

**Edina Art Center Board Meeting  
Meeting Minutes  
City of Edina, Minnesota  
Edina Art Center Studio 14  
September 27, 2012  
4:00 P.M.**

**I. Call to Order**

Chair Bouassida called the meeting to order at 4:08 p.m.

**II. Roll Call**

Members Present: Bill McCabe, Hafed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Thomas Raeuchle, and John Swon.

Students Representatives Present: Anna Ellingboe and Melissa Stefanik

Members Absent: Kitty O'Dea.

Staff Present: Michael Frey, Interim Director, Edina Art Center; Sandra Shaughnessy, Pottery Manager; and Ann Kattreh, Assistant Director, Parks and Recreation

Community Members Present: George Sutton, Sutton & Associates.

**III. Approval of Meeting Agenda**

Chair Bouassida noted the meeting agenda had been circulated and asked if there were requests for additions or changes. No additions to the agenda voiced.

**IV. Adoption of Consent Agenda**

**A. Approval of Minutes – Regular Meeting of August 23, 2012**

Chair Bouassida asked if there were changes or corrections to the minutes of the Regular Meeting of August 23, 2012. No changes voiced.

**Motion by Member Meifert and seconded by Member Nelson that the Art Center Board approve the regular meeting minutes of August 23, 2012.**

Ayes: Bill McCabe, Hafed Bouassida, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, and John Swon. Motion carried.

**V. Community Comment**

No comments were made.

**VI. Reports/Recommendations**

**A. Introduction – Student Board Members**

Mr. Frey noted that the written Reports were sent to Members and asked that questions be delayed until the next meeting.

**B. Arts & Culture Working Group**

No comments made, written Report available.

**C. Edina Art Center Consultant Report – George Sutton, Sutton & Associates**

George Sutton, Sutton & Associates, stated that he had worked with Ms. Kattreh today to discuss the work that has been completed and the scope of the work to be done. He advised that he will continue to work on some of the requests he received today.

Mr. Frey advised that the Consultant Working Group did receive a copy of the draft Report created by Mr. Sutton, but noted that not all Members of the Board have had a chance to read the draft Report.

Member Meifert referenced the recommendations portion of the draft Report and suggested that assertive language be used, rather than using passive language. He confirmed that he has not had a chance to read the full draft Report.

Vice Chair McCabe questioned if the draft Report will be changing much.

Mr. Sutton stated that the Report would not change much, and confirmed that he would strengthen the recommendations portion. He stated that there are emerging aspirations and expectations from the residents of Edina. He stated that his scope of work originally was simply in regard to the option for a Visual Art Center here and has expanded to opportunities for growth beyond just that area.

Mr. Sutton stated that this facility would need to run smoothly before any expansion opportunities for another facility could be developed.

Member Meifert expressed his opinion on the lack of artistic options within the City of Edina. He recognized that the Center needs to do more marketing for this site.

Vice Chair McCabe confirmed that the Southdale location is still an available option for location.

Mr. Sutton commented that he did not think it would be a good idea to relocate to the Southdale location and questioned where the funds would come from to develop that site.

Vice Chair McCabe referenced the assessed price of the existing property and questioned if the proceeds from the land sale could be used to relocate. He also questioned what other City owned locations would be available.

Mr. Sutton believed that the writing was on the wall for expansion opportunities at this location.

John Swon referenced portions of the Report and questioned if Mr. Sutton believes that the City of Edina would be aware of the financial support needed.

Mr. Sutton explained the language used in the Report and advised that he would be delivering the Report orally and would be able to explain that a bit more. He discussed the possible creation of a fund that is more specific to the community recognizing the desire to increase the artistic services in the community. He stated that he does not support the creation of a 501(c)3, because of the competitiveness in fundraising.

Chair Bouassida stated that the work that is done by the Arts and Culture Working Group is important work. He explained that the work being completed by Mr. Sutton is the first step in moving forward. He explained that the Art Center can come together and present the wants and needs of the group and the community to the City, but noted that it will be up to the City as to what develops.

Member Raeuchle stated that Mr. Sutton was directed to look at the organization and advised that a lot of the options for the future had been removed from the original RFP. He explained that the Arts and Culture Working Group will further discuss the options and possibilities for the future.

Member La Valleur commented that the discussion should remain on the Report and believed that discussion of the Arts and Culture Working Group could occur in the future. She stated that she agrees with the comments regarding the existing facility and programs but noted that she would like to see language included which clearly states what needs to occur for a facility.

Mr. Sutton noted that he would strengthen the language and acknowledged that the City of Edina has not kept pace with the other cities in the inner ring in terms of artistic services and facilities.

Member La Valleur stated that the Board appreciates the facility, the public support and the volunteers that assist but vocalized the desire to expand the possibilities for the future.

Mr. Sutton stated that while that was not included in his scope of services, he agrees that the group should be expanding and noted that it is not simply a service to the community but also a good business opportunity. He advised that he would love to work with the Art Center Board to take that next step.

Member Meifert stated that in his opinion a good and strong Art Center would bring diversity into the community and would bring additional interest for others to live within the City of Edina, which would create additional economic benefit.

Mr. Sutton stated that an increasing number of young people, and people of all ages, are participating in artistic programs.

Mr. Frey advised that no formal action is expected today, as not all Board Members have had a chance to read Mr. Sutton's Report.

Vice Chair McCabe expressed the need for a full-time Director.

Member La Valleur confirmed that recommendation is included in the Report.

Mr. Frey confirmed that the official presentation of the Report to the City Council will take place on Tuesday, October 16, 2012 and noted that he would update the Board on any time or date changes.

Chair Bouassida hoped that all Board Members would be in attendance at the presentation.

Member La Valleur asked that the Board have the opportunity to review the final Report prior to the presentation to the City Council.

Mr. Sutton noted that the facilities portion was removed from the scope of work and advised that it would not be out of line to ask for further review of the existing facility and comparison of other like communities.

Mr. Frey, the Board Members, and City staff expressed their thanks to Mr. Sutton for his work through this process.

Mr. Sutton left the meeting.

#### **D. Film Festival**

No comments were made, written Report is available.

#### **E. Members' Juried Show**

No comments were made, written Report is available.

#### **F. Membership**

No comments were made, written Report is available.

#### **G. Public Art Committee – Chair Appointment and Member Recommendations**

Member La Valleur advised that four people attended the previous meeting of the Public Art Committee and three of those individuals have expressed interest in joining the Committee. She requested a motion to approve the recommended appointment of Lynn Rudick, Sarah Rose, and Walt Gregg.

Member McCabe questioned the current membership of the Committee and the ultimate desire for members.

Member La Valleur advised that this addition would bring the total membership to eight, and noted that she would ultimately like to have ten members for the Committee.

**Motion by Member Swon and seconded by Vice Chair McCabe that the Art Center Board approve the appointment of Lynn Rudick, Sarah Rose, and Walt Gregg to the Public Art Committee.**

Ayes: Bill McCabe, Hafed Bouassida, Barbara La Valleur, Ray Meifert, Colin Nelson, Thomas Raeuchle, and John Swon.  
Motion carried.

#### **VII. Correspondence and Petitions**

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

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

No comments were made.

#### **IX. Staff Comments**

No comments were made.

#### **X. Adjournment**

**Motion by Member Meifert and seconded by Member Swon to adjourn the meeting at 4:55 p.m.**

Ayes: Bill McCabe, Hafed Bouassida, Barbara La Vallée, Ray Meifert, Colin Nelson, Thomas Raeuchle, and John Swon.  
Motion carried.