

**Edina Art and Culture Commission Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
June 29, 2013
9:00 A.M.**

I. Call to Order

Chair Bouassida called the meeting to order at 9:06 a.m.

II. Roll Call

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

Commissioners Absent: None.

Staff Present: Michael Frey, General Manager, Edina Art Center.

Guests: Jim Hovland, Mayor; George Sutton, Sutton & Associates; Tom Borrup, Independent Consultant; Bill McCabe.

III. Approval of Meeting Agenda

The agenda was approved as presented.

IV. Adoption of Consent Agenda

There was no consent agenda.

V. Community Comment

No comments were made.

VI. Welcome & Introductions

A. Welcome by Chair Hafed Bouassida

Chair Bouassida welcomed the Mayor, Arts and Culture Commissioners, staff, and guests. He noted that this strategy session is a big step for Edina and for other cities who will seek to follow the model of the newly created Arts and Culture Commission. Chair Bouassida introduced Art Center General Manager Michael Frey.

B. Introductions by Art Center General Manager Michael Frey

General Manager Frey thanked everyone for attending and introduced the two consultants, Mr. Sutton and Mr. Borrup..

George Sutton, Sutton & Associates, thanked the Commission and stated that it is rare that money is the challenge when dealing with arts and culture committees; rather, the challenge is consensus. He expressed belief that this is a great opportunity to continue the work previously begun with the Edina Art Center Analysis and the Arts and Culture Working Group, particularly the ability to look beyond the Art Center to other opportunities in the community.

Tom Borrup, Independent Consultant, stated he has worked for many years on strategic planning and broader community planning, helping communities think about arts and culture and how it can leverage other types of change.

Each Commissioner introduced himself/herself.

Mayor Hovland introduced himself, noting the Council is excited about the Arts and Culture Commission especially as the community is starting to move towards public appreciation of art. He noted the Commission can help assess the needs for the public spaces around Grandview Square and the Promenade. He suggested the Commission spend its time being aspirational rather than worrying about the structure of the Commission. The Commission will report directly to the Council, though the Park Board has some oversight related to the Art Center.

C. Review of Day's Agenda

Chair Bouassida introduced the agenda. He noted that the Commission struggled with the agenda and specifically whether to discuss organization, structure, and/or aspiration. He noted the two important pieces of work supporting today's meeting: a study conducted by Mr. Sutton and the work done by the Arts and Culture Working Group.

VII. Morning Session

A. Review of Structure – “What are we, anyway”

Mr. Sutton stated the objective is to hear from everybody today. He reminded the Commission of where the work left off when the analysis was completed, noting his report reflected the will of the Art Center advisory board at the time. He recalled that the Arts and Culture Working Group had been offered the opportunity to look at Southdale, and the opportunity was appreciated, but it simply did not fit. A look was also taken at the current Art Center and whether to recommend that the City spend more money on the facility, but that was not pursued due to its location and the facility itself. He noted there are more emerging opportunities in which the Art Center might take a role. There seems to be a lot of opportunity to serve a cultural community in Edina. He added that the Council has committed to ongoing support and a full-time Arts Center general manager as well.

Mr. Sutton continued that this Commission was formed to advise the Council on the aspirational aspects in the community; there is no management responsibility or oversight of the Art Center. The Council is looking to this Commission to gather community input and progressive ideas.

Commissioner La Vallour commented about the goal of employing more full-time and fewer part-time employees at the Art Center. General Manager Frey noted that effort is ongoing. Mr. Sutton recalled the City was encouraged to professionalize staff, and that is underway.

General Manager Frey stated the Arts and Culture Working Group decided upon the following mission statement: *Our mission is to build a vibrant community, foster common bonds, nurture talent and create venues for expressing and appreciating the arts and culture in Edina.*

Chair Bouassida asked the Commissioners to answer the question of “*What are we, anyway.*”

Commissioner La Vallour began the discussion by stating this is a group of passionate Edina residents committed to having art be more than just a conversation in the City. Producing results is critical. She expressed a personal interest in a new Art Center that reflects the greatness of this City, one that is inclusive of performing arts, painting, singing, poetry, and that is a venue where residents can perform and visitors can come to see great art.

Commissioner Swon questioned what the Commission's relationship to a performing arts center would be, since the Commission would not manage it. Mr. Swon commented on EPAC – the Edina Performing Arts Center at Edina High School.

Commissioner Meifert stated he is very action-oriented, having a business background, and suggested the Commission should be pursuing initiatives in the form of film, fine arts, music, literature, and stage in the community. As a group, a two-year plan should be focused on to achieve that. He suggested focusing on fewer things rather than many things.

Commissioner Lappin agreed with the previously expressed comments.

Mr. McCabe noted there is a lot of interest beyond this group to have something to say about what is going to happen. He recalled that with the Arts and Culture Working Group, from time to time there were large numbers of people engaged, and then they would fall off. It clearly indicated an interest in the community, in both the process and the end result. Coming out of that study was an indication of interest in a variety of art forms, but also in a facility and relating the arts to the economic life in the community. As the Commission goes forward, the message should be coherent, whatever that message is.

Commissioner Nelson stated he sees the Commission offering a greater variety of genres of art, though not everything can be offered, so perhaps a couple types of art should be the focus. He agreed with the concept of involving non-artists as well. He stated it is hard to find the artists in Edina and to get them to come forward. He suggested finding a way to encourage the local artists in Edina to contribute to the work of the Commission.

General Manager Frey stated Edina is a unique City, and an arts and culture presence also needs a unique quality to it. Right now people do not know where the Art Center is. He stated there are people out there wanting to get involved, and efforts need to be focused on methods of involvement.

Commissioner O'Dea echoed the idea of broadening the City's idea of the arts. She stated that the Commission's mission should be to create the vision of what integrating the arts in Edina looks like. The Commission's job should be to

bring it to life and prioritize. There are opportunities out there, and the question is how to get people to participate and to have a structure in place to help them do that.

Commissioner Raeuchle expressed agreement with most of what has been said. The new mission statement was originally conceived as the mission for the Art Center, but very little would be required to make it the mission of the Arts and Culture Commission. The Commission is in a position to shape the City vis-à-vis the arts. He suggested the Commission is more of a facilitator than a 'doer' of arts. If someone has an arts-related issue in Edina, the Commission can facilitate the issue with the City. The last thing the Commission should be is a bottleneck.

Chair Bouassida agreed with Commissioner Raeuchle's comments. He stated that as facilitators, the goal is to help other people implement what they have in mind. The Commission should be the group to help others reach their goals. It is essential to note that one or two Commissioners can be involved with an issue with the City, but the City should drive the process. He commented that it is disconcerting to have a situation in which there are five Commissioners and one person from the City involved on one working group.

Mr. Sutton suggested instead of saying, "they come to us," there should be a way for the Commission to go to the public. Chair Bouassida agreed.

Commissioner Peterson began by saying he is new to the Commission and suggested there is an incredible opportunity to elevate the arts in Edina. He believes the Commission brings something unique to the table, and it should be very clear and unified about what to bring to the Council. He asked that all Commissioners be very open-minded about how to best facilitate bringing forth many genres of art to the citizens of Edina. Once the vision is clear, the Commission can bring the ideas to light in a different way. He suggested there has to be a better way to get the word out. One area that requires unity is financing. He agreed bottlenecking is a bad thing and should be avoided.

Commissioner Ellis expressed support for the comments made thus far. She would like Edina to have a draw from inside and outside the community in order to continue to bring energy to the community. Five or ten years down the road, she would like Edina to be recognized for arts and cultural opportunities on a greater scale than it does now.

Mayor Hovland stated Edina resident Curtis Johnson coauthored a book, *Disrupting Class*, which mentioned how Minnesotans are really great at admiring problems. In his view, aspirations that move to action are what we want to achieve. The Council has to be convinced those aspirations are need-based. It will be an interesting pathway as the Commission figures out what is factually need-based. He encouraged the Commission to discover what is out there in terms of latent need, performing arts being one example.

Mr. Sutton summarized some of the adjectives expressed so far: the Commission wants to be visionary, committed, results-oriented, inclusive, ambitious, action-oriented, suggestive, focused, connective, expansive, measureable, inclusionary, engaged, coherent, communicative, practical, effective, advocates, helpful, representative, lifting, unified, fluid, attractive, needs based, realistic, with the ability to get things done.

B. Aspirations for Cultural Entrepreneurship in Edina

Mr. Sutton asked the Commission to discuss other aspirational programmatic ideas.

Commissioner Ellis suggested increased opportunity and participation with the school district along with use of the performing arts center; other ideas are community theater, children's theater, and jazz quartets.

Commissioner Meifert stated he drives past the Edina Performing Arts Center regularly, and it is vacant most of the time. It is a great venue, but it is reserved for high school activities.

Mr. Sutton stated in higher education and school systems, there are facilities that are necessary, but there are no good mechanisms for shared uses.

Commissioner Ellis stated if there is a connection in the community stronger than what there is now, there would be greater goodwill about what the students are doing and other facilities that might be built.

Commissioner Swon stated the Edina Performing Arts Center is not terribly welcoming when it comes to the schedule. Commissioner Peterson stated he is in the process of making inroads in that community through higher education, which is currently missing.

Mr. Sutton stated there are assets underutilized in the community, but he encouraged the Commission to return to the idea of programming itself.

Commissioner Peterson stated he would like a music festival, possibly a jazz festival, which would attract people for a day or a weekend with vendors and sponsorships. He also suggested enhanced smaller things like music in the parks and a greater utilization of the Show-Mobile, which is brought out only two or three times. He noted that Centennial

Lakes has a well-planned out amphitheater. Edinborough is another place to elevate music in the parks. The Show-Mobile can be brought to different parks and bring in some more current music. He also encouraged cooperation between the arts and higher education, noting that an evaluation can be done regarding turning the Edina Performing Arts Center into a venue for the arts.

Commissioner Ellis stated there are simple things that can be added to the Edina library, such as alphabets and letters on the staircases, similar to what is currently at the Ridgedale library.

Commissioner O’Dea recalled that during her international travels last year, she noticed art everywhere, such as stone decorations in the sidewalks and tile in the sidewalks. She would like to integrate art in the City, so there is a surprise everywhere. She asked how art can be incorporated into projects that the Planning Commission and Council are in the process of approving.

Commissioner Raeuchle suggested forms of art that are not permanent – a mime on the corner, for example. He would like to encourage the smaller, everyday art that is transient rather than exclusively art that takes up space. He also noted that in order to do something not related to movies or dinner, residents have to go out of town.

Chair Bouassida stated there are two ways to look at this programmatically. Mimes and music in the park are great ideas. The other side is doing things and responding to needs. The Arts and Culture Working Group brought forward very concrete issues that need to be dealt with related to communication, permits, and regulations regarding doing art in a private home. The entire study should not be neglected with all emphasis placed on trying to implement dreams. He pointed out a document of the Arts and Culture Working Group, which highlighted the top five challenges faced in the Edina arts community.

General Manager Frey clarified that the document referenced was created by Claire Lukens and Brendon Johnson and is a 31-page document with a summary page.

Commissioner Nelson stated he has started the Author’s Studio, where he interviews authors from Edina and elsewhere. Writing classes have also begun at the Art Center in partnership with The Loft Around Town. He also suggested looking into a book festival. Bloomington started one less than ten years ago, and it has a good turnout. Writing contests are another idea. Another option is to publish a book of short stories, fiction, and poetry written by Edina authors. He noted the Author’s Studio runs eight times during the month by Comcast and is now also uploaded onto YouTube.

Mr. McCabe suggested coordination among various administrations between the school district, the City, and the business community in terms of changing expectations and attitudes about arts. Several years ago, the issue with working with the school district was on the agenda; there has to be a way to overcome the inability to share facilities. Regarding business community involvement, he recalled when “Jazz at the G” was hosted by Gabbert’s in the Galleria, and it drew a huge crowd. He also suggested making use of a variety of media.

Commissioner Lappin encouraged the Commission to work with the school district and also to improve advertisement of music in the parks.

Commissioner Meifert would like to see space for artists to display their work on an ongoing basis. He would also like to see a screenplay contest, which would be a great tie-in with the film festival, with a maximum screenplay of 10 pages long. The films would be filmed, produced, and shown at the film festival and would require inclusion of one crowd scene of residents of Edina. He also suggested community theater, which could involve the Edina Performing Arts Center. He also suggested increasing the presence of dance studios. He noted there are currently two competitive dance studios but no place to dance locally once high school is over.

Commissioner Peterson stated there should be space for young dancers to have recitals in Edina rather than having to go to other cities.

Commissioner Swon stated that for the long-term, there needs to be additional venues, though the school is a good short-term solution. Bringing in people from outside would require a larger facility in close proximity to other business and commerce. He stated there are so many groups asking for so much money all the time, and the model might be exhausted. One of the challenges is the arts community is not communicating with the wealthy community. A capital campaign would be a different approach. Chair Raeuchle added that currently, there is not much to offer in return either.

Commissioner Swon agreed that gallery and exhibit space is needed.

Commissioner Raeuchle stated many venues require programming, and there needs to be a reason to stay for a while, like a café or a restaurant. The high school auditorium requires someone to drive elsewhere for dinner ahead of time, which is an impediment.

Commissioner La Valleur suggested making a vehicle available for touring the sculptures. Tours begin in July, and it is currently a walking tour of the Promenade only, not Grandview Square or 50th & France. She saw an Edinborough Park vehicle that holds 10 to 15 passengers. She added that art-wrapped utility boxes are in the works, and those can be a community project. City Manager Scott Neal gave approval to proceed with two art-wrapped utility boxes.

Commissioner La Valleur stated additional signage is needed for the Promenade and other venues. Other ideas include attractive benches in parks and at bus stops, European-style chess under a bridge of Centennial Lakes and ceramic tiles on Centennial Lakes with art included. She also noted that the City is not using the pinecone; she pointed out the Edina Public Arts Committee uses it on its logo. The pinecone is in Centennial Lakes, but it is not used as a marketing tool like it should be.

Commissioner La Valleur commented that social media is underutilized currently. She has encouraged people to take a picture of themselves with their favorite sculpture and post it.

Mayor Hovland encouraged expansion of music in the parks. He stated there could be a certain type of music every Thursday night at a park. He expressed support for more music at 50th & France, which is an admired area in terms of business and should be maximized. He also expressed support for the idea of street art. A book festival is another good idea. He noted that the City-run photography contest draws the same participants year after year and could be expanded.

Mayor Hovland noted that Bridgeport, Connecticut, has a lot of abandoned industrial buildings, and the City has worked with Cisco Systems to create images under the bridges and on the sides of buildings to mask the decay of the blight. Perhaps there are locations in Edina where something can be projected, like the parking ramp on the Macy's Home Store side. Mayor Hovland also brought up food as art. He also mentioned Art Basel in Miami Beach, a festival that draws tens of thousands each year. Benefactors could be found for a future performing arts center. He noted that Bloomington has a benefactor who created an endowment specifically to backstop any operating losses.

Commissioner La Valleur stated she would like to see further inroads with the high school, but that does not take away from the long-term need for a performing arts center with businesses around it.

Mayor Hovland stated a farmer's market could move in to 50th & France.

Commissioner Raeuchle suggested turning the surface parking lot into a park, particularly for eating take-out at 50th & France. He mentioned a currently existing urban space for people to eat outdoors at 26th and Nicollet in Minneapolis.

Chair Bouassida brought up a suggestion from the Arts and Cultural Working Group, which was placing a photograph of a famous painting and placing it in the park with directions included of where to see the painting in person – whether that be at Walker, the Minneapolis Institute of Arts, et cetera.

Commissioner Raeuchle stated the St. Paul Chamber Orchestra has community concerts in various venues around the city. There is an opportunity for quality classical concert music.

Mr. Frey noted that Sandra Shaughnessy has invited a potter Robbie Lobell to the Art Center who deals exclusively with pottery for oven to table and a chef for the event is being discussed.

The meeting recessed for a 15 minute break at 10:56 a.m.

Mr. Sutton stated an arts center should be responsive to the need. He also summarized that the Commissioners expressed support for art all over the place, not just an aggregate place. It should also be a place, if it is built, to have some interaction with the City. Building a facility is one thing; animating it on an ongoing basis is another thing. There are few organizations with professional staff to administrate programs and there are fewer people employed as artists in this community.

Mr. Sutton suggested the Commission move on to discuss entrepreneurship in the arts. He pointed out that Commissioner Swon has created a film festival, Commissioner La Valleur has really grown the Edina Public Art Committee, and Commissioner Nelson launched The Author's Studio. He asked the Commissioners to discuss entrepreneurship and what kinds of resources would the Commission and users need.

Commissioner La Valleur stated most artists she knows are working from their home. She suggested looking at a way to use art to generate income and what prohibits that. Most people are not able to have a rented studio from which to sell art. Mobile venues are needed. She would like to know more about the visual artists in the community.

Commissioner Raeuchle stated there are ways of encouraging entrepreneurship by, for example, having a screenplay contest. Something can be done to stimulate artistic entrepreneurship within the community through a variety of means.

Mr. Sutton stated there is the Northrup King Warehouse in NE Minneapolis that sat empty for a long time, and finally it was rented to artists. Commissioner Nelson added that happened because the City approached the developer and asked him to do something with the eyesore in the city.

Commissioner Ellis noted that is a destination now, and there has been marketing to support it.

Commissioner Peterson stated there should be an infrastructure to help bring people out of the woodwork, specifically, a unified fundraising mechanism. He asked the Commission to consider how to unify fundraising so that something can be offered in return. He noted that another aspect is educating the public about who the Commission is and what it is trying to do. There are things that need to be done in an infrastructure type of way.

Mayor Hovland stated if something needs to be produced, the Comcast studio in Bloomington can be utilized.

Commissioner Ellis brought up the need for an Arts and Culture Commission website where arts and cultural events are housed in one location.

Commissioner Meifert stated entrepreneurship needs to be focused on communication.

Commissioner Swon suggested going out into the community to assess needs and dreams.

General Manager Frey stated that was attempted through Survey Monkey and phone interviews with residents through the Arts & Culture Working Group intern. The Peggy Kelly Music Studio was set up originally to be a production studio, with recording and production capability, but it lacked the entrepreneurship to carry it forward.

Commissioner Raeuchle stated the question is how to take the next step.

Mr. Sutton stated Mr. Borrup's presentation will look at how municipalities have leveraged community aspirations. He pointed out the Commission is very much dependent on the City, which is supportive. He asked the Commission to discuss what needs to be attracted or supported or just brought out in the community.

Commissioner O'Dea stated there are many entrepreneurs in the school area, so they are out there. Perhaps the first thing to do is tap into the people at the original Arts and Culture Working Group.

Mr. Sutton stated the only way the Art Center could communicate was through the City communications department, and that is an example of how not to do it.

Chair Bouassida stated the point of the Commission is to foster entrepreneurship. The first goal of the Commission is to remove the roadblocks to entrepreneurship. At the end of the day, if the Commission is able to remove roadblocks that prevent people from doing the arts, then those people will be entrepreneurs.

Mr. Sutton asked whether a roadblock to performing arts is a dedicated facility. The Commissioners concurred.

Chair Bouassida noted additional roadblocks, such as lack of studio and performance space, rules and regulations and how to change them to make the City welcoming, and the previously discussed communication bottlenecks.

Commissioner Ellis discussed an art of the lakes tour near her cabin, where artists are working out of their homes, generating income out of their home, and offering classes in their home. Her impression is that is not possible with parking ordinances and that type of thing in Edina.

The Commission agreed on the limitations of using the City's website for the Arts and Culture Commission.

General Manager Frey noted the City's website for the Art Center could be expanded and increased. It becomes cumbersome because it follows City protocol.

Commissioner La Valleur suggested communicating/advertising via Facebook. Several Commissioners stated that is not the best venue.

Commissioner Swon noted that the Commission currently operates without a budget. He suggested one option of going through the Edina Community Foundation if funds are needed for a website.

Mr. Sutton suggested that creating a "Friends of" program is a possibility. He also noted the Arts and Culture Commission is an advisory body to the City Council and does not have its own funding mechanism.

Mayor Hovland posed the question of what the role of government is related to arts and community. Over time, this is a question that should be carefully explored. He cannot see the City creating a building that has space available for artists to rent and to work and sell their works. He cited an example of a home for artists on Lincoln Road in South Beach. These artists are in a key retail location and have a building where they work and sell their wares. It feels like a private

gallery, not a government gallery. He commented that what should be discussed is what City should be doing to set the table for success, and then at what point should the City be getting out of the way.

Further discussion ensued on the best way to create a separate website for the Commission.

Mayor Hovland stated the Commission needs to be thinking about public/private partnerships.

Commissioner La Valleur stated Edina has expensive properties, not blighted grounds like other cities where redevelopment is an option.

Commissioner Raeuchle suggested a discussion on what needs can be satisfied without a budget. Other commissions also do not have a budget and still do successful, helpful work. Perhaps the Commission should consider what kinds of things can be done without a budget. The next step is private/public partnerships; then the next step is determining whether the City is willing to chip in money for a building.

Chair Bouassida stated at some point there is a need of money. He is happy to see that the idea of public/private partnership is in the works.

Mr. Sutton stated people start businesses every day. He does not believe there is much in the way; there is so much market opportunity. The overreliance on government creates an impediment because there has not been the need to draw in private capital. In St. Paul, the City has the STAR grants program. The City reserves a percentage of sales tax for grants to be made to St. Paul organizations, and it is administered by the City.

Commissioner Raeuchle noted there is a park dedication fee, so perhaps there could be an arts dedication fee. He noted the Legacy Act is a new source of funding, but very little of that funding is going to Edina.

Commissioner Swon brought up the Service Corp of Retired Executives (SCORE) program through the Small Business Administration.

Mr. Sutton stated Mr. Borrup's presentation will help broaden the tools and vocabulary to what is available.

Chair Bouassida stated the Legacy Fund is very powerful and that nothing prevents the City from approaching the Legacy Amendment and going for those grants or creating 501(c)3's.

C. Noon – Break

The meeting recessed for a five minute break at 12:03 p.m.

VIII. Working Lunch

Mr. Borrup presented the Creative Community Builder's Handbook and discussed nurturing creative assets. Cultural leaders are really community leaders; the goal is to maintain an inclusive cultural tent. He noted Edina is not an island; not everything has to be created here. What is unique and special that we can do in Edina. He suggested people think bigger, and the Mayor is helping with that. Know your assets and leverage them; keep a constant inventory.

Mr. Borrup stated people come to the arts community wearing many hats. Arts tend to make people horizontal; they connect people across the spectrum.

Mr. Borrup stated his book covers approaches to sustainable economic, social and physical development through the arts. It grew out of a frustration of people in the arts not working with those around them to get things done. He noted the arts create jobs. Arts help cities enhance and project place identity. The arts also build social capital, stimulate trade and tourism, attract investment, diversify the economy, enhance value in communities, retain wealthy locally.

Mr. Borrup continued that a big change is taking place; he mentioned the work of Richard Florida, author of the book "Rise of the Creative Class", who has documented big shifts in how we spend our time and money and believes we are in the midst of a big shift right now. After 60 years of expensive infrastructure, there are now emphases on planning around transit, walkable centers, and more transit options with new focal points with walkable spaces.

Mr. Borrup quoted the work of Ash Amin from 2006 who discussed four R's of creating "The Good City": repair, relatedness, rights, and re-enchantment.

Mr. Borrup cited a study by the Knight Foundation/Gallup that discovered what makes people emotionally attached to a place. They were quite surprised to consistently find over the three-year study: social offerings, openness, and beauty.

Mr. Borrup cited the work of John Hawkes, who looks at sustainable places through four pillars: economic well-being, environmental well-being, social well-being, and cultural well-being. He discussed the core competencies to be applied

to making Edina a good city, including fostering creativity, cultural celebration and exchange, a role in planning and development, contributing to the quality of life.

Mr. Borrup discussed cited a recent study by the National Governors Association and the new engines of growth and the role of arts and culture. Arts and culture provide a fast-growth dynamic industry cluster, help mature industries become more competitive, provide critical ingredients for innovative places, catalyze community revitalization, and delivering a better-prepared workforce. He noted some trends among local arts councils, including prioritizing individual artists, creating initiatives in arts education in school, collecting and dissemination data, having an engaged Board as a key to success, and partnerships and collaborations as a key tool. He highlighted the governmental arts agencies in Providence and Shreveport, where they worked on creating art space, then place, then community.

Mr. Borrup discussed several artist/organizational core competencies, including creating and managing spaces open to new ideas, getting people involved, promoting ideas and projects, applying creativity to implementation, and making community work fun.

Mr. Borrup summarized with some final thoughts/basic principles: cultural leaders are community leaders, maintain inclusive cultural tent, look around to not replicate other cities, think bigger, and know your assets and leverage them. He noted next steps including: taking stock of assets; thinking about who are the most immediate partners; thinking about community's needs, desire, and interests; devise a strategic plan; formalizing an implementation plan; and start with what you can do. He ended with the admonition to: ask not what the community can do for the arts, ask what the arts can do for your community.

The Commission thanked Mr. Borrup for his presentation.

Mayor Hovland stated the Commission has a good sense that it needs to create community, not just space and place.

Mayor Hovland recalled the story he recently heard at the Mayors Conference, by Tony Sheia who is reinventing Las Vegas with respect to housing and with respect to community. He wants to create opportunities for collision, where people collide with each other. Mr. Borrup referred to it as 'bump rate'.

Mr. Sutton thanked Chair Bouassida and everyone else on the Commission who has spent so much time on looking beyond the Art Center in Edina. The mechanics are not in place right now to write checks to do things. But there is the ability to focus on where investments could be made to leverage some of these efforts.

IX. Afternoon Sessions

A. What are the resources needed to foster success – finances, supportive infrastructure, and mind share?

Mr. Sutton stated he wants to discuss what cities have done to leverage public/private partnerships.

Mr. Borrup began with a case study of Governor's Island in New York, where the City of New York has taken over the island and invited in artists. Free ferry rides are provided to bring people to the island to view the art. It has been a phenomenal success, and people flock there to watch all of the different art being created. The City has done all the funding so far, and now they are looking at philanthropic dollars and food vendors are also there.

Commissioner Raeuchle stated the Friends of the Arts in St. Paul have been funding an artist in residence, Marcus Young. He is actually embedded in the public works department in St. Paul; a grant was received to get it started.

Mr. Borrup discussed working with Yellow Springs, Ohio, where a lot of creative energy exists, but with no synchronization between them. His job was to build a relationship between the business and creative community, and it has made a huge difference. The relationships in the community are much more positive.

Commissioner Raeuchle stated coordination should be happening with the Chamber of Commerce. The relationship between the Chamber and the Art Center was not always very positive, so there is an opportunity for collaboration as well.

Mayor Hovland stated the Edina Chamber is looking for all kinds of new opportunities, and one is to collaborate on improving quality of place. He added that he had a recent meeting with the Bush Foundation, which is about to embark on a new project to build community, and grants may be available.

Mayor Hovland noted that a special dispensation from the legislature is needed to create a sales tax increase. He noted that one idea is to attach a fee for every development that is dedicated to arts and culture in Edina; it could be a percentage of the value of the building permit or the project.

Commissioner Raeuchle exhorted the Commission not to forget about some of the community issues that knit people together, noting there is more to it than a piece of art; the question is how to support people bumping into each other.

Chair Bouassida stated one of the Commission's roles might be to advise the Council on such issues.

Mr. Sutton asked whether a quarterly report by the Commission to the City Council is feasible. Mayor Hovland responded that something can be worked out. Currently the Commission meets with Council twice a year at Joint Work Sessions.

Chair Bouassida noted the City has already invited the Arts and Culture Commission to present their 2014 Work Plan and that is underway. The City is expecting the Arts and Culture Commission to present a clear plan on what it would like to work on. He suggested setting concrete goals that are achievable between now and next year.

The Commission discussed creating working groups as well as setting goals for the next calendar year. Chair Bouassida stated the Commission needs the following documents to proceed: a copy of the minutes from today's meeting; the document generated by the Arts and Culture Working Group; and, a copy of Mr. Borrup's presentation. He suggested that by the next meeting, every Commissioner should be able to suggest working groups as well as five goals for the next year.

The Commission proceeded to discuss the goals for 2014, including:

- communication strategy;
- artistic calendar (events, resources, opportunities for artists);
- media/advertising/social media; film, music, juried show;
- establish working groups;
- secure a role in the Grandview District Citizen Advisory Committee (as a top priority);
- identify core strengths and develop five-year strategies;
- examine enabling/ordinances and rules;
- explore funding options;
- explore culinary arts/projects/opportunities;
- continue assessing space needs; establish working relationship with business community;
- re-engage artists in Edina; and
- identify partners.

Chair Bouassida stated he would like every Commissioner to come prepared with his or her top five goals and ideas for working groups by the next meeting.

The Commissioners discussed the bylaws and whether to revise the old set. Mayor Hovland asked the Commission to revise the boilerplate bylaws as necessary, and the Council will approve the modified bylaws.

Chair Bouassida asked for volunteers for a small committee to work modifying the bylaws by the next meeting. Commissioners Ellis, Meifert, and Raeuchle volunteered

General Manager Frey noted that the 4th of July parade is coming soon, and any Commissioners who would like to represent the Commission in the parade can ride together in a vehicle.

X. Thank You and Adjournment

Chair Bouassida thanked Mr. Sutton, Mr. Borrup, and the Commissioners for their time.

Chair Bouassida thanked Mayor Hovland for attending the entire meeting.

The meeting adjourned at 1:51 p.m.