

**Edina Arts and Culture Commission Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
May 22, 2014
4:30 P.M.**

I. Call to Order

Chair Meifert called the meeting to order at 4:40 p.m.

II. Roll Call

Commissioners Present: Hafed Bouassida, Kandace Ellis, Barbara La Valleur, Ray Meifert, Anne Miller, and Paul Peterson.

Commissioners Absent: Dana Lappin, Kitty O'Dea, and Thomas Raeuchle

Staff Present: Michael Frey, General Manager, Edina Art Center; and Susan Faus, Assistant Director of Parks and Recreation

Community Members Present: None.

Student Members Present: None.

Student Members Absent: Sophia Munic and Jack Ready

III. Introduction

Chair Meifert introduced Susan Faus, the Assistant Director of the Edina Parks and Recreation Department.

IV. New Chair Comments

Chair Meifert stated that he has and will continue to meet with each of the Commissioners to determine what has been working well, opportunities for improvement, and areas of focus for the Commission. He noted that he has obtained a pretty consistent response from the Commissioners. He reviewed the things that Commissioners felt have been successful for the group.

Chair Meifert thanked Commissioner Bouassida for his contribution as Chair for the past two years. He reviewed the opportunities where Commissioners felt improvement could be made.

V. 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 Bouassida and seconded by Commissioner La Valleur that the Arts and Culture Commission approve the May 22, 2014 agenda as presented.

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

VI. Adoption of Consent Agenda

A. Approval of Minutes – Regular meeting of April 24, 2014

~~**B. Art Center Working Group Report**~~

C. General Manager's Report

Chair Meifert asked if there were changes or corrections to the minutes of the Regular Meeting of April 24, 2014. No changes voiced.

Mr. Frey noted that a report was not submitted from the Art Center Working Group and therefore that item should be removed from the Consent Agenda.

Motion by Commissioner La Valleur and seconded by Commissioner Bouassida that the Arts and Culture Commission approve the Consent Agenda as presented.

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

VII. Community Comment

No comments made.

VIII. Reports/Recommendations

A. Music in Edina Working Group

Commissioner Peterson commended the Communications Department on the branding of the posters and the cards advertising the event. He advised that the working group has been working on the budget as well as the final details for the event. He advised that the first event will be held on June 13th and reported that the Police Chief and Fire Chief will be in attendance with a police vehicle and fire truck, and there may be face painting. He noted that the group did visit the showmobile and he will also test out the sound equipment.

Commissioner Ellis referenced the cards that were printed for the event and asked that Commissioners pass them out in the community. She noted that she passed them out at the Edina Grill the previous night and there was a lot of interest from the business as well as other diners.

Commissioner Peterson stated that members of the working group have volunteered to assist at the event and asked that Commissioners attend and volunteer if possible; he confirmed that Chair Meifert and Commissioners La Valleur and Miller will attend the June 13th event. He stated that there will be a table setup to create awareness for the Commission. He referenced the website www.musicinedina.org and noted that the public will be able to find additional information on that site. He advised that he will also be creating some short promotional videos that could promote the event as well. He noted that he is still looking for civic groups to volunteer and assist with the events.

Commissioner Ellis noted that perhaps if someone has a contact with a Girl Scout or Boy Scout group they could reach out to present the volunteer opportunity.

Commissioner Peterson noted that the event will also be publicized on the websites for the City and the Art Center. He stated that he is also going to investigate the possibility of Facebook advertising as that could be set locally. He advised of a possible partnership opportunity with a local radio station and noted that he would pass the information to Mr. Frey.

Chair Meifert referenced the issue of fundraising.

Mr. Frey stated that perhaps it would be wise to wait until the joint meeting with the City Council to further discuss the issue of fundraising.

Commissioner Bouassida asked for additional information on the table that would be setup for the Commission.

Commissioner Ellis clarified that the intention is to publicize the Commission and the mission of the group. She stated that literature could be provided to hand out to residents from the Commission as well as possibly including handouts from the Art Center and Parks Department.

Commissioner Bouassida noted that the Commission does not yet have literature and believed that a brochure should be developed.

Commissioner Ellis stated that perhaps the Communications Department could compose a handout or brochure for the Commission as well as Music in Edina. She mentioned the possibility of creating the handouts in a manner that would not create additional trash to pick up.

Commissioner La Valleur stated that there will be postcards available for the sculpture opening as well. She stated that the purpose of staffing the booth is to speak to residents and answer questions.

Commissioner Peterson noted that Commissioner La Valleur could go on stage and make a short presentation about the sculptures.

Commissioner Miller suggested that a poster be created that shows the locations of the art installations.

Mr. Frey stated that it would be helpful for some Commissioners to meet and determine what the literature should say.

Chair Meifert and Commissioner La Valleur and Ellis volunteered to assist in the creation of that literature. He confirmed that he could determine if a member of the Communications Department could assist in the process.

Commissioner Peterson noted that there could also be a place for residents to provide their email and telephone numbers that could be used for future marketing.

Chair Meifert suggested that some of the posters for the event be set aside for the musician to sign and advised that those could then be sold to attendees.

Commissioner Peterson believed that would be a good idea and noted that there would be an opportunity to sell additional merchandise, such as t-shirts. He confirmed that the Commission would not object to Pinstripes passing out wristbands for a free drink at the event.

Motion by Chair Meifert and seconded by Commissioner La Valleur that the Art and Culture Commission to accept the Music in Edina Working Group.

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

B. Public Art Working Group

Commissioner La Valleur stated that there is someone who is interested in becoming a member of the working group, which would be an action item. He noted that Susan Housh is well qualified and recommended her appointment to the working group.

Commissioner Ellis stated that it was her understanding that the working group is open to the public and did not believe that appointment was necessary. She believed that all working groups should be run in the same manner.

Mr. Frey agreed but noted that the by-laws have not been changed to address the appointment process for the Public Art Working Group and advised that until the by-laws have been formally changed a vote would be necessary.

Motion by Commissioner La Valleur and seconded by Commissioner Miller that the Arts and Culture Commission appoint Susan Housh to the Public Art Working Group.

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

Commissioner La Valleur advised that all of the sculptures have been uninstalled and the process is underway to install the new sculptures.

Commissioner Miller stated that it would be helpful for the Commissioners to have the list of sculptures along with the locations and artists.

Commissioner La Valleur provided an update regarding the logo process and explained that the group has been in existence for ten years and has had a logo the entire time.

Commissioner Bouassida stated that he did not believe that the group should have a separate logo as he believed that this would create confusion. He noted that none of the other working groups are allowed to have logos and believed that each working group should use only a logo for the Commission.

Chair Meifert stated that he agrees with the comments of Commissioner Bouassida that there should not be a separate logo for working groups but believed that there could be logos for the specific annual events.

Commissioner Ellis stated that the City has said that there could not be logos but explained that the "logo" for the event could be the words and formatting. She agreed with the comments of Commissioner Bouassida that if one working group could not have a logo, than none of the working groups should have logos.

Commissioner Miller agreed that separate logos would not strengthen the identity of the Commission.

It was the consensus of the Commission that logos should be placed on hold until the joint meeting with the City Council occurs and the issue can be discussed further.

Chair Meifert stated that perhaps in the future he could provide a presentation on branding which could be beneficial.

Mr. Frey again referenced the policy of the City of Edina regarding logos but agreed that the issue could be discussed at the joint meeting with the Council.

Motion by Commissioner Peterson and seconded by Commissioner Bouassida that the Arts and Culture Commission accept the Public Art Working Group Report.

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

C. Ways and Means Committee

Commissioner Miller advised that a form has been created which could be used to solicit support and sponsorship for events and the Commission. She also referenced a draft which provides information on the Commission, lists the events throughout the year, and includes the benefits received for sponsorship and donations. She advised that the information will be presented to the City Council at the joint meeting.

Commissioner Peterson questioned if the joint meeting would also be a good opportunity to present a budget to the Council.

Commissioner La Valleur believed that it would be smart to present an estimate of funds that the Commission would desire in the future.

It was the consensus of the Commission to present a fund request to the Council at the joint meeting.

Chair Meifert believed that the Ways and Means Committee should prepare information for that discussion.

Commissioner La Valleur stated that she believed that the one percent ordinance would be discussed at the joint meeting as well.

Chair Meifert stated that there should be a strong agenda and the Commission should properly prepare for the presentations in order to come across clear and concise.

Mr. Frey stated that the joint Worksession was requested by a member of the City Council to discuss the topic of donations and sponsorship. He believed that the Commission should be respectful of the request but noted that the Commission could be prepared for the other topics.

Chair Meifert noted that the one percent ordinance would be a long-term issue whereas the issue of sponsorship and fundraising would be the goals for the short-term.

Mr. Frey clarified that the direction from the Mayor at the previous joint meeting was for the Commission to continue to gather information regarding the one percent ordinance but did not believe that this joint session would be the time to present that information.

Ms. Faus stated that the City is developing a policy for fundraising and donations and desire that every group within the City follow that policy to ensure consistency.

Commissioner La Valleur asked for clarification on the members of the Committee as she had previously been a part of the group.

The Committee is composed of Chair Meifert and Commissioners Miller, Lappin and Peterson.

Commissioner Peterson stated that he is moving outside of Edina on June 13th and will then have to resign from the Commission and therefore Commissioner La Valleur could take his place on the Committee.

Commissioner Ellis stated that when Commissioner Peterson leaves the Commission she could take over as Chair of the Music in Edina group but noted that she would still like the participation of Commissioner Peterson as a member of the public.

Motion by Commissioner La Valleur and seconded by Commissioner Bouassida that the Arts and Culture Commission accept the Ways and Means Committee Report.

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

D. Percentage for Arts Ordinance

There is no update at this time.

E. Edina Film Festival

Mr. Frey believed that the Commission should form a Film Festival Working Group.

Commissioner La Valleur noted that Commissioner O'Dea would perhaps be the best liaison because she is involved with that group.

Chair Meifert stated that he has been involved with the group and they do not object to the creation of a working group. He stated that he will follow up on the matter and the issue can be further discussed at the next meeting.

IX. Correspondence and Petitions

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

X. Chair and Board Member Comments

Commissioner Miller asked if there would be any preparatory information provided regarding the City donation policy prior to the joint meeting.

Ms. Faus noted that the item would need to be approved by the City Council prior to sharing the information with other Boards or Commissions.

Commissioner Ellis stated that there are available dates for the acoustic shell that will be displayed at Southview Theater which the Commission could piggyback on in order to provide support and publicize the Commission.

Commissioner Peterson agreed that would be a great idea and stated that perhaps a list of criteria should be developed that could be used to determine which events the Commission could sponsor.

Chair Meifert stated that as a new Commission there will be a need to hold more work session type meetings in order to further discuss these types of issues. He believed that perhaps that could be scheduled early in the summer.

Commissioner La Valleur questioned if perhaps the start time should be pushed back to 4:00 p.m. and run until 6:00 p.m. in order to facilitate additional discussion.

Chair Meifert stated that in order for the Commission to move more smoothly all Commissioners should come to the meeting prepared and therefore only action items should be discussed, rather than rehashing the entire report at the meeting.

Commissioner Peterson thanked everyone as he will be resigning on June 13th.

The Commission thanked Commissioner Peterson for his participation.

XI. Staff Comments

Mr. Frey had nothing further to report.

XII. Adjournment

Motion by Commissioner La Valleur and seconded by Commissioner Bouassida that the Art and Culture Commission adjourn the regular meeting at 6:10 p.m.

Ayes: Hafeed Bouassida, Kandace Ellis, Barbara La Valleur, Ray Meifert, Anne Miller, and Paul Peterson. Motion carried.

Music In Edina Report

May, 2014

1. Summer Music in the Parks Update Fridays 6-9 PM *

- a. Working group met May 13th - saw Show Mobile – will be fine!
- b. Meeting with working group May 20th
- c. Working on possible food vendor(s)
- d. Schedule
 - i. **June 13th** Michael Monroe and Community Introductions
 1. Secured Mayor, Fire Chief and a fire truck, and a police vehicle, some city council peeps
 - ii. **July 4th**- Sousa Band 8:30* (not responsible for this)
 - iii. **July 18th** – Patty Peterson and friends –
 1. Volunteers are Rotary Afternoon club
 - iv. **August 1st** – Edina Music All Stars, featuring Paul Peterson, Michael Nelson, Joel Sayles, and others

2. Budget –

- a. Roughly \$2,000 per show –itemizing and finalizing now
- b. We are responsible for 3 shows this summer
- c. FUNDRAISING ON HOLD

3. Publicity -

- a. City of Edina
 - i. Meet with Jennifer, designed poster/business cards
 - ii. City possibly designing banner that will decorate Show Mobile and stay on site to advertise when show mobile not in use – measurements given to Jennifer 5-15-14
 - iii. City might decide to wrap the show mobile with graphics (their budget)
 - iv. Website – City secured www.MusicInEdina.org
 1. WHO CAN DESIGN QUICKLY?
 2. Points back to the city website which doesn't have much detail
 - v. Making an trailer for Movies in the Park –
 1. Scheduling now –
 2. Centennial Lakes approved showing it
 - vi. Can't use yard signs – against city policy, we can't break our own laws
 - vii. City FB page has 6000 "likes" and will help us pump up the concerts
 - viii. City Press Releases -1st one finished, will do more before each concert
 - ix. Sun Current – possible media partner?
 - x. Interviews w/ WCCO, KARE in the works
- b. Other Ideas?
- c. Arts and Culture Publicity
 - i. Have a booth at concerts – sign up with email for prizes,
 - ii. Cross Publicize events
 - iii. Booth at

4. Fundraising – ON HOLD

5. Volunteer Ideas? –Arts and Culture?

- a. Clean up
- b. Ushering?
- c. Need church or civic groups- pick 1 per concert? (4th of July ?)



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

- Susie Housh, an Edina resident and docent at the Minneapolis Institute of Art, attended our May meeting at the invitation of her friend and fellow docent, Pat Beaver. She is requesting to join Public Art Edina and I am requesting the EACC approve our recommendation for membership. Susie and her husband, Scot Housh, who formerly served 10 years on the City Council and is currently a member of the Edina Community Foundation. They have lived in Edina for over 20 years and have four adult children. [Action Item]
- All 12 sculptures have been de-installed at the three sites of our 9th annual rotating exhibition. All but two of the 12 new ones have also been installed. I invite you to visit them before our opening Wednesday, June 18th, from 5 to 7 p.m. at Pinstripes. Invitations will be sent and the reception honoring the artists is open to the public. We are celebrating the 10th anniversary of Public Art Edina. We are also working with the City Communications Department on an easier voting process, i.e. online, for choosing People's Choice Award Winners.
- We're close to finalizing a new logo for Public Art Edina designed by Mark Lidke, a graphic designer and member of our group for several years, who will be presenting his ideas to the Commission. It is possible the Commission may have interest in having him create a logo platform that could be used for all interest groups of the Commission, public art, Music in Edina, the Film Festival, theater etc.
- We continue to support the percentage for art ordinance.

Barbara La Vallée
Chair
Public Art Edina

Ways & Means Committee

May 6

Working group met and determined the need to compose a fundraising letter and to continue developing the Sponsorship information for the Edina Music and Film Festivals.

May 13

Working group reviewed and completed the Fundraising letter and the brochure for the Edina Music and Film Festivals Sponsorship. We also continued the discussion of the various levels of Sponsorship and the benefits we can offer to the donors depending on their level of giving.

Michael Frey will submit all this information to Jennifer Bennerotte for her review. The committee members will wait for her response before we begin soliciting Sponsorships.