

## **Edina Art Center Board Meeting July 28, 2005 Edina Art Center 4:00p.m.**

Members Present: Gene Andersen, , Liz Eisenbrey, Linda Kieffer, Heather Randall King, Ken Rosland, Alexandra Sifferlin, Ruth Valgemaie and Jim Van Valkenburg

Members Absent: Sandra Clark, Dolores Dege and Mike Kelly,

Staff Present: Brad Benn, Diana Hedges and Phil Johnson

### **CALL TO ORDER**

Meeting was called to order at 4:00 p.m.

### **APPROVAL OF MINUTES**

The minutes of last month's meeting were read and amended as follows, before being approved. Linda Kieffer had been shown as present but was not at the June meeting.

### **JURIED SHOW – Delores Dege**

Brad Benn reported for Dee Dege that donations to date approximated \$2,000 compared to last year's total of near \$3,800. He suggested that volunteers might be used to make follow-up phone calls to people on the donor list who had not responded. Heather King offered to do this. Brad also reminded that additional volunteers were needed to work the registration desk on "Bring In Day" which is August 30 from noon to 8 pm.

### **MEDIA STUDIOS – Phil Johnson**

Phil Johnson reported that media assistant, Janet Nicol, and Diana Hedges had proposed a Holiday Photo Fund Raiser with the participation of a number of the professional photographers who utilize the photo studio. Sittings would be arranged for Fridays and Saturdays during September, October and November, with each of the photographers scheduled for a one or two day block of time. A variety of poses and shooting styles would be offered. Each sitting would be offered with a suggested donation of \$75. The Art Center and Linhoff Photo would collaborate to handle photo development, viewing of proofs and selection of additional holiday cards. Details are still being worked out and photographers are being contacted. Diana commented that these photographers should be able to offer a greater variety than the conventional photo store can offer. Several suggestions from Board members: take pictures outside as well as inside the studio; and we should contact Lyle at Nielsen Gallery to see if he would link up to us for special matting and framing services. We should also be sure to place flyers at both Linhoff Photo and Nielsen Gallery. Linda Kieffer asked if we could coordinate publicity through the schools. Alexandra Sifferlin offered to check this out.

### **OUTREACH ACTIVITIES AND EDINA PUBLIC ART COMMITTEE – Linda Kieffer**

#### **Outreach**

Linda reported that Susan Bublitz will be exhibiting at Jerry's Supermarket during August. Pat Greer had a sale of one of her works in July at Jerry's. Linda, herself, had a sale at the Senior Center. She is exhibiting at the Penn Lake Library through July. She is still trying to define arrangements with the Hennepin County Library on York Avenue and with the Edina Library.

#### **Public Art Committee**

Linda reported that the City Council approved the draft document "Guidelines for Organization and Function of Edina Art Center Board". An ordinance is being drafted and must receive two readings at Council meetings before it takes effect. Ken Rosland recommended that, once the ordinance takes effect, that the Edina Art Center Board should officially reappoint the members of the Public Art Committee. Linda gave an update on the Stained Glass project for City Hall. An RFQ (Request for Proposal) has been sent out to glass artists and responses have been requested by August 1. The City Council has approved the methodology and plan for picking the finalists. Finalists should be notified by August 15 although that date might have been moved back slightly.

### **DIRECTOR'S REPORT – Diana Hedges**

Diana reported that volunteers were still needed for the Loring Park Art Festival, Saturday and Sunday, August 6 & 7. The Fall Into the Arts Festival is scheduled for September 10 & 11 and the Art Center will operate the Tavern, rather than last year's Taverna. The location will be the same – inside the Centrum building. \$200 is allocated for improved signage so people will know where it is and what is available. Linda Keiffer suggested that the Public Art Committee might display a

poster in the Tavern. Diana Hedges announced that a Tavern committee will meet at the Art Center on August 8 to work out the details for this years event.

October 9 is the date for the EAC Carnival of Arts. A draft press release was passed around for review. Other publicity planned: A full story in the Sun Newspaper and, possibly, a story in the Edina Magazine. Notices to students in Edina schools are planned again this year. Last year's "back pack notices" resulted in an unexpectedly large turnout of younger students to the extent that some of the activity booths ran out of supplies. Another large turnout is planned for. The meeting notes from the July 20 planning meeting were distributed. (attached hereto)

Classes and summer camps are going very well. Lots of happy and fulfilled kids every Tuesday thru Thursday.

The current gallery exhibit, "Beadwork, infinite possibilities" has generated a lot of visitor traffic. The Midwest Bead Society was wonderful to work with – they did most of the hanging work and took care of the opening reception which was very well attended. Next exhibit in the gallery is Lake Country Pastel Society show that runs through August 27th. The Juried Show opens September 8 with a reception from 5 to 8 pm.

Another possibility for Art Center community participation is the Holiday House program this coming December. Diana will meet with Greta Dillon and Pat Hall to discuss EAC participation. This may involve a silent auction of holiday trees decorated by sponsoring firms with the proceeds going to worthy causes within the City. The silent auction might be expanded to include other types of cultural and artistic items. Finally, Diana announced that the CNN television network would be filming Sheila Asato teaching a class at the Art Center. The filming is tentatively scheduled for the first week in August. Ken Rosland suggested that Sheila be encouraged to mention while teaching that she is at the Edina Art Center doing the class rather than relying on CNN to make that clear in its credits and acknowledgements. Diana agreed that she would prompt Sheila to do so.

Next Board Meeting will be August 25 at 4pm at the Art Center.

ADJOURNMENT -The meeting was adjourned at 4:55 pm.