

**Edina Art Center Board Meeting  
Meeting Minutes  
City of Edina, Minnesota  
Edina Art Center Studio 14  
June 28, 2012  
4:30 P.M.**

**I. Call to Order**

Mr. McCabe called the meeting to order at 4:30 p.m.

**II. Roll Call**

Members Present: Bill McCabe, Barbara La Valleur, Dana Lappin, Hafed Bouassida, Kitty O’Dea, Ray Meifert and Colin Nelson

Members Absent: Justin Moran, Tara Mohtadi, John Swon and Thomas Raeuchle

Interim Director Frey noted that Marsha Buchok has resigned.

Staff Present: Michael Frey, Interim Director; Phil Johnson, Peggy Kelly Media Studios Manager; Claire Lukens, Arts & Culture Intern; Ari Klugman, Intern to City Manager Scott Neal.

Community Members Present: Katherine Bergstrom, Sutton & Associates.

**III. Approval of Meeting Agenda**

Mr. McCabe noted the meeting agenda had been circulated and asked if there were requests for additions or changes. No additions to the agenda voiced. The agenda as stated is approved and will be followed.

**IV. Adoption of Consent Agenda**

**A. Approval of Minutes**

Chair McCabe asked if there were changes or corrections to the minutes of the Regular Meeting of May 24, 2012.

Member La Valleur requested on page 4, paragraph 4, change Edina “Watch Log” to Edina “Patch Blog”.

**Motion by Member Bouassida and seconded by Member O’Dea to approve the May 24, 2012 Minutes as presented with the change noted.**

Ayes: Bill McCabe, Barbara La Valleur, Dana Lappin, Hafed Bouassida, Kitty O’Dea, Ray Meifert and Colin Nelson.

Motion carried.

**V. Community Comment**

None.

**VI. Reports/Recommendations**

**A. Introductions**

Chair McCabe introduced Ms. Claire Lukens, intern for the Arts & Culture Working Group; Ms. Ari Klugman, intern to City Manager Scott Neal; and Ms. Katherine Bergstrom, Sutton & Associates. Each introduced themselves and provided education and background.

The Board welcomed the interns and the Sutton consultant.

**B. Elections – Edina Art Center Board Chair & Vice-Chair – Action**

Chair McCabe provided a brief explanation of election rules then opened the floor for nominations.

Member Lappin nominated Member Bouassida for Chair to which he accepted the nomination.

Member Nelson nominated Chair McCabe for Vice-Chair. Chair McCabe replied nominations need to be done one position at a time.

Member La Valleur questioned limitations.

Chair McCabe requested the Board vote on the nomination of Bouassida for Chair. Voting was unanimous and the Board congratulated him.

Member Bouassida and Member Nelson nominated Chair McCabe for Vice-Chair.

Member La Valleur nominated Member Meifert to which he accepted the nomination.

Member La Valleur expressed concern that while she valued Chair McCabe the outgoing Chair position should be to groom the incoming Chair and didn't need to be Vice-Chair to provide this knowledge.

Chair McCabe questioned withdrawing. He noted he has to leave the Board entirely in January so could only be Vice-Chair until then.

Member O'Dea questioned having two Vice-Chairs.

Member Nelson questioned if it would make a difference if Chair McCabe had a title for a reason to be involved. Chair McCabe noted his involvement in several groups, plus consulting, and stated he didn't feel the need for official titles to participate.

Member Bouassida stated he would like to see current issues continued for the next six months and by the time Chair McCabe is at term limitations, they will have been implemented.

Interim Director Frey commented Chair McCabe can continue to serve on the Public Arts Committee since he is a resident. He added City code would need to be checked regarding having two Vice-Chairs.

Member Bouassida proposed Chair McCabe be Vice-Chair through term limitations in January then Member Meifert would take over as Vice-Chair.

Chair McCabe requested the Board vote by secret ballot on the two nominations for Vice-Chair. Director Frey collected and counted the votes noting the results were 4 to 2 with Chair McCabe abstaining. Chair McCabe will be Vice-Chair until his term limitation and then Member Meifert will become Vice-Chair. Chair McCabe thanked everyone for their support and the Board thanked Chair McCabe for his leadership.

### **C. EPAC – Action**

Member La Valleur reviewed the EPAC file and commented on a received donation of \$500 from Jim & Linda Masica. She noted discussion regarding possibly increasing the stipend for sculpture artists, from \$500 to \$1,000, due to time spent to make and that their work remains for a year. She stated the June meeting involved discussion regarding the reception and thanked those Board members who attended. Possibly lighting for some sculptures and the cost were also discussed.

Member La Valleur stated Lois Ring announced at the reception they would be holding small tours of the sculptures, starting in July, and Board approval is needed.

**Motion by Member La Valleur and seconded by Chair McCabe to approve having small tours done by volunteers pre-selected by Ms. Ring.**

Member Bouassida asked the qualifications of those making the tours. Member La Valleur replied an interested group will gather on The Promenade and go themselves.

Member O'Dea suggested publishing the tours and possibly coordinating with the garden tour.

Member Bouassida questioned busing those on a tour.

Member Nelson questioned the liability issue. Chair McCabe replied it is the same as anyone walking in the park.

Ayes: Bill McCabe, Barbara La Valleur, Dana Lappin, Hafed Bouassida, Kitty O'Dea, Ray Meifert and Colin Nelson. Motion carried.

The Board commended Member La Valleur on the reception.

Director Frey stated the new City of Edina website is now up and running and has beautiful photos thanks to Member La Valleur.

#### **D. Edina Art Center Consultant**

Interim Director Frey stated the working group has had several meetings with Sutton & Associates to strategize how to approach the process. He requested input from the Board regarding the mission statement and asked to send any information to Ms. Lukens and himself.

Interim Director Frey stated the mission statement discussion meeting has been moved and the organizational structure 501(c) (3) discussion is moved to July 12<sup>th</sup> due to pending discussion regarding Southdale Shopping Mall.

Interim Director Frey stated Simon Property Group, Inc. is asking for an artistic presence at Southdale Mall and the architect for Simon will attend the meeting. He clarified the Art Center would not be moving to Southdale but they would have a presence there. He added Simon is offering two years rent free and a longer contract would be negotiated moving forward. He noted it is premature to do anything now.

Interim Director Frey noted Minnetonka Art Center's presence of three years at Ridgedale and the challenges they face, which resulted in having had to change their strategy frequently.

Member O'Dea questioned who is involved in the mission statement process to which Interim Director Frey named the groups involved.

Member O'Dea questioned what information is being used to evaluate whether the current mission statement is appropriate and noted it should be broader. Ms. Bergstrom replied the mission statement currently focuses on the facility itself instead of any impact.

Member O'Dea suggested input from current users to understand further, what the role is in the community. Interim Director Frey replied he will relay to George Sutton. Ms. Lukens added she will be working on the resident's aspect and noted she could add a question to the survey.

Interim Director Frey read the current mission statement noting it is fairly limited.

The Board agreed it is time for a change.

#### **E. Arts & Culture Working Group**

Chair McCabe stated they had a meeting earlier this month with a small group in attendance and people are still grasping what it is all about. He added public members are having a hard time separating ACWG from ACB.

Ms. Lukens stated she has been looking at various art centers and provided a list of several centers across the country with the same or similar population as Edina that had great mission statements for the Board to review. She asked for input and provided her contact information. She added a list will be compiled to present at the next meeting.

Ms. Lukens noted they are looking at Edina's Art Center presence in the community. She noted they will be working on a survey and sending online to Edina Art Center members as well as others and will be posted on the website.

Member Bouassida commented on the backtracking in meetings, as some have not previously attended. He noted they are planning on meeting every two weeks now instead of once a month. Proposed ideas from these meetings will be entered into a database and by October or November, they will come up with a final presentation to City Council.

Member La Valleur mentioned that the Edina Patch Blog posted last week talked about the working group and helps get the word out. She asked for comments about business and art supporting each other in Edina for the blog.

#### **F. Film Festival**

This item was not discussed.

#### **G. Members' Juried Show – 28<sup>th</sup> Annual**

Chair McCabe stated they met this week and are soliciting individuals and businesses for donations. He noted they selected the jurors. Interim Director Frey noted the jurors.

Chair McCabe stated shortly they will solicit work from artists.

Interim Director Frey stated the number of printed JS programs is limited but they would like to include more of an advertising presence, perhaps sell ads in the program.

## **H. Membership**

Member Lappin reported on current memberships and stated the report now includes the number of members who have renewed in previous months, which is a constant flow. She noted those who have expired and those who have renewed.

Member Lappin stated regarding the Speaking Tour she will sit down with Mr. Johnson and come up with a schedule; possibly beginning again in the fall.

Member Bouassida commented on membership growth.

## **VII. Correspondence and Petitions**

Chair McCabe asked if there was any correspondence or petitions. None voiced.

## **VIII. Chair and Board Member Comments**

Member O'Dea stated a student Alex Fisher from Edina Art School made a documentary about bullying and there are open shows at the Edina Theater, to check the blog.

## **IX. Staff Comments**

### **A. Interim Director Report**

Interim Director Frey stated they have started summer camps with most (68%) of them being clay camps and have strong registration for kid's camps. He added adult classes are not doing as well; almost half (44%) were canceled in June.

Interim Director Frey reviewed membership and gift shop numbers.

Member O'Dea asked if the mix for June classes was similar to last year. Interim Director Frey replied they added a number of new classes for spring and summer and some for fall but they are similar to last year. He noted beading is incredibly big with kids.

Interim Director Frey noted the opening for The Ming Chiao Chapter Brush Painting Exhibit is tonight, upstairs.

## **X. Adjournment**

The meeting was adjourned by the Chair at 5:41 p.m.