directed staff to contract with Pacific Coast Conservation out of Denver to create a maintenance and repair plan for the seven pieces of public art currently owned by the Town. Subsequently, conservation staff assessed, photographed, cleaned, and maintained all of the pieces and has provided a comprehensive plan with recommendations for future routine maintenance, treatments, and repairs for Town owned public art. Staff will also work with this

group going forward to determine which materials will work best for future public art requests for proposal.

- The FACC will be working to find a suitable location for “I’m the Boss”, the elk bronze located at exit 203, which will be displaced once CDOT works on the proposed changes to that intersection/roundabout in the next several years.
- During February 2024’s Eat, Ski, Be Merry event organized by and benefiting Team Summit Nordic Program, the FACC brought back the FrozenFrisco community ice art display at the Frisco Nordic Center. This year’s outdoor exhibit included a frozen campsite with ice seating and the work of community artists from the FACC who expressed their own singular take on ice as a medium. The FACC also served wassail, acting as the informal first stop for Eat, Ski, Be Merry and doing community outreach for the FACC.
- In February 2024, the FACC will be releasing an RFP for a muralist to complete a mural in and at the entrance to the tunnel between the Frisco Adventure Park and the County Commons. This project is expected to be completed in late summer 2024.
- The FACC also plans to do another mural project with 6-10 murals, similar to the summer 2023 project, in parking spots and/or on Frisco’s multi-use pathways.

Financial Impact:

The 2024 approved budget for the arts and culture is \$100,000.

Alignment with Strategic Plan:

Arts and culture programming supports an inclusive community where diverse ideas and interests are welcome and vibrancy is valued and grown and inspires a thriving economy by encouraging economic activity and supporting economic diversity.

Environmental Sustainability:

Public art may be used to express community values around environmental sustainability and making decisions about art and culture through this lens can support what kind of art, events, and materials are selected and supported.

Staff Recommendation:

This work session is intended to be an open conversation between Frisco Town Council and the Frisco Arts and Culture Council. Some possible discussion points:

- 1- Are there projects over the past eight months that have felt like particularly impactful ways to implement of the [Frisco Five-Year Arts and Culture Strategic Plan](#)?
- 2- Are there future programs and projects in the Arts and Culture Strategic Plan that the FACC should prioritize? As a reminder, this 5-year plan specifically lays out a year-by-year strategy to accomplish the community’s goals, and the annual budget is created to complete these goals.
- 3- Are there programs and projects that are not specifically addressed in the [Frisco Five-Year Arts and Culture Strategic Plan](#) that you would like to address and discuss?

Reviews and Approvals:

Tom Fisher, Town Manager
Diane McBride, Assistant Town Manager
Leslie Edwards, Finance Director

Attachments

Frisco Five-Year Arts and Culture Strategic Plan