

**Edina Art and Culture Commission Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
June 26, 2014
4:30 P.M.**

I. Call to Order

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

II. Roll Call

Commissioners Present: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Kitty O’Dea, and Thomas Raeuchle.

Commissioner Absent: Anne Miller.

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

Students Representatives Absent: Sophia Munic and Jack Ready

III. 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 La Valleur and seconded by Commissioner Bouassida that the Arts and Culture Commission approve the June 26, 2014 Agenda as presented.

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

IV. Adoption of Consent Agenda

- A. Approval of Minutes – Regular Meeting of May 22, 2014**
- B. General Manager’s Report**
- C. Music in Edina Working Group**
- D. Public Art Working Group**

Chair Meifert asked if there were changes or corrections to the minutes of the Regular Meeting of May 22, 2014 or items the Arts and Culture Commission wished to remove for discussion. No changes voiced.

Motion by Commissioner Bouassida and seconded by Commissioner O’Dea that the Arts and Culture Commission approve the Consent Agenda as presented.

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

V. Community Comment

No comments made.

VI. Reports/Recommendations

A. 4th of July Participation

Chair Meifert advised that two spaces have been reserved in the 4th of July parade, one for the Art Center and one for the Arts and Culture Commission. He stated the Arts and Culture Commission has the two signs made by Commissioner O’Dea last year that can be used. Chair Meifert volunteered use of his vehicle and asked Mr. Frey to provide the two signs.

The Commissioners discussed availability. Commissioner O'Dea stated she is available to ride along with Chair Meifert.

Commissioner La Valleur suggested others, possibly the student members, walk along the parade route to hand out buttons. Mr. Frey stated he will ask others if they are available.

B. July 15th Work Session

C. Ways & Means Committee

Chair Meifert stated the Ways and Means Committee has been preparing for the upcoming Work Session and developed a PowerPoint presentation to help lead that discussion. He reviewed the topics that will be covered during the PowerPoint presentation. Chair Meifert noted the Arts and Culture Commission gets good 'marks' from the City Council on being at the leading edge and this will be a good opportunity to drive those types of topics.

Commissioner Raeuchle suggested adding information from a recent *StarTribune* article relating to the issue of economic development impact. He stated he will provide that information to Chair Meifert.

Chair Meifert stated 11 categories will be listed that are part of the original Ordinance to create the Arts & Culture Commission. He reviewed the amount of dollars the Arts and Culture Commission receives for public art and Music in the Park and offered a proposition to request an allocation of \$40,000 in 2015. He acknowledged that amount may not be received.

Commissioner Raeuchle noted the funds received were not part of a budget but, rather, leftovers from last year's budget that had not been allocated. He felt the Commission needed to be careful in terms of what it is asking for. Chair Meifert stated the Commission has received \$20,000 in the past and suggested asking for a budget of \$40,000.

Commissioner La Valleur stated at the last working session, it was stated the Commission needs to ask for the funding. Commissioner Bouassida commented on the difference between asking for money versus asking for a real budget that is received each year.

Chair Meifert stated they will also request to be allowed to aggressively raise a minimum of \$20,000 from local businesses and individuals in an internally (by the City) created sponsorship package. Their presentation will then address the need for and benefit of sponsorships from businesses. He will note that sponsored programs provide great opportunity for advertisement, raises public awareness, and possibly reduce reliance on City tax dollars. Chair Meifert described how the Arts and Culture Commission would manage and allocate the combined funds, if received.

Commissioner Ellis noted this would set up the Commission to be a 'gate keeper.' Chair Meifert agreed it will raise the Commission to a new level in managing the funds and determining their use.

Commissioner Raeuchle asked if the Commission has the 'horsepower' to review all of the proposals that may be received, noting first, there needs to be guidelines and a process. Chair Meifert agreed a plan will be needed and if the requirements are well written, it will eliminate some inappropriate requests. Commissioner Raeuchle stated if there is a call for money to be dealt out, organizations no one has heard of will submit requests so clear guidelines will be needed in what proposals will and will not be accepted. Chair Meifert stated the Arts and Culture Commission is an advisory group and would make recommendations to the City Council on disbursement. He felt the document used for charity organizations was straightforward.

Commissioner Raeuchle stated two meetings ago, discussion was held on the Percent for Arts initiative that the Council had asked the Arts and Culture Commission to look into. He asked if the funding request will be instead of or in addition to the Percent for Arts initiative. Commissioner La Valleur stated the Percent for Arts funding is a process that will take a while to get established. She stated the City Attorney would draw up that program based on information the Arts and Culture Commission provides. Commissioner La Valleur stated she sees that as being in addition to, so there would be two sources of funding. Chair Meifert agreed.

Commissioner Ellis stated she would not want to stop pursuit of the Percent for Arts option and thinks the sponsorship program is a good plan that should also be pursued. She explained it is an egregious process to review grant requests and suggested establishing certain categories with limits as well as a cap. Chair Meifert stated one consideration is to only fund existing programs.

Commissioner La Valleur felt limitations would be good at the on-set but she would not want to limit it in the future to only existing programs. She preferred inclusive language so it could be expanded but supported limiting the number awarded.

Commissioner Ellis stated the Commission talked about having the music program throughout the year so that may be a good program for consideration. Commissioner Raeuchle clarified that events would go through the review process, not the sponsor.

Commissioner O’Dea stated these issues will not be solved at this table tonight but she thinks there will be events and also physical items (sculptures/poetry on the street). She asked whether poetry on the streets (a nonevent) would be considered for funding.

Commissioner Raeuchle stated the things being discussed (i.e., events) are the ‘software’ that infuses life into the community and the ‘hardware’ will come eventually out of the percentage for art. He suggested that be made clear in the presentation. Chair Meifert stated due to the legal ramifications, he does not think the percentage for art will occur for more than a year. He supported moving forward with a unified voice saying to businesses this is what we are providing to the community, we would like your sponsorship, and this is how you can benefit.

Commissioner La Valleur asked if service organizations, such as the Rotary, would be asked for sponsorship. Chair Meifert answered in the affirmative.

Commissioner Bouassida stated he would not ask about the concept of raising funds because it is what should be done. His main point is the use of those funds. Commissioner Bouassida stated it was his impression the Commission would not grant organizations/groups all the dollars they are requesting but, rather, to help with ‘seed’ money to get them started. Commissioner Ellis stated that was also her impression. Chair Meifert noted the presentation indicates ‘loan’ rather than grant so it implies that the Arts and Culture Commission would be paid back.

Commissioner Bouassida stated if the additional funding is provided, the Commission would become a foundation. Commissioner Raeuchle stated for some organizations, it is difficult to enter into a loan because they would be personally responsible if the money is not raised to pay back the loan. The intent was a mix between a grant and a loan with the expectation it will be paid back.

The Arts and Culture Commission discussed the process that would be used to promote events, gain sponsorships, whether loans/grants would be paid back, and how to avoid sponsors from being asked for multiple donations.

Mr. Frey stated if an event is going to organizations for sponsorships, that is not unique to the Arts and Culture Commission or in the City. It was noted the Parks and Recreation Department is working on a sponsorship/donation policy. Mr. Frey stated he is hearing five different ideas in how this can work. He explained that the Arts and Culture Working Group established 11 categories in how to enhance life in Edina. If a request falls within those 11 categories, he felt it would be a general guideline for monies.

Commissioner Ellis concurred and stated those are areas of development the Arts and Culture Commission may want to support. She suggested the Commission manage the sponsorship to support those 11 categories. Chair Meifert stated he thinks the Council would support that method as well.

Commissioner Raeuchle stated if the process is to fund initiatives in those 11 categories, he would ask if the expectation is that the Arts and Culture Commission uses the 11 categories to seek sponsorship. He stated the Arts and Culture Commission should avoid two different organizations asking the same sponsor for the same event. Mr. Frey stated that is inevitable because as the Commission grows and seeks sponsorships, it will be in competition with others.

Ms. Faus explained the difference between sponsorship and donations. Chair Meifert stated sponsorships are from businesses because in return they get opportunities for advertisement. Mr. Frey cautioned that if sponsorship moves towards advertising, it is a murky area. He stated the Council needs to provide guidance to the Arts and Culture Commission in this area and whether it supports the Arts and Culture Commission seeking sponsorships.

The Arts and Culture Commission agreed with the suggestion of Commissioner Ellis to add mention of art exhibits and juried shows held at the Art Center.

Commissioner O’Dea reviewed a process that could be followed for sponsorships, noting it will need to be driven based on the company’s fiscal year end. Commissioner Raeuchle stated the process still needs to be flexible so new ideas and opportunities can be presented and considered.

Commissioner Raeuchle stated another approach is to offer a matching assistance. The Arts and Culture Commission discussed how much could feasibly be raised. Commissioner Raeuchle suggested the Council be asked to match whatever is raised by the Arts and Culture Commission. Chair Meifert stated the Arts and Culture Commission wants the \$20,000, perhaps \$25,000 when considering inflation, as part of an official annual budget.

Commissioner Raeuchle stated the Council will address a funding request as a percentage of the levy and suggested removing the word ‘budget.’ Chair Meifert stated he will change the wording to “continued support of \$25,000 to build a more vibrant community and commitment of the Arts and Culture Commission to raise another \$25,000.”

The Arts and Culture Commission discussed the amount it could raise this first year, whether a dollar figure should be identified, a minimum established, or considered as a goal. Mr. Frey advised that raising \$15,000 is a lofty goal as the Film Festival has years of experience in raising funds and come nowhere near \$15,000.

The consensus of the Arts and Culture Commission was to revise the Edina Arts and Culture Events Sponsorships pamphlet and PowerPoint presentation as discussed. Mr. Frey asked the Arts and Culture Commissioners to send additional comments to the Ways and Means Committee.

VII. Correspondence and Petitions

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

VIII. Chair and Board Commissioner Comments

Chair Meifert stated Commissioner Raeuchle has suggested having a voice in the discussions relating to Grandview. Commissioner Raeuchle stated a voice is also needed related to Fred Richards, but first an opinion of the Commission is needed.

The Arts and Culture Commission agreed with the suggestion of Commissioner Bouassida to raise the issue of a new Arts Center in Fred Richards during the meeting with the Council. Commissioner La Valleur stated she sees more than an Art Center, a location where performing arts could be accommodated.

Chair Meifert stated at the meeting with the Council, he will raise the topics of Grandview and the need for a new community building for the arts.

Motion by Commissioner Raeuchle, seconded by Commissioner La Valleur, to establish a new community building for the arts committee of four members.

It was agreed this would be a committee rather than a working group. Commissioners Raeuchle, Ellis, and Bouassida offered to participate and determined to meet prior to the July 15th Work Session.

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

Commissioner Ellis asked for feedback on the length of the Music in the Park event. The Commissioners agreed that the music was too long and suggested having 45 minutes, a short intermission, another 45 minutes, and ending at 8:30 p.m. Mr. Frey agreed and stated he had approached former Commissioner Paul Peterson about shortening it to end on a positive note.

Commissioner Raeuchle felt it would have been a better first impression to have a bigger band that is louder instead of having it so low key. Commissioner Ellis reviewed the draw of this musician from out of the Edina area. Chair Meifert stated there is a budget and he felt paying \$800 for the performance was very reasonable. Commissioner Ellis suggested the Braemar setting during the winter months, noting that setting may be better suited for a more 'low key' performer.

IX. Staff Comments

Mr. Frey advised that notification was received from City Clerk Mangen that Steve Suckow has been appointed to the Arts and Culture Commission.

Commissioner Raeuchle asked if the Arts and Culture Commission will be holding two meetings in July. Commissioner Lappin stated July has five Thursdays. Chair Meifert recommended holding just the one meeting in July, the Work Session with the City Council.

Motion by Chair Meifert, seconded by Commissioner Bouassida, to cancel the July 24, 2014, meeting and consider the July 15, 2014, Work Session as the formal meeting.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, and Thomas Raeuchle. Motion carried.

X. Adjournment

Motion by Commissioner La Valleur, and seconded by Commissioner Bouassida, that the Art and Culture Commission adjourn the meeting at 6:05 p.m.

Ayes: Hafed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, and Thomas Raeuchle. Motion carried.

Public Art Edina Highlights

Edina Arts and Culture Commission

June 26, 2014

- A successful opening at Pinstripes June 18th for the annual artists reception opening exhibit marked the 10th anniversary of public art in the city. Mayor Jim Hovland made remarks as did seven of the 10 participating artists attending plus two of last year's People's Choice Award winners. Several artists also brought maquettes of their sculptures.
- The City Communications Department has launched a new mobile phone app called **Edina to Go**. The free app allows people to vote electronically for their favorite sculpture for this year's People's Choice Award winner. Please take advantage of this easy method to vote for your favorite and encourage your family and friends to do likewise.
- A discussion on the new logo for public art designed by Mark Lidke was tabled pending further direction from the Arts and Culture Commission and the City Communications Department.
- After eight years, we have finished paying for the two-story stained glass art window at City Hall. After the initial contributions by individuals and foundations in 2006, the remainder was paid for through donations of between \$1 and \$25 made by 89 residents through their quarterly utilities bill. We invite you to sign up for this easy way to contribute to public art by contacting Michael Frey at the EAC or City Hall.

Barbara La Vallée
Public Art Edina Chair