

**Edina Arts and Culture Commission Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
April 24, 2014
4:30 P.M.**

I. Call to Order

Mr. Bouassida called the meeting to order at 4:32 p.m.

II. Roll Call

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

Commissioners Absent: None.

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

Student Commissioners Present: Sophia Munic

Student Commissioners Absent: Jack Ready

III. Election of Officers

Chair Bouassida stated that according to the bylaws, the election of officers must be held in April as the current terms are expiring. He asked for nominations for the position of Chair.

Commissioner Peterson nominated Commissioner Raeuchle for the position of Chair.

Commissioner La Valleur nominated Commissioner Meifert for the position of Chair.

The Commissioners conducted a written vote for the position of Chair.

Mr. Frey reported that Commissioner Meifert was elected to the position of Chair with a vote of 5-4.

Chair Bouassida opened the floor for nominations for the position of Vice Chair.

Motion by Commissioner Peterson and seconded by Commissioner Meifert that the Arts and Culture Commission elect Thomas Raeuchle as Vice Chairperson of the Arts and Culture Commission.

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

Chair Meifert assumed leadership of the meeting.

IV. Approval of Meeting Agenda

Chair Meifert 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 Peterson and seconded by Commissioner O'Dea that the Arts and Culture Commission approve the agenda as presented.

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

V. Adoption of Consent Agenda

A. Approval of Minutes

Chair Meifert asked if there were changes or corrections to the minutes of the Regular Meeting of March 27, 2014.

Commissioner O’Dea referenced the March 27, 2014 minutes and noted on page five, the third paragraph, it should state, “...funds could assist with every passion found on the projects of the Commission.”

Motion by Commissioner O’Dea and seconded by Commissioner La Valleur that the Arts and Culture Commission approve the March 27, 2014 meeting minutes as amended.

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

- B. Art Center Working Group Report**
- C. General Manager’s Report**

The consent agenda was approved as presented.

VI. Community Comment

There was none.

VII. Reports/Recommendations

A. Music in Edina Working Group

Commissioner Peterson reported that the group met the previous night to amend the summer music series events as discussed at the last Commission meeting. He reviewed the amended schedule including a possible all-star event as the last event of the season. He mentioned the location of Rosland Park and stated that the parking concerns did not seem to be a concern to City staff.

Commissioner Ellis stated that she spoke with a lieutenant at the Edina Police Department and noted that she received positive input and also believed that there would be a possibility for the Police Chief to be at the first event with volunteer units available for the series as well.

Commissioner O’Dea stated that the pool usually clears out that late in the evening on Fridays.

Commissioner Ellis stated that she also obtained contacts for vendors in the case that the Commission would like to pursue vendors. She confirmed that the Fire Department is also in agreement but needs to double check the date for the event.

Commissioner Peterson noted that the group will continue to discuss vendors and whether or not to do an all-star event. He asked for any input from the Commission in regard to publicity.

Commissioner O’Dea stated that she could assist as she is familiar with the process.

Commissioner Peterson stated that he would like approval to move forward on fundraising and questioned whether that would fall under the Ways and Means Committee.

Chair Meifert did not believe the Ways and Means Committee would be ready to gather funds for an event and believed that the group should be allowed to pursue fundraising.

Commissioner Raeuchle believed that the Ways and Means Committee could begin with fundraising solely for the Music in Edina events.

Commissioner Ellis stated that it was her understanding that the Ways and Means Committee would be used for fundraising and believed that the fundraising should be done by that group in order to better promote the Arts and Culture Commission.

Commissioner Raeuchle stated that he believed that the group should be allowed to fundraise under the umbrella of the Arts and Culture Commission.

Chair Meifert agreed that the Ways and Means Committee is not ready as the policies and recognition has not yet been determined and agreed that the Music in Edina group should be allowed to fundraise.

Commissioner O’Dea stated that the Film Festival will occur in the fall and was concerned that if fundraising was not coordinated there could be some issues with fundraising for both events in such a short period of time.

Commissioner Bouassida stated that the issue is not just about Music in Edina or the Film Festival but all of the events that will need fundraising.

Chair Meifert stated that perhaps the Ways and Means Committee should come together faster in order to fundraise under the bigger umbrella.

Commissioner Ellis noted that any donations would be placed into the Arts and Culture fund and the funds would be used for the event that is most near. She confirmed that there may be sponsors that wish to sponsor specific events as well. She stated that fundraising could be done on a large level for the Commission that mentions all of the events throughout the year.

The Commission further discussed fundraising and how that should move forward as a whole and specific to the Music in Edina event. The concept of sponsorship versus fundraising was also discussed.

Commissioner Peterson summarized the method that would be followed for fundraising and sponsorship as the model in regard to fundraising; confirming that each event will attempt to gain sponsorships while the bigger umbrella of the Ways and Means Committee will fundraise for donations.

Mr. Frey stated that his concern is that the Commission has struggled with presenting a cohesive message and he did not see the Committee working on that message at this time. He believed that the community should hear about the Arts and Culture Commission first, supporting the specific event.

Commissioner Raeuchle stated that it is his interpretation that the Ways and Means Committee would set policy and set coordination to ensure that sponsors are not contacted multiple times throughout the year but believed that specific fundraising and sponsorship would be gained through the specific event.

Motion by Commissioner Raeuchle and seconded by Commissioner La Valleur that the Arts and Culture Commission authorize the Music in Edina Working Group to raise sponsorships in the name of the Arts and Culture Commission.

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

Commissioner Peterson stated that he would love Commissioners to come to the music events and make their presence known and/or assist. He also requested volunteer contacts that could be provided for traffic direction and clean up.

B. Ways and Means Committee

It was reported that the group has not yet met.

Chair Meifert believed the Committee should meet as soon as possible to discuss the issue of umbrella fundraising.

The members of the Committee were confirmed as Commissioners Peterson, Lappin, La Valleur, and Bouassida. It was confirmed that a Chair for the Committee will be elected at the next meeting and that the listed Commissioners will coordinate to set the next meeting date.

C. Percentage for Arts Ordinance

Commissioner Bouassida believed that the presentation to the Council was too late and scattered to be effective. He believed that an official Committee should be formed in order to develop a more thorough presentation.

Commissioner La Valleur stated that the City Manager volunteered to attend a meeting to provide input on what could and could not be done in order to ensure that time is not wasted on something that could not be done.

Commissioner O’Dea stated that at least the idea had been brought forward and agreed that the group could work to identify key points and summary.

Commissioner Bouassida stated that he would prefer that the group be formalized to a Committee, which could provide a concrete recommendation and then meet with the City Manager.

Mr. Frey stated that perhaps those individuals could work on their presentation and then the City Manager could be invited to the May meeting in order to provide input. He also provided another reference that could provide assistance as they drafted the Ordinance used by the city of Saint Paul.

Motion by Commissioner Bouassida and seconded by Commissioner O’Dea that the Art and Culture Commission create a Percentage for the Arts Ordinance Committee composed of Commissioners O’Dea, Ellis and La Valleur.

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

D. Public Art Working Group

Commissioner La Valleur provided a summary of her report and advised that Mr. Frey will be recognized for the Mayor's Commendation Award, as nominated by the Commission. She also advised of a possible partnership with the Minnesota Wild regarding a sculpture possibility at Braemar Arena. She noted that a member of the Public Art group has been working to develop a new logo and expressed interest in having that member come to the next Commission meeting to gain input.

Commissioner Ellis questioned if there would be a charge for his services.

Commissioner La Valleur stated that the template for the Public Art Working Group was created at no charge, but believed that if he was to create logos for each group, or the Commission as a whole, there would be a charge.

Mr. Frey noted that the official name change would need to be approved and then submit to the City Council. It was determined that this would be done at a later time.

VIII. Correspondence and Petitions

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

IX. Chair and Board Member Comments

Commissioner Raeuchle referenced the issue of Grandview and noted that the City Council will be meeting prior to the next meeting of the Commission to discuss the matter. He noted that he has been working with others to develop draft programming and requirements for a public building at Grandview and summarized the information.

Commissioner Lappin questioned if this information had been given to the Community Advisory Team (CAT). She noted that she has been attending the meetings on behalf of the Commission.

Commissioner Raeuchle stated that he drafted this information, in conjunction with ideas that were discussed two years ago, and would like the support of the Commission to present this information to the City Council.

Commissioner La Valleur questioned why Commissioner Raeuchle did not speak with Commissioner Lappin regarding this matter as she has been the representative.

Commissioner Raeuchle stated that this was a last minute thing that he created in order to present to the City Council.

Chair Meifert stated that he was unsure that all the activities mentioned have a link to the arts and was unsure that the Commission should be recommending those activities.

Commissioner Raeuchle stated that he would not be speaking on behalf of the Commission but as a resident.

Commissioner Lappin believed that the information should have been presented to the CAT team so they could have incorporated that information into the RFP.

Motion by Ellis and seconded by Commissioner Bouassida that the Arts and Culture Commission recommend to the City Council that the content and the building concepts, specific to arts and culture, for the Grandview development be defined before a developer is hired.

Further discussion: Mr. Frey stated that it was his understanding that Commissioner Lappin would be the eyes and ears of the Commission specific to the CAT team. He was unsure that specific input was directed or provided.

Commissioner Lappin stated that she believed Commissioner Raeuchle should have come to a CAT meeting and present the information rather than going around to the City Council.

Commissioner La Valleur noted that if this information is not brought forward to the City Council, the Commission will not have a voice.

Commissioner Bouassida explained that the two issues are separate and the information from Commissioner Raeuchle is his own personal presentation to the Council as a resident while the motion before the Commission is the request that the content and building concepts be flushed out before a developer is hired.

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

Chair Meifert stated that he would like to meet with Commissioners individually in order to gather information on how the Commission can work better as a team.

X. Staff Comments

No comments made.

XI. Adjournment

The meeting was adjourned by the Chair at 6:18 p.m.

Edina Public Art Report to the
Edina Arts and Culture Commission
April 2014

- Sculptures for the 2014 annual exhibit were chosen and will be installed the last two weeks in May.
- It is planned to have People's Choice Awards voting be available electronically.
- Mark Lidke has presented new logo ideas to the group. It was suggested that he be invited to the May Arts and Culture Commission to share his designs to see if the Arts & Culture Commission would be interested in having a main uniform logo commissioned which could be individualized for specific groups like Music in Edina, etc.
- After discussing a name change for the past several months, the group unanimously voted to change our name from Edina Public Art (Committee) to Public Art Edina with no abbreviation (as in EPAC) to be used.