

REPORT / RECOMMENDATION



To: Edina City Council

Agenda Item #: W.S. IV

From: Edina Arts & Culture Commission
Michael Frey, Staff Liaison

Date: September 16, 2015

Subject: Joint Meeting with Edina Arts & Culture Commission

Action
Discussion
Information

Action Requested:

Discussion of 2016 Work Plan

Information / Background:



ARTS AND CULTURE COMMISSION 2016 Annual Work Plan

1) EVENTS & INITIATIVES

2016 Ongoing Event	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Literature The Author's Studio and The Loft Around Town	Ongoing	N/A	Art Center/Communications	
<p>Progress Report: The Author's Studio began with five local authors and 18-20 attendees. Now in its 8th season, 45-50 individuals attend each Q&A event with local author Colin Nelson. Chuck Logan, Lori Sturdevant, and Chris Ferrell are the 8th Season Guests. A total of 32 authors have appeared since January 2012.</p> <p>The Art Center enjoys continued partnership with The Loft around Town, and features The Poetry of Art with Casey Patrick for Fall 2015. The Art Center General Manager and The Loft continue literary programming. In addition, Edina resident Jeannie Hanson offers nature writing and haiku classes at the Art Center. The Commission continues to seek additional literary partners.</p>				

2016 Ongoing Event	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Public Art Edina	Ongoing	\$16,500	Art Center/Communications Parks & Rec/Public Works	
<p>Progress Report: Public Art Edina, a Working Group of the Edina Arts & Culture Commission, is best known for the annual Call for Sculpture and the corresponding rotating exhibit: The Edina Promenade, Grandview Square Park, and 50th & France Business District. Sculptures are installed in May with an opening reception in June for the artists sponsored by Pinstripes. The artist of each sculpture chosen for the exhibit is given a \$500 stipend for the loan. It is hoped that, with the approval of Council, that stipend will increase to \$1,000 in 2016 as a way to encourage more entries of a high quality. The public is invited to vote for The People's Choice Awards from June to September. In October, the top three winning artists are awarded honorariums of \$1,000, \$750 and \$500 and are invited to exhibit their work for an additional year. In addition, Public Art Edina fulfills its mission with a Call for Entry to wrap utility boxes, and has been included in the planning stages of city and business projects including the Phase IV expansion of the Edina Promenade, the 50th & France Wayfinding Project, and the Carl N. Platou Emergency Center at Fairview Southdale Hospital.</p>				

2016 Ongoing Event	Target Completion Date	Budget Required	Staff Support Required	Council Approval

Film Edina Film Festival	Ongoing	N/A	Art Center/Communications	
<p>Progress Report: Enhance the cultural life of Edina residents through film. The Edina Film Festival premiered in 2011 and ran for three years after several years of planning. The goal of the festival was to raise money for the Edina Art Center and enrich the community through film. While audience totals doubled in 2013, it was not enough to offset the high cost of hosting the festival at the Edina Cinema. Several venues and formats were evaluated, but none were viable. The festival has been put on hiatus until the Grandview project moves forward.</p>				

2016 Ongoing Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Dance Edina Art Center Dance Programs	Ongoing	N/A	Art Center/ Communications	
<p>Progress Report: Enhance the cultural life of Edina residents through dance. A successful Argentinian Tango program had been ongoing with lessons at Edina Senior Center for the last year and a half. We look to continue this offering again in 2016. It is also the plan of the Commission to expand the dance lessons to tap and possible jazz dance to individuals ages 18 or older.</p>				

2016 Ongoing Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Music Music in Edina	Ongoing	\$10,000	Art Center/Communications Parks & Rec/Public Works	
<p>Progress Report: Enhance the cultural life of Edina residents through music. The Music in Edina working group had two successful summer concert series with regional bands and 175-275 people in attendance at each event. Two events were notable; the Valentine’s Concert at Braemar Clubhouse with The Rockin’ Hollywoods, and the first annual Edina Jazz Festival held in July 2015 at Centennial Lakes Park with Patty Peterson, Dan Ristrom, and Midnight in Moscow. The Music in Edina Working Group will focus efforts on communication of arts and culture in the future, in addition to the Edina Jazz Festival and a Valentine’s event.</p>				

2016 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Theater Theater in Edina			Art Center/Communications Parks & Rec	
<p>Progress Report: Enhance the cultural life of Edina residents through theater. A new Working Group is being formed to investigate opportunities in Edina that can cultivate talents and enrich personal perspective through high-quality live community theater and educational development. The group will seek neighbors who really want to be involved in all parts of theater from</p>				

acting, directing, lighting, and set design. The Working Group will search for a viable venue for performances.

2016 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Art on the Move Art Travels in Edina			Art Center/Communications	
<p>Progress Report: Enhance the cultural life of Edina residents through traveling exhibitions. A new Working Group will be formed to enhance the presence of art in the community through displays of visual 2D and 3D art in public and private indoor venues. The group will focus on selection of venues, works of art to be displayed, and coordinating the installation of exhibits. This is a great opportunity to reach out to the community with art in a variety of venues. Fairview Southdale and the Carl N. Platou Emergency wing and 71France have already approached the Commission.</p>				

2) FUNDING

2016 Ongoing Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Funding Foster Cultural Entrepreneurship in Edina	Ongoing		City Staff	
<p>Progress Report: The purpose of the Edina Arts & Culture Commission is to plan and finance events that provide our vibrant community with high-quality concerts, plays, art shows, outdoor sculptures, dance performances, and other artistic endeavors. The Commission's work is to nurture artistic talent and develop venues and audiences that provide and promote artistic and cultural opportunities in our city. The Commission plans to seek financial support and sponsorships from individuals and businesses and will the City of Edina Donations, Sponsorships and Advertising Policy as a guideline for our fundraising efforts. In addition, the Commission is exploring raising money by submitting Grant Proposals to interested organizations. The Finance Department created an Arts & Culture Fund in 2014.</p>				

3) COMMUNICATION

2016 New Initiative	Target Completion Date	Budget Required	Staff Support Required	Council Approval
Enhance Communication of Arts & Cultural Events	End of 2016		Art Center/ Communications	
<p>Progress Report: New for 2016 - Facilitate communication and collaboration that promotes participation and enhances the cultural life of the residents of Edina. The key issue identified is to develop the means to provide additional communication about artistic and cultural activities. The strategy is to coordinate activities to avoid competition between events, and the tactics discussed are to expand the Arts & Culture calendar, develop</p>				

content; an arts & culture website, electronic newsletter, Facebook page specific to arts and culture.

Other Work Plan Ideas Considered for Current Year or Future Years

Arts Calendar/Website

Proposed Month for Joint Work Session: September/October

Staff Comments:

Council Comments: