

**Edina Arts and Culture Commission Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
August 27, 2015
4:30 P.M.**

I. Call to Order

Chair Meifert called the meeting to order at 4:35 p.m.

II. Roll Call

Commissioners Present: Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, Anne Miller, Kitty O'Dea, and Steve Suckow.

Commissioners Absent: Cheryl Gunness and Daniel Li.

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

Students Representatives Present: None.

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 Miller that the Arts and Culture Commission approve the August 27, 2015 Agenda as presented.

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

IV. Adoption of Consent Agenda

- A. Approval of Minutes – Regular Meeting of July 23, 2015**
- B. General Manager's Report**
- C. Music in Edina**
- D. Public Art Edina**

Chair Meifert asked if there were changes or corrections to the minutes of the Regular Meeting of July 23, 2015. No changes voiced.

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

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

V. Community Comment

No comments made.

VI. Reports/Recommendations

A. Arts and Culture Commission Bylaws

Commissioner Suckow provided an updated draft of the bylaws which he composed using the comments from the Commissioners that provided input and from discussion with Mr. Frey. He stated that the majority of changes were made to section seven on page six to accommodate the way in which the working groups have developed over time. He stated that under section nine the attempt was for the budget item to reflect more of a desire to provide oversight and not micromanage.

Chair Meifert suggested language stating that all annual budgets must be approved in advance by the majority of the members to guarantee support. He stated that budgets should be what is planned but does not necessarily need to be what occurred.

Commissioner O'Dea stated that the budgets should include some buckets of planned expenditures.

Commissioner Suckow provided the example of the Music in Edina group showing events but not specific items within the events.

Commissioner Ellis stated that the language appears that the budget would apply to the Commission and asked if the Commission has a budget.

Mr. Frey explained that there is not a budget at this time for the Commission as a whole but noted that the Commission has oversight over the two working groups.

Commissioner Suckow stated that each working group would also be required to have a treasurer.

Mr. Frey noted that the Public Art working group has a treasurer and he works as the treasurer for the Music in Edina working group. He advised that he would soon transition out of the treasurer position for Music in Edina and could act as treasurer for the two newly created working groups while they are starting up.

Chair Meifert asked if there would be a review of the duties.

Commissioner Suckow stated that the duties were set by the City Council and therefore were not proposed to be changed.

Chair Meifert suggested that an additional statement be added explaining that he felt that the Commission has been left out of some discussions in the past.

Commissioner Suckow referenced Item E and noted that language could be strengthened and confirmed that Chair Meifert would send him the additional language by email.

The Commission discussed the possibility of creating and keeping up to date a calendar of current events of importance to the Commission, which could be reviewed and updated quarterly.

Motion by Commissioner Miller and seconded by Commissioner LaValleur that the Arts and Culture Commission approve the bylaws as amended, with the additional language to be added from Chair Meifert.

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

B. 2016 Work Plan – Preparation for September 16th Joint Work Session

Chair Meifert stated that there will be a joint session on September 16th at 6:00 p.m. between the Commission and City Council to review the Commission's 2016 Work Plan.

Mr. Frey stated that the joint session is an opportunity for the Commission to meet with the City Council and asked that any Commissioners that are not able to attend should provide their input on the Work Plan before that time.

Chair Meifert noted that while some events and items will remain on the Work Plan, those items should be updated to reflect the recent accomplishments and upcoming events.

Mr. Frey referenced The Author's Studio item which has had decreased attendance. He stated that former Art Center Board member Colin Nelson had thought about changing the event to the Edina Public Library through the Edina Community Foundation on a Sunday but the decision had been made to keep the event at the Art Center on a Saturday morning. He noted that some sessions had been canceled and there would be three events planned for the fall/winter and three events during the spring. He stated that perhaps something could be given to authors that attend and stated that any fundraising support would be welcomed.

Commissioner O'Dea noted that sometimes a small fee increases attendance.

Commissioner Miller stated that book stores offer that type of event for free.

Mr. Frey stated that the event started with about 20 to 25 people attending and grew to around 40 people per event, noting that current attendance was closer to 12 people.

Chair Meifert stated that perhaps the venue could be changed to mix things up.

Commissioner O'Dea stated that if former attendees were known it would be interesting to poll those people to see why they are not attending anymore.

Mr. Frey noted that a survey could be done through Survey Monkey through the emails provided by past attendees.

Commissioner La Valleur stated that it would make more sense to skip the December offering and instead hold the event in January.

Commissioner Lappin stated that she would prefer to see donations accepted rather than charging for the event.

Chair Meifert referenced the art in public places item and asked that the item be updated with accomplishments from 2015 and bullet points of what should be done in 2016. He noted that he does have language for an Art on the Move item to add as well.

Commissioner La Valleur stated that she would draft the language to incorporate for the art in public places item.

Mr. Frey stated that he would need to have the draft Work Plan submitted by September 8th and would need all input before that time.

Commissioner O'Dea stated that the items with budgets should be listed on the top of the initiatives.

Chair Meifert asked if the Commission is going to ask for funds for the literature item to pay the stipends for authors.

Mr. Frey stated that Colin Nelson suggested paying \$100 for a stipend to the authors.

Commissioner Ellis stated that the Commission could fundraise for those funds and if the \$600 is not gained, the Commission could fund the item through a working group budget. She stated that perhaps the Commission should develop their Work Plan earlier in the year as at this point the Council is too far along in their budget process for the Commission to submit a budget request.

It was the consensus of the Commission that the author stipend would be funded this year with \$300 from the Music in Edina working group and \$300 from the Public Art working group, with an attempt to fundraise as well.

Chair Meifert stated that he would draft language that could possibly ask the Council for the \$600 as well.

It was the consensus of the Commission for the film item to be removed with language to explain why the item is not being continued.

Commissioner Ellis suggested that language be included that states the Commission would like to possibly bring the film event back if there is an opportunity in the future to hold the event at a City owned space, such as Grandview.

Commissioner O'Dea stated that she would draft that language.

Mr. Frey reported that there will be a City Council work session on Tuesday, September 1st devoted to Grandview.

Mr. Frey provided additional information on the dance item, noting that the instructor is leaving the Art Center as he is going back to college. He stated that the language could be updated to state that the group is exploring new options. He noted that the Park Board holds a six hour retreat each year to discuss and update their Work Plan.

Commissioner La Valleur stated that the percentage for arts item could be removed as the Commission is not moving forward with that.

Chair Meifert referenced the fundraising and donation item and stated that he would not be comfortable asking for funds with that generalized brochure.

Commissioner Miller stated that the best method to move forward would be for the Commission to develop an insert that could detail information specific to the Commission and could be included inside the brochure.

It was the consensus of the Commission that an insert should be developed that the Commission could use for fundraising in addition to the City brochure.

Commissioner La Valleur stated that raffle tickets would be a great opportunity for fundraising as well.

Chair Meifert noted that an online auction would be another option.

Commissioner Ellis stated that the Ways and Means group could discuss further discussion those items.

Chair Meifert referenced potential language for the Art Center and a new venue.

Mr. Frey stated that the item may not be an option following the September 1st meeting. He acknowledged that the Art Center cannot add any additional programming without additional space.

Chair Meifert provided language regarding the Art on the Move item.

Commissioner Miller asked if the groups would be making a donation for the services.

Commissioner O'Dea stated that is a detail the working group could determine but agreed that it would make sense for the group to make a donation to the Commission in return for the services.

Chair Meifert stated that perhaps an additional initiative should be added regarding community theater and provided that proposed language for incorporation. He stated that a working group could be created for that item as well.

Commissioner O'Dea stated that she recently send an email link to Mr. Frey for a survey to be distributed to the Commission members and noted that she will use that information to develop a communication plan for the Commission and art related events in Edina.

Mr. Frey provided additional information on an intern position that will be gathering information on arts and culture events throughout Edina.

Commissioner O'Dea explained that she is working from a more strategic position in regard to the best method for communicating that information.

Chair Meifert briefly reviewed the items to be updated on the Work Plan and which member of the Commission and/or working group would be completing each action. He noted that the necessary information should be provided to Mr. Frey by September 1st.

Motion by Commissioner Suckow and seconded by Commissioner La Valleur that the Art and Culture Commission approve the amendments to the 2016 Work Plan as proposed with additional incorporations to be made.

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

VII. Correspondence and Petitions

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

VIII. Chair and Board Commissioner Comments

Commissioner La Valleur provided an update on upcoming events and asked the Commissioners to complete a ballot for the sculpture contest. She noted that she attended an opening of a huge public art piece in Bloomington the previous week and had pictures for interested Commissioners to view.

Mr. Frey stated that Bloomington received an endowment for the arts grant in the amount of \$100,000, which was matched and provided the city with \$200,000 for public art.

Commissioner Ellis asked if the Commission could research grant opportunities as that could be much more successful than raising donations. She asked that the item be added to a future agenda to further discuss opportunities. She noted that she does have experience writing grant applications in the past.

Mr. Frey confirmed that he does receive available grant information and can forward that information on to interested Commissioners.

Commissioner La Valleur noted that she has also written grant applications, but stated that she did not receive the grant she applied for this past year.

IX. Staff Comments

No comments.

X. Adjournment

Motion by Commissioner Suckow and seconded by Chair Meifert that the Art and Culture Commission adjourn the meeting at 6:15 p.m.

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