

**Edina Art Center Board Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
March 28, 2013
4:30 P.M.**

I. Call to Order

Chair Bouassida called the meeting to order at 4:33 p.m.

II. Roll Call

Members Present: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O’Dea , Colin Nelson, Paul Peterson, Thomas Raeuchle, and John Swon.

Staff Present: Michael Frey, Art Center General Manager; Ann Kattreh, Director Parks and Recreation, Sandra D. Shaughnessy, Art Center Pottery Studios Manager

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. The agenda as stated is approved and will be followed.

Chair Bouassida welcomed Ms. Kattreh and new Board members Kandace Ellis and Paul Peterson.

Members Ellis and Peterson introduced themselves to the other Board members and provided some background information on their interest in the arts.

IV. Adoption of Consent Agenda

A. Approval of Minutes – Regular Meeting of January 24, 2013

Chair Bouassida asked if there were changes or corrections to the minutes of the Regular Meeting of January 24, 2013. No changes voiced.

Motion by Member Thomas Raeuchle and seconded by Member Ray Meifert that the Art Center Board approve the January 24, 2013 minutes as presented.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O’Dea, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

V. Community Comment

There was none.

VI. Reports/Recommendations

A. Introductions

No additional comments made.

B. Arts & Culture Working Group

Member Raeuchle provided an update on the Arts and Culture Working Group Report and noted that the work has been completed at this time.

Chair Bouassida acknowledged the upcoming changes the Board will face, including the transition into a Commission, which will take place after the next Edina City Council meeting. He stated that there will be some changes in the future and suggested that the ACW group be placed on hold to better determine the need and fit after the transition is complete.

C. Arts & Culture Commission - Discussion

Chair Bouassida stated that the City Council has voiced support for this idea, subject to the paperwork being completed and a presentation to be given.

Mr. Frey noted that this item will be on the Consent Agenda for the April 2, 2013 City Council meeting. He displayed a copy of draft Ordinance No. 2013-5, An Ordinance Amending the Edina City Code Concerning the Art and Culture Commission. He explained that this action would be an amendment to City Code Section 15 and the information contained in the Ordinance would become the new Ordinance governing the Art and Culture Commission. He reviewed the duties of the Commission and noted that the group would no longer be responsible for complete oversight of the Edina Art Center, but feedback is very much welcomed.

Chair Bouassida stated that the City Council would like to see only nine members of the Commission but noted that the Board currently has 10 members. He stated that the Council is in agreement to let the current Members of the Board continue in membership on the Commission, but when the next Member ends their membership, the Commission will continue with only nine Commissioners.

The Members discussed the possibility of reaching out to the schools in attempt to work together with the Commission.

Chair Bouassida commented that once the group becomes a Commission that could be an issue that the Commission works on. He explained that working groups can be formed in the future.

Member Swon stated that so much of the focus for the Board has been in relation to the Edina Art Center, providing the Juried Show as an example, and questioned the relationship the Commission will have to those activities.

Member Raeuchle agreed that the Commission will need to discuss how the group can continue to support the Art Center, but under a larger mission. He confirmed that working groups will be used and noted that an Art Center working group could be formed to do the respective work and then report back to the Commission.

Chair Bouassida stated that he would like to propose a time for the group to meet outside of the regular meeting time to discuss how the new Commission will operate. He suggested using Friday or Saturday for that discussion.

Mr. Frey explained that the by-laws were recently revised to become standardized across the City Boards and Commissions.

D. Edina Film Festival

Chair Bouassida noted that the Edina Film Festival would most likely become a working group under the new Commission.

Member Swon stated that at the Joint Work Session held February 19 with the Edina City Council and the Art Center Board, Council liked the idea of the Edina Film Festival becoming an arts and music festival, in the same line of South by Southwest. He stated that 50th and France would like the festival to run alongside its Crazy Days event/sale in July. He provided additional information on the planning process, including the necessity for permits and licenses to be obtained which would run a cost of about \$1,000. He stated that there have also been issues in regards to obtaining a liquor license. He noted that while some of these things would not be hard to do, it is becoming difficult to do that in the next three to four months. He stated that the additional cost would be larger than what has ever been brought in with the event. He stated that the event will most likely be held at Landmark again for 2013 but noted that they would continue to work on additional methods to bring in more attendees. He stated that they will continue to look for additional venues for the event in 2014.

Member Peterson stated that he would love to assist and attempt to keep the music portion of the event involved. He confirmed that he would sit down with Member Swon to discuss ways that he can assist in the event planning.

Member Meifert questioned why the City would require permits when in essence the City would simply be paying itself.

Ms. Kattreh explained that the City receives many requests for permit or license fees to be waived and by policy the City does not want to create a precedent. She confirmed that other similar groups are charged for permits.

Chair Bouassida stated that he did not remember the City Council stating that they were unwilling to help; the problem was that they did not know what help they could provide. He believed miscommunication or lack of communication was the issue. He stated that an item has been placed on a future City Council agenda to discuss this item.

Member Raeuchle questioned if it is now off the table to host the event this summer.

Member Swon explained that there are a lot of components that would need to be in place at this time in order to hold the event in July, even if Council support was offered following the April meeting.

Ms. Kattreh provided her input on the outcome of the meeting with the Council and noted that sometimes there are mixed messages that people take away from the joint meetings. She did not believe that any financial assistance was offered and explained that the Council cannot allocate funds at those types of meetings.

Member Swon stated that perhaps at the joint meeting the transition to the new event should have been proposed for 2014.

Motion by Member John Swon and seconded by Member Barbara La Valleur that the Edina Film Festival will rebrand itself as the Edina Film and Music Festival in 2014 and to continue to hold the Edina Film Festival in 2013 at a to-be-announced location.

Additional discussion: Mr. Frey noted that the item is still on the table for the April 16th City Council agenda. He provided input on the message and response from the Council. He also discussed the 2014 budget proposals for specific items, including a line item for \$7,500 for the Edina Film Festival and noted that he had to submit that request for the Art Center budget to the City.

Ms. Kattreh stated this is a very preliminary stage in the 2014 budgeting process. She stated that the budgets will not be approved until the end of the year in December but hoped that the group would get a better sense of funding in the future.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Kitty O'Dea, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

Mr. Frey thanked the Film Festival Committee for their efforts and hard work.

E. 29th Annual Members' Juried Show

Member Lappin provided an update on the 29th Annual Members' Juried Show, which she will Chair this year and will take place September 26th through October 30th. She advised that the opening reception will be held on the evening of September 26th and provided additional information on the event. She reviewed the different Committees for the event and welcomed any Members that would like to join a Committee. She welcomed any additional ideas and/or assistance from Members.

Member Raeuchle suggested possibly finding another location for the opening reception.

F. Membership

Member Lappin provided an update on the membership and reported that there were 23 new members in February and 19 new members in March. She reported that the spring catalog has been mailed and the summer camps and youth tech programs have been very popular. She asked that Members spread the word that sign-up is now available.

G. Mission Statement - Action

Chair Bouassida advised that the Mission Statement was distributed to everyone and explained that a motion of acceptance would be required by the Board.

Member Raeuchle stated that perhaps the grammar should be changed.

Member O'Dea noted that the essence is still the same but the grammatical changes are not preferable.

Mr. Frey acknowledged that the statement is grammatically awkward. He read the original version and the version amended by the City Council.

Motion by Member Kandace Ellis and seconded by Member Kitty O'Dea that the Art Center Board add 'art and culture' to the original mission statement developed by the Board.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Kitty O'Dea, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

Motion by Member Kandace Ellis and seconded by Member Barbara La Valleur that the Art Center Board accept the Mission Statement as amended.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Kitty O’Dea, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

H. Public Art Committee - Action

Motion by Member Barbara La Valleur and seconded by Member Kitty O’Dea that the Art Center Board accept Faye Alison Mitchell as a Member of the Edina Public Art Committee.

Additional discussion: Mr. Frey noted that when the Board is acting on this action, they do not know the person but advised that staff supports this request.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Kitty O’Dea, Paul Peterson, Thomas Raeuchle, and John Swon. Motion carried.

Member La Valleur reported that eleven sculptures were chosen this year and noted that she is excited about the new selections. She stated that EPAC is interested to know if the Commission would be interested in participating in the Fourth of July parade.

Chair Bouassida noted that the Commission has not been formed yet and noted that discussion could take place in the future.

I. The Author’s Studio

Member Nelson provided an update and noted that a writing course would be offered this summer in conjunction with The Loft. He explained that with the cost for participation with The Loft makes the event revenue neutral. He advised of another opportunity for a writing course with a local author.

J. Presentation from Energy & Environment Commissioner Paul Thompson

Paul Thompson, Energy and Environment Commission, introduced himself to the Board and provided background information. He invited the group to an event that will be held at the High School at which Paul Douglas will speak, “What’s up with the Weather.” He advised that he is also a part of the Edina Steering Committee and provided information on a local park and community garden they are helping to create. He played a short video that explained the Saint Paul public art project, where they install poems into the sidewalks. He stated that he would love to see a program of this nature in Edina and hoped that the Energy & Environmental Commission could work with the future Commission on these efforts. He asked for any support in promoting the upcoming weather event the group could provide and thanked the group for their time.

VII. Correspondence and Petitions

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

VIII. Chair and Board Member Comments

Chair Bouassida stated that the City of Edina recognizes very prominent citizens each year that have spent their time volunteering. He advised of the volunteer recognition event that will be held in April and noted that suggestions could be made for those that the group would wish to recognize. He stated that he would like to recognize former Board Member Bill McCabe.

Motion by Member Thomas Raeuchle and seconded by Member Barbara La Valleur that the Art Center Board submit the name of former Board Member Bill McCabe for recognition at the volunteer event in April.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Kitty O’Dea, Paul Peterson, and Thomas Raeuchle. Motion carried.

Mr. Frey noted that he would scan the form to distribute the information electronically and advised that he would need nominations for the Mayor’s Commendation Awards to be returned by Monday, April 1st.

IX. Staff Comments

A. General Manager – Quarterly Report

Mr. Frey briefly reviewed the information contained in his Report including membership and social media numbers. He stated that the last three pages of the Report are performance measures and noted that an update on the Southdale

retail space was also included. He stated that a cost of \$86,000 annually would be required to rent the space but noted that staff is attempting to negotiate a deal for the first year. He advised of additional steps he would take in the process. He referenced the Sutton Report and the information on staffing changes contained in that Report and provided a brief update on that process including a timeline for the near future.

X. Adjournment

Motion by Member Ray Meifert and seconded by Member Paul Peterson to adjourn the Art Center Board meeting at 6:12 p.m.

Ayes: Hafeed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Colin Nelson, Kitty O'Dea, Paul Peterson, Thomas Raeuchle. Motion carried.