

**Edina Art and Culture Commission Meeting  
Meeting Minutes  
City of Edina, Minnesota  
Edina City Hall Community Room  
April 23, 2015  
4:30 P.M.**

**I. Call to Order**

Chair Meifert called the meeting to order at 4:30 p.m.

**II. Roll Call**

Members Present: Kandace Ellis, Cheryl Gunness, Barbara La Valleur, Dana Lappin, Daniel Li, Ray Meifert, Anne Miller, Kitty O'Dea, and Steve Suckow.

Members Absent: None.

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

Students Representatives Present: Jack Ready

Student Representatives Absent: Sophia Munic

Community Members Present: Heather Randall King, Phil Johnson, Edina Film Festival

**III. Introductions**

Daniel Li and Cheryl Gunness introduced themselves to Chair Meifert who was unable to attend the March 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.

Member La Valleur noted that she would add an item under "Chair and Board Member Comments".

**Motion by Member Suckow and seconded by Member O'Dea that the Arts and Culture Commission approve the April 23, 2015 Agenda as presented.**

Ayes: Kandace Ellis, Cheryl Gunness, Barbara La Valleur, Ray Meifert, Daniel Li, Anne Miller, Kitty O'Dea, and Steve Suckow. Motion carried.

**V. Adoption of Consent Agenda**

- A. Approval of Minutes – Regular Meeting of March 26, 2015**
- B. General Manager's Report**
- C. Music in Edina**
- D. Public Art Edina**
- ~~**E. Ways and Means**~~

Chair Meifert asked if there were changes or corrections to the minutes of the Regular Meeting of March 26, 2015.

Member Suckow asked that there be a correction to the second motion on the last page of the minutes. "Motion by Member Suckow and seconded by Member Li that the Arts and Culture Commission recommends that City Council accept the donation of a K9 sculpture to be placed at City Hall when offered.

Chair Meifert advised that there was no Ways and Means Report. There has not been approval of the materials that the Commission is going to use to present to the different entities from which it wants to get money.

**Motion by Member Suckow and seconded by Member La Valleur that the Arts and Culture Commission approve the Consent Agenda as amended.**

Ayes: Kandace Ellis, Cheryl Gunness, Barbara La Valleur, Ray Meifert, Daniel Li, Anne Miller, Kitty O'Dea, and Steve Suckow. Motion carried.

## **VI. Community Comment**

No comments made.

## **VII. Reports/Recommendations**

### **A. Annual Elections of Chair and Vice Chair**

Mr. Frey stated that annual elections are held in April according to Commission bylaws. He stated that the chair position is a one-year term and that the Commission currently does not have a Vice Chair.

**Motion by Member La Valleur and seconded by Member Miller to nominate Chair Meifert as Chair.**

Chair Meifert accepted the nomination for Chair.

**Motion by Member La Valleur and seconded by Member Suckow to nominate Member Miller for Vice Chair.**

Ayes: Kandace Ellis, Cheryl Gunness, Barbara La Valleur, Ray Meifert, Daniel Li, Anne Miller, Kitty O'Dea, and Steve Suckow. Motion carried

Member Miller accepted the nomination for Vice Chair.

Chair Meifert requested that the Grandview Update (Item VIIC) be changed to Item VIIB to give more time for the Edina Film Festival presentation.

### **C. (B on the agenda) Edina Film Festival – Heather Randall King and Phil Johnson**

Mr. Johnson explained that they were here today because the Film Festival Committee had been at a crossroad for quite some time. He stated that there has been a lot of work done by a small number of people. The festival's revenue has not increased with their expenses. The rental of the Landmark Theatre is a large expense and the space is limited. He spoke about revenue coming from ticket sales and sponsorships. He reported that a relationship with the 50<sup>th</sup> and France merchants was a partial success, but that they had difficulty with finding good tie-ins. He reported on a tie-in with Southtown Bowl in 2013 that has been the most significant and worked quite well.

Ms. King confirmed that there are not enough people on the committee at present to organize and hold the festival.

Mr. Johnson stated that in order to proceed with 2015 and 2016, the festival needs people on the team. He stated that they are down to three people and that they are looking for people with certain skills willing to be volunteers. They don't want people with ideas that are not willing to work. They need people that have contacts, influence and that could bring in funding. They need to find people that can network and can get secure sponsorships. He spoke about securing a Hollywood tie-in. He stated that Ms. King has ideas and possible relationships to explore. He stated they would like to find people that have those kinds of contacts. He stated that other ideas include more neighborhood tie-ins; expanding the festival to a larger metro event; organizing the festival as a 501C3 and using the school district theatre.

Member Lappin asked about the possibility of the Landmark Theatre lowering their rates.

Mr. Johnson stated that while the Landmark has been very accommodating to work with, he doesn't believe they can lower their price.

Discussion took place regarding other venues, restaurant participation and local business support.

Chair Meifert asked about the festival's ultimate vision and strategy. He talked about an emphasis on student film as being unique and a way to bring more people in.

Member Ellis asked how the Commission could help the festival.

Mr. Johnson stated that the festival was thinking about devoting one night of the three to student films and other two as independent films.

Ms. King stated that they had also talked about a major Minnesota festival that would encompass student and independent films.

Member Lappin spoke about approaching local businesses about fundraising with a year's worth of events as an incentive for support.

Ms. King stated that that sort of fundraising would get complicated to present to donors and implement.

Member Miller stated that the planned Sponsorship & Donations brochure can be used as a vehicle.

Ms. King stated that they have not known how the Commission would evolve.

Member O'Dea asked if the festival was thinking about becoming a working group.

Mr. Johnson stated that if the festival became a working group they have been told they can receive help. He stated that a 2015 Film Festival is in doubt. What they need most is to expand the committee and have people with the right skill sets.

Ms. King asked if Commission members have time for the festival.

Discussion took place about advertising for Edina Film Festival committee members.

Chair Meifert talked about the Music in Edina being a working group as part of the Commission.

Member Ellis stated that the Commission is starting to get some recognition. She thinks people would recognize the Edina Film Festival now, but that she hears them saying that they need people and they are not worried about money as much as people. She is wondering how the Commission can support the festival. She asked if the festival was still looking at the month of November.

Ms. King answered affirmatively. She stated that people love the idea of a film festival and came to past meetings but did not do anything.

Chair Meifert suggested trying again and learning from the past. He stated that he knew people who could do website development and marketing and could provide these contacts. He stated that festival's list is a good specific list of what the festival needs.

Member Ellis clarified that the festival was asking for contacts. Ms. King replied affirmatively.

Commission La Valleur stated that she would be in favor of the Edina Film Festival being a working group of this Commission.

Chair Meifert stated that it does raise the level of exposure.

Mr. Frey stated that if you are a working group, you have the opportunity to approach City Council and Staff with requests. He pointed out that they would also have access to him as a liaison.

Commission Ellis pointed out that if you are working group, you also have access to the City's communications department.

Discussion took place regarding access to the City's resources as a working group.

Mr. Johnson stated his initial understanding of how the working group would be administered would involve a great deal of formality. He stated that as they have seen the Music in Edina Working Group develop, a lot of his concerns have been minimized.

Chair Meifert stated he thought that by being a working group, the festival would have higher visibility.

Discussion took place regarding forming a working group and the advantages of being a working group,

Ms. King stated that Mr. Frey was fabulous to work with and she couldn't thank him enough. She stated she is concerned about the rules such as the Commission being able to remove the chair. This would be difficult for the festival to accept.

Member La Valleur stated that the Commission does not approve members anymore and that they welcome members to serve on the group.

Member Suckow stated that if there were complaints from the public, the festival would be a working group of a public commission and would be accountable as a City organization.

Member La Valleur stated that the Public Art Edina doesn't feel like they are controlled by the Commission.

Member O'Dea asked Member Ellis to address concerns with turnarounds with city communications.

Member Ellis stated that she couldn't think of a time when something hasn't gotten out when they needed it to.

Mr. Frey stated that the communication request process has recently been automated.

Member Ellis stated that she thinks it would be an advantage to be under the umbrella of the Commission. She stated that future fundraising would benefit all of the projects.

Ms. King stated that they would take this back to the Edina Film Festival committee members. She stated that there would be a need for more discussion including the fundraising issue.

Member La Valleur suggested buttons or stickers in support of Edina Art and Culture.

Mr. Frey clarified that only one Commission member has to be on the working group.

### **B. (C on the Agenda) Grandview Update**

Mr. Frey stated that he had attended the Grandview open house last evening at the Senior Center. He stated that he answered questions regarding the civic component options for the space. He stated that there were three new renderings – the north, middle and south. The previous seven stories that were residential have been increased to 10 stories. The first option for a 24,000 square foot civic presence would double the space of the current art center. Options B and C had business, residential and the civic components with Option A as the smallest civic space. Option B had 60,000 square feet for the civic component including a performance space and a multigenerational space. The performance space would be for theatre, dance, musical performances, etc. It is a 350-seat theatre. He heard more interest in having a fixed seat theatre than a movable seat theatre. The residential components in both Options B and C had been increased with a hotel presence in the north option. He liked that the civic component had a strong visibility from both the North and the East side. The smaller art center presence did not have strong visibility to it. He stated that City Council went on record in April that they would like to focus on an arts and cultural facility at this location more than a recreational space. He stated that several people at the Open House advocated for wellness and athletic facilities. He also stated that he thought the plans were not very exciting and that you can't get a good idea of what the structure will look at. He stated that the next part of the process is a City Council work session in May. The City Council will be making a formal decision in June or thereafter.

Member La Valleur commented on the display Mr. Frey had at the event.

Mr. Frey stated that George Sutton was the consultant hired in 2012 to study the Art Center Enterprise. He stated that five areas of the Art Center were studied, including the mission statement, becoming a 501c3, operations and programming. In addition, five other art centers were visited and comparables were offered as part of the study. George Sutton wrote a comprehensive plan studying the City's art center and was impressed with the revenue generated from registrations and memberships. The decision was made not to become a 5013C non-profit. He stated that the study was a foundation for the work done and that Economic Development Manager Bill Neuendorf hired George Sutton and Associates and Schuler Shook, lighting and theater designers. Mr. Sutton and City Staff toured seven art and performing arts facilities, and Mr. Frey described the various sites visited. He also stated that what the Arts & Culture Working Group found was that Edina doesn't have a history of theatre in the community, or it is well hidden. He stated that they are focusing on musical offerings that could use this space. He stated that the James Sewell ballet has expressed interest in a dance school. He stated that the concept design was put together by their team and it doubles the space of the Edina Art Center. He also discussed multi-generational space based on feedback from residents. He stated that one of the options had a 350-seat theatre.

Member La Valleur asked if film could be shown in the theatre.

Mr. Frey replied affirmatively and stated that a theatre company could have a home and the Edina Film Festival would have a logical place to hold an event instead of paying high fees at the Landmark Theatre.

Chair Meifert stated that Minneapolis has the second largest theatre community outside of New York. There are a lot of theatre companies that don't have an established home.

Member Li spoke about the Chameleon Theatre Company in Burnsville.

Chair Meifert stated that it is about location and we are perfectly located.

Member Li stated that it would be easier to get audience members in from outside of Edina.

Mr. Frey stated that the space does not include the parking garage that is owned by schools or the Eden 100 building. He stated that currently the project is focused only on the former public works site.

Chair Meifert Ray asked if one of the choices was all residential and civic versus offices.

Member Ellis stated that she recalled only one choice with offices.

Mr. Frey stated there had been office space in all three options but now there is office space in only one option.

Member O'Dea stated that it was her understanding that there was not a lot of demand for office space so it makes sense to see it shift to residential.

Member Ellis asked about the use of the current senior center if this moves forward.

Mr. Frey stated that there is conversation about approaching Hennepin County to increase their space for the Edina Library. He stated that the senior center is only 10 to 12 years old and that there was conversation about having the Art Center move into the Senior Center, but that would not meet their needs.

Member La Valleur commented that there was also no parking.

Chair Meifert stated space for performing arts and theatre is lacking in the community.

Member La Valleur stated that she was at a City Council meeting where every council member and the mayor spoke about the importance of having an arts and culture center.

Member Li asked if it will be tax incentive financing.

Mr. Frey stated that it is his understanding that you cannot use TIF money for buildings but it can be used for infrastructure. The moneys from selling off property could be used.

Member Suckow stated that there is an organized and active component in Edina that wants to keep the whole site public and is against private development.

Mr. Frey stated that those individuals approached him last night and they made strong points. They would like a recreation facility with a pool.

Mr. Frey stated that he would be happy to answer any questions and provide members with documents.

Member Ellis stated that what she noticed last night was a willingness to look at the models.

Discussion took place regarding the models and the position of the tower.

**Motion by Member Suckow and seconded by Member La Valleur to acknowledge and commend the City Council for their action and to offer the Commission's assistance.**

**Motion carried by consensus.**

#### **A. Correspondence and Petitions**

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

#### **B. Chair and Board Member Comments**

Chair Meifert expressed appreciation to members of the Film Festival for coming and stated that the Commission is committed to help them in any way possible.

Member La Valleur stated that Public Art chose 10 new sculptures for three areas. She stated that they have noticed in the last few years that they were getting fewer answers to their call and that more are beginning artists. She spoke about Sioux Falls and Hutchinson that pay artists more. She stated that she asked to meet with Council Member Swenson to express her concerns. She stated that doing what we are doing on a \$10,000 budget is not supportive of

the quality of the exhibit that we want to have. She stated that Council Member Stewart thought that the insurance should be paid for by the City. She also stated that Member Swenson told her that a request needs to be sent now because they are going to be making the choices now and not in November. She stated that she is in the process of filling out the form and will send it to Mr. Frey. She stated that she wanted Commission members to be aware of this issue and that there is no guarantee, but there is support from the City Council.

Mr. Frey stated that this would be to increase the budget for Public Art for 2016 and forward. City Staff is preparing the 2016-17 budget currently.

Member La Valleur stated she does not have a final figure but thinks it will be at least \$15,000.

Member Suckow talked about the public exposure helping the artists.

Member La Valleur stated that the artist has to pay for installation and de-installation of the sculpture.

Mr. Frey stated that some cities pay for delivery and installation.

Member La Valleur stated that the City's artists come from a long way and have to pay for transportation and that \$500 is inadequate.

Committee members agreed and mentioned providing installation and de-installation.

Mr. Frey stated that there may be a need to have a conversation with park maintenance to include installation for artwork.

Chair Meifert asked if Public Art ever did paintings. He stated it would expose more people, get a wider array of artists and people may purchase a painting versus a sculpture.

Member Suckow asked if the Commission was the keeper of the budget.

Mr. Frey stated that the Commission does not have a budget but the working groups do. The request should come from the Commission on behalf of the Public Art working group.

Discussion took place regarding the budget process.

Chair Meifert stated that at one time the Commission was going to make a presentation for more money but that never happened.

Member La Valleur stated she felt it would be appropriate to have the request come from the Art and Culture Commission on behalf of the Public Art working group.

Discussion took place regarding making this request on behalf of the Public Art working group.

Member Suckow asked if the Commission wanted to develop a holistic approach or an endorser approach. He stated that the Commission should look at its role and what it wants the role to be.

Member Lappin asked Member La Valleur if she was asking for the Commission to go to the City Council to support her in securing more money.

Member La Valleur stated she is asking for the blessing of the Commission to ask for more money.

Member Lappin asked if Member La Valleur was asking for a specific amount.

Member La Valleur replied she thought between \$15,000 and \$20,000 but will need to talk to Mr. Frey.

Mr. Frey stated that he thinks it would be helpful to approach Sioux Falls and Hutchinson to find out where their money comes from.

Member O'Dea encouraged finding things that the City can do in kind by using city resources.

Mr. Frey stated that he likes to think of the money that the City gives as seed money.

Chair Meifert asked the Commission if they are in favor of supporting Member La Valleur's request. He stated that he would like to see a line item request and a plan B if the Council does not give the money.

Member O'Dea asked if there was going to be an action taken.

Chair Meifert stated that he thinks the Commission is in agreement but would like to see the line item request.

Commission Members indicated they would like to support Member La Vallaur.

Member La Vallaur stated that she doesn't have all the figures yet.

Member O'Dea suggested a motion that the Commission support Public Art based on these issues to develop a proposal to go to City Council.

### **C. Staff Comments**

None

### **D. Adjournment**

**Motion by Member Miller and seconded by Member O'Dea that the Art and Culture Commission adjourn the meeting at 6:07 p.m.**

Ayes: Kandace Ellis, Barbara La Vallaur, Dana Lappin, Ray Meifert, Anne Miller, Kitty O'Dea, and Steve Suckow. Motion carried.