

**Edina Arts and Culture Commission Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
March 27, 2014
4:30 P.M.**

I. Call to Order

Mr. Bouassida called the meeting to order at 4:35 p.m.

II. Roll Call

Commissioners Present: Hafed Bouassida, Kandace Ellis, Barbara La Valleur, Dana Lappin, Ray Meifert, Anne Miller, Kitty O'Dea, and Paul Peterson.

Student Commissioners Present: Sophia Munic and Jack Ready

Commissioners Absent: Thomas Raeuchle.

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

Community Members Present: None.

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.

Motion by Commissioner Bouassida and seconded by Commissioner O'Dea that the Arts and Culture Commission approve the agenda as presented.

Ayes: Hafed Bouassida, Kandace Ellis, Barbara La Valleur, Ray Meifert, Anne Miller, Kitty O'Dea, and Paul Peterson.
Motion carried.

Chair Bouassida welcomed the newest member of the Commission and invited her and the other Commissioners to introduce themselves.

Commissioner Miller introduced herself and provided background information on her interest in the Commission and the arts. The other members of the Commission introduced themselves and welcomed Commissioner Miller.

Chair Bouassida explained that only one new commissioner was appointed to fill two vacancies; Member Swon from term limits, and Member Nelson requesting one term only. The decision was also due to consistency across boards and commissions for the number of members appointed.

Adoption of Consent Agenda

A. Approval of Minutes – February 27, 2014

Chair Bouassida asked if there were changes or corrections to the minutes of the Regular Meeting of February 27, 2014. No changes voiced.

Motion by Commissioner La Valleur and seconded by Commissioner O'Dea that the Arts and Culture Commission approve the regular meetings minutes of February 27, 2014 as presented.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Anne Miller, Kitty O'Dea, and Paul Peterson. Motion carried.

B. Art Center Working Group Report

Commissioner Lappin provided an update on the recent activity of Grandview. She noted that the meetings have been postponed until the decision of the City Council is known regarding the RFI.

C. Public Art Working Group Report

Commissioner La Valleur noted that the City's Communications Department has begun a new video series, which will feature public art in different ways. She advised that an email had been sent recently from the City regarding the 50th and France parking ramps, noting that she and Mr. Frey have been attending meetings in that regard in attempt to incorporate art into the remodel of the ramps. She stated that rather than naming the ramps in a historical manner the proposed naming has been one, two, three or north, south, and middle. She advised that residents can provide their input through the City website. She referenced the delay in the next phase of the promenade and believed that the delay is actually a good thing because it will provide additional opportunities for art.

Motion by Commissioner O'Dea and seconded by Commissioner Peterson that the Arts and Culture Commission approve the Public Art Working Group Report.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Anne Miller, Kitty O'Dea, and Paul Peterson. Motion carried.

D. General Manager's Report

Mr. Frey reviewed the current membership numbers noting that although the membership income remains steady, the actual membership numbers have declined. He provided an update on the Teen Show, which recently occurred and noted that the Art Center is on schedule to begin new scheduling and POS software at the end of the month, in line with the timeline identified on the Work Plan. He noted that Commissioner La Valleur already mentioned two of the items, 50th & France Wayfinding and the Phase IV Promenade expansion, which were included in his report.

Commissioner O'Dea asked for budget information for the Art Center.

Mr. Frey provided the additional information in regard to the budget.

Chair Bouassida referenced the volunteer award ceremony and nomination process.

Mr. Frey explained that each year the City recognizes volunteers for their efforts, usually during the month of April. He advised that there are different volunteer categories and explained that the City would like Board and Commission members to vote and/or nominate individuals. He stated that staff would like the input of the Commission.

Chair Bouassida questioned if the Commission would like to make a nomination as a whole or whether the Commissioners would like to make nominations as individuals.

Commissioner La Valleur stated that she would not have a preference whether the nominations are made as a whole or individuals but explained that the City really does appreciate the nominations and input.

Mr. Frey stated that Commissions may nominate past Commissioners.

Chair Bouassida believed that former Commissioners John Swon and Colin Nelson should be nominated for their efforts with the Commission and confirmed consensus of the Commission.

Motion by Commissioner La Valleur and seconded by Commissioner Meifert that the Arts and Culture Commission nominate John Swon for the Mayor's Commendation for Exceptional Volunteer Service to the Community Award and Colin Nelson for the Edina Arts and Culture Commission Award.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Anne Miller, Kitty O'Dea, and Paul Peterson. Motion carried.

Commissioner Peterson confirmed that City employees can be nominated.

Motion by Commissioner Peterson and seconded by Commissioner La Valleur that the Arts and Culture Commission nominate Michael Frey for the Outstanding Service of an Employee of the City Award.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Anne Miller, Kitty O'Dea, and Paul Peterson. Motion carried.

The General Manager's Report was approved as presented.

IV. Community Comment

No comments.

V. Reports/Recommendations

A. 1% for Public Art

Commissioner La Valleur stated that she has spoken with a member of the Fort Meyers public art group that has passed a one percent for public art ordinance. She stated that after obtaining a template for that ordinance she met with City staff and Mayor Hovland and was advised that if the Commission would like to consider this further the item should be placed on a City Council agenda. She noted that the item will be on the Joint City Council Work Session agenda on April 22nd and believed that the City Attorney should be consulted prior to the Council discussion.

Commissioner Meifert questioned the benefit that the average citizen would receive in return for that tax. He explained that St. Louis has successfully passed an ordinance of that nature and advised of the free benefits that citizens receive in return such as free admission to certain museums and the zoo. He noted that one percent can add up.

Mr. Frey clarified that the one percent would be added to new construction of public buildings and would not be charged specifically to every citizen.

Chair Bouassida provided additional information on the discussion that has occurred to this point regarding this item and noted that the Commission is free to make the recommendation they feel necessary to the City Council for discussion.

Mr. Frey recommended that a short Committee be formed to study the cities with existing ordinances of this nature to make a better recommendation to the City Council.

Commissioners La Valleur, Ellis, and O'Dea volunteered to form a Committee to discuss this issue.

Mr. Frey stated that the group simply needs to provide options to discuss and consider.

Chair Bouassida confirmed a deadline for the group of Monday, April 14th in order for the Commission to review the information.

Commissioner Meifert stated that he would like the language to state one percent for the arts, rather than public art. He explained that when he hears public art he thinks sculptures and would prefer that the category be broader to incorporate festivals and other ideas.

B. Music in Edina Working Group

Commissioner Peterson stated that there has been a lot of activity within the Working Group and displayed a proposed schedule of events for the Edina Music in the Parks proposed to be held on Fridays from 6:00 to 9:00 p.m. at Rosland Park. He noted that he did speak with the performers listed to confirm their availability and fee.

Commissioner Lappin confirmed that the City would be responsible for the July Fourth event and would provide the funding for that performance.

Commissioner Peterson noted that the performers would all be bringing their own sound equipment. He noted that they did receive a copy of the contract used by the city of Apple Valley for their music in the parks events.

Mr. Frey noted that the City Attorney did review the contract language and recommended minimal changes.

Commissioner Lappin asked if there would be food available.

Commissioner Meifert questioned if there has been thought to a garage band festival, noting that perhaps a staff member from Cities 97 could be incorporated into the event.

Commissioner Peterson stated that has not been planned as of yet but stated that he would be open to any suggestions. He stated that all the concerts would be located in the same location of Rosland Park. He noted that he also obtained a copy of the agreement used by Apple Valley to protect against copyright infringement. He reviewed the proposed budget for the series, noting that he may call upon Commissioners to assist in the coordination of volunteers to clean-up the site after each event. He explained that with the costs that would be associated with the event and the funds that would be needed to pay for each performer the figures come in over budget. He explained that the number of concerts could be scaled back to reduce the cost. He noted that this proposal would use the funds for the year for this purpose.

Commissioner Ellis stated that she has some reservations with being over budget and not having funds for marketing and suggested removing the July 25th date to provide additional funds for marketing.

Commissioner Meifert stated that perhaps the event should be held every two weeks for this year in order to provide spacing between the events, which will spread them further through the summer and would also allow for additional marketing opportunities.

Chair Bouassida agreed that funds would be necessary for marketing.

Commissioner O'Dea noted that there are some marketing efforts that can be obtained at little to no charge locally.

Chair Bouassida did not believe that the full \$10,000 allotted by the City should be depleted entirely without obtaining additional funds to be raised for this purpose. He stated that he would prefer for the events to be spaced throughout the entire summer.

Chair Bouassida confirmed the consensus of the Commission to hold the events every other week during the summer.

Commissioner Peterson questioned the best time to kick-off the event.

Commissioner Ellis stated that there has been discussion as to whether to kick-off the event with the community piece or to kick-off with a bigger name.

Commissioner O'Dea stated that in regard to the Edina Film Festival it was very beneficial to have the local connection first.

The consensus of the Commission was to begin the Music in the Parks series on June 13th with the community event occurring prior to the performance of Michael Monroe and future events to occur every two weeks throughout the summer.

Commissioner O'Dea questioned if the intent is to have a sponsor for each event, noting that could contribute towards the overall cost; referencing the Film Festival activities.

Commissioner Peterson agreed that sponsorship and fundraising efforts will assist in replenishing the budget.

Chair Bouassida stated that a plan should also be developed in the case of inclement weather.

Motion by Commissioner Meifert and seconded by Commissioner La Valleur that the Arts and Culture Commission approve the Music in Edina Working Group Report.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Anne Miller, Kitty O'Dea, and Paul Peterson. Motion carried.

C. Strategic Planning Committee

Commissioner Meifert stated that he has nothing further to report noting that he had been out of town and therefore a meeting will be held the following week.

D. Ways and Means Committee

Commissioner La Valleur stated that she had been charged with drafting the letter and noted that the sample included was simply a sample.

Commissioner Peterson advised that the Ways and Means Committee met to begin discussions and presented examples of sponsorship levels ranging between less than \$1,000 to \$20,000. He noted that the City of Edina has contributed \$20,000 between public arts and music in the parks and believed that the City should be recognized.

Commissioner Meifert presented an amended scale for sponsorship that would range from \$50 to \$20,000. He believed this model would be more successful and provided examples of how he has successfully used it in fundraising.

Commissioner Peterson explained that this method could also be used to fundraise on a larger scale, rather than asking businesses or individuals several times during the year. He stated that although the funds would be placed into a large pool, sponsors could be given the opportunity to designate their donation for a specific event or program.

Mr. Frey noted that some individuals would rather donate to the larger purpose of arts in Edina and do not want to make their donation specific.

Commissioner Peterson stated that the Committee would like to continue working diligently on this, as he believed that the additional funds could assist with every project within the Commission.

Chair Bouassida stated that this is great work. He believed that the fine details could be worked out as this moves forward and believed that the process should begin as soon as possible.

Commissioner Meifert stated that there must be a plan to present which will outline how the funds will be spent, such as the Music in the Parks and Film Festival.

Commissioner Peterson mentioned the fundraising event that is specified on the sponsorship level information.

Chair Bouassida agreed that an annual fundraising event should be held and asked the Committee to discuss that item prior to the next meeting.

Motion by Commissioner Ellis and seconded by Commissioner O'Dea that the Arts and Culture Commission approve the Ways and Means Committee Report.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Anne Miller, Kitty O'Dea, and Paul Peterson. Motion carried.

VI. Correspondence and Petitions

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

VII. Chair and Board Member Comments

There were none.

VIII. Staff Comments

Mr. Frey had nothing further to report.

IX. Adjournment

Motion by Commissioner Peterson and seconded by Commissioner O'Dea that the Arts and Culture Commission adjourn the meeting at 6:18 p.m.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Anne Miller, Kitty O'Dea, and Paul Peterson. Motion carried.

Edina Public Art Report to the Edina Arts & Culture Commission March 2014

- Edina Public Art agreed to request the Edina Arts and Culture Commission approve a 1% ordinance for public art be put on the agenda for discussion at the April 22nd joint work session with the City Council following the suggestion and encouragement of Mayor Jim Hovland.
- Mark Lidke, a professional graphic designer and member of the group, is working on creating a new logo for our group. It was suggested that the Arts and Culture Commission may be interested in working with Mark to create a logo that would connects all Arts and Culture groups under the Commission.
- Dick Crockett, Executive Director of the Edina Community Foundation, spoke with the group about how the foundation works with public art in the acquisition process and its relationship to Edina Public Art. He discussed the offer by Bruce Stillman, artist of Oxymoron, the 2012 People's Choice Award winner, to reduce his price of the sculpture from \$40,250 to \$25,000. The city has expressed interest in having it remain on The Promenade as a signature piece for the Phase IV expansion. It was agreed that Crockett would pursue finding donors. The 9,000-lb. kinetic sculpture is scheduled to be removed in May if we cannot find donors.
- Susie Miller, Braemar Arena General Manager, is coordinating efforts to buy Slapshot by Judd Nelson, also located on The Promenade and have it installed at the Braemar Arena this year. They would also raise funds to have a complimentary and similar figure skating sculpture by Judd to be commissioned. She is looking to have one or two interested members of the hockey and figure skating community spearhead the fundraising efforts.

Barbara La Valleur, Chair
Edina Public Art
Mar. 21, 2014

Music in Edina Working Group Minutes
March 5, 2014
7pm / Edina Senior Center

Attendees: Paul Peterson, Michael Frey, Kandace Ellis, Jack Ready, David Beatty, Hilary Santoni

Thank you to Michael for arranging for an announcement in the latest "Activities Directory" (page 59) about Music in Edina. This is sent out to all Edina residents. We all liked the look of the ad.

We discussed whether a logo should be developed for the Music in Edina series. Michael suggested City staff might work on this.

The calendar for the Music in Edina Summer Series was discussed along with ballpark budget numbers including an average of \$1,000 for entertainment per concert.

Fridays at Rosland Park in Edina using the Show-Mobile tentative thoughts on entertainment

June 13: Community Concert

June 20: Michael Monroe

June 27: Alex Rossi

July 4: Sousa Band + fireworks ...not organized by us

July 11:

July 18: Patty Peterson

July 25: Barbary Coast

Other suggestions welcome. Use Speak Up Edina website to gather input?

Community Concert: Paul felt that to start out with a community concert would be a great way to kick off the series and ensure broad attendance at the event. Paul will touch base with David Henderson at Edina High School to see what school groups/choirs might be appropriate. Hilary said Minnehaha Music Rep Orchestra could present the second set with about 45 minutes of high quality classical repertoire. David was going to check into Edina Chorale's availability - he thought they would have wrapped up their season by then.

We discussed the intention to present a diverse offering of music. Ideas like Larry Long, Japanese drummers, and Viva Brazil were mentioned.

Printing of materials was discussed and the vendor Minutemen Press has been used by one of the members (?) and was recommended.

Availability of power at Rosland Park: Paul will check with Manager Neal

Bathroom facilities: use existing

Hilary will talk to her neighbor Joel Sayles, of the band Rocket Club about performance possibilities.

Paul will invite Mayor Hovland to the June 13 concert.

Michael had a conversation with Think Bank about our efforts and possible sponsorship. Hilary will prepare some information to present.

Recap of our meeting at Braemar Golf Course: Hilary, Michael and Paul met with Todd Anderson, GM and Amy Smith, Clubhouse Mgr earlier in the day Mar 5 to discuss using that venue for a Winter Music Series. The space at Braemar Clubhouse is quite flexible, easily booked ahead of time, and holds about

200 people. They would charge \$300 rental for all days except Sat evening which would be \$400. They would have a cash bar available and possibly the grill (depends on what happens with the possible outsourcing of food operations at Braemar). We were given the rate sheet but in a nutshell, we would have to cover the cost of a bartender (currently \$16/hr). The rental fee covers one staff person and the space for up to 4 hours, set up and clean up included.

Braemar sends a weekly email out to 7000 people and they are willing to help us promote and market a Winter Music Series. We all view using the space as a win-win situation. Music in Edina gets a venue at a reasonable cost and our series would bring revenue to Braemar at a "low usage" time of year.

We still need to determine whether we want to do concerts in the fall and winter or just do Jan Feb and Mar. Amy said that even though the course may still be open in late Oct or early Nov, an event would work for them as it gets dark quite early, so golfers would be off the premises by the time we need the space. Would we want to do a holiday concert?

Other venues: South View Middle School auditorium

Kandace, Hilary and David will still plan to meet with Beth Russell this month to discuss South View auditorium as a potential venue for concerts.

Our next meeting will Wed March 26 at 7pm at the Senior Ctr.

The meeting was adjourned at 8:40pm.