

Edina Art Center Board March 3, 2005 Edina Art Center, 4:00p.m.

Members Present: Kathy Amlaw for Becky Amlaw, Gene Andersen, Dolores Dege, Liz Eisenbrey, Linda Kieffer, Heather Randall King, Ruth Valgemaie and Jim Van Valkenburg

Members Absent: Sandra Clark, Mike Kelly, and Ken Rosland.

Staff Present: Brad Benn, Diana Hedges and Phil Johnson

CALL TO ORDER

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

WELCOME NEW BOARD MEMBER ALEXANDRA SIFFERLIN

The newly appointed Youth Representative, Alexandra Sifferlin, was introduced. Alexandra is a freshman at Benilde St. Margaret's, who has taken various courses at the Edina Art Center and continues her participation by serving on the Board.

APPROVAL OF MINUTES

The minutes of last month's meeting were read and approved.

JURIED SHOW – Ruth Valgemaie

Ruth Valgemaie announced that she will retire as the Chair for the annual Juried Show but will continue to serve with enthusiasm and dedication as a Board Member and frequent volunteer. While she may still work on the Juried Show, it is time for someone else to chair this event. Heather Randall King asked how many hours were involved in the chairing of the Juried Show. Diana stated that it varies from a commitment of 30-100 hours depending on how the Chair will delegate. She also stated that soliciting funds from businesses and individuals was the most challenging aspect of the job. Ruth recounted some of the major activities, such as planning the publicity, communicating with participating artists, etc., with the time required becoming much heavier as the event date approaches. Gene Andersen reminded the Board that Ruth didn't only plan and coordinate the show, she also worked many hours registering artists and hanging exhibits at the show. This was performance above and beyond.

GALLERY REPORT – Bradley Benn

Brad Benn distributed a handout listing the major gallery exhibitions for the remainder of the year (Handout included as appendix A). The current exhibit is the Faculty Exhibition featuring over 50 artists who teach at the Edina Art Center. He mentioned that individual artists can still book smaller events in the gallery for those times when major exhibits are not in residence. Kathy Amlaw asked what artists are charged for rental of the gallery. Brad replied that they are asked for a \$100 donation and pay a commission of 35% for items sold during the exhibition.

MEDIA STUDIOS – Phil Johnson

Phil Johnson reported that business had been strong through the Holiday period and into late January but revenues had dropped considerably during February. Several low-cost publicity campaigns are planned. The trend towards customers looking for increasingly complex technologies is continuing and the staff is researching and training to respond. A serious threat exists to our mainstay service – movie transfer to tape or DVD. The special Elmo movie projectors needed for the front end of the transfer process are increasingly scarce and spare parts are virtually impossible to find. Everyone in the transfer business is using these projectors and the competition for them is intense. Phil has been outbid on EBay three times in the past two months for the types of projectors needed. There is a new type of modified projector just coming onto the market that holds promise for the future but it is currently in limited supply, thus very expensive and will probably remain so for the foreseeable future. It may be necessary to budget a significant amount next year to obtain this type of projector rather than continue to repair the current Elmo projectors.

OUTREACH ACTIVITIES AND EDINA PUBLIC ART COMMITTEE – Linda Kieffer

Linda Kieffer reported that Edina Art Center works are on public display as follows: Yumi Yokogama in the Restaurant at Jerry's supermarket; Studio 8 artists at the Edina Senior Center; and Pat Duncan at the Penn-Lake Library. Linda is displaying some of her works this month at the Skyway Senior Center, located at 950 Nicollet Mall, Skyway Suite 290. Discussions continue with the Edina Library staff for display of two-dimensional art on some of their walls.

The Public Art Committee continues to meet every two weeks. Work continues on hanging of art works on walls in City Hall employee's workspaces. Photos by the late Art Dickey are being framed. Twenty or more of them will be displayed on the second floor in the foyer outside of the Community Room. The Committee is formulating a proposal for art glass panels for hallway displays, as well. This project would involve major expenditures totaling perhaps 25 to 30 thousand dollars. To support this effort, preliminary discussions are on-going with the Edina Foundation for a cooperative fund raising event in Fall 2005 or early 2006.

Linda has submitted a proposal to City Manager Gordon Hughes for a funding program similar to the St. Cloud, Minnesota program entitled Art for Change. The idea is to offer an option to citizens paying water/sewer bills in which the amount to be paid could be rounded-up to the next higher dollar amount. The excess amount is collected and devoted to civic art. The program has been in place in St. Cloud for several years and has seen good participation.

FUND RAISING STUDY – Heather Randall King

Heather Randall King reported that she has still not received survey responses from all Board Members. She does not feel that recommendations for fund raising are feasible until an overall consensus is obtained. A discussion ensued about the "Appetite for the Arts," program conducted in Seattle, WA. Several Board Members thought this program would be of interest to a number of restaurants in Edina. It would offer opportunities for creative advertising and potential for raising EAC visibility in a positive way. Kathy Amlaw stated that most local restaurants are already heavily involved in other civic fundraising such as sponsorship of youth sports teams, etc. Non-profits and charities quite commonly ask local businesses to host events and share revenues for these events. This program might not be unique in the view of restaurant owners. Jim Van Valkenburg requested that Board members respond in writing to Heather's request for feedback as soon as possible.

A more wide-ranging discussion about fund raising ensued during which various current programs and events were reviewed. Diana Hedges stated that John Keprios has emphasized to her and the EAC staff that their primary goals were to concentrate on planning and delivery of quality fine arts education. Diana stated that any fundraising efforts by the Board would be very much appreciated and that it would send a message to the City that we are trying to succeed in reducing the deficit.

Term Limits Questionnaire

Jim Van Valkenburg addressed a memo and questionnaire recently mailed to members of city boards and commissions. The questionnaire is a response to a question asked at a recent City Council meeting by a representative of the League of Women Voters. The questions have to do with length of service on boards and commissions and whether a limit should be specified for consecutive terms by any person. Because there seems to be no standard practice across various boards and commissions, Gordon Hughes has asked for feedback from members of these advisory bodies. Jim asked that EAC Board Members give him a copy of their questionnaire responses so he can respond appropriately at the City Council meeting, March 15th, when this topic will be addressed again.

DIRECTOR'S REPORT – Diana Hedges

The Horse

An antique horse sculpture made of wood and ivory has been given to the Art Center by Carolyn Bollhoefer, former owner of Blake and Mary Francis Antiques. Made sometime between 1850-1880, this unique horse has been appraised at \$7,500 even though it's original purchase price only eight years ago was \$20,000. There are several ideas we might want to consider.

- Selling on the internet
- Selling one hundred \$100 raffle tickets
- Doing an article in About Town
- Leaving it here as part of our permanent collection
- Other ideas???

Ways and Means Committee Meeting

Mike Kelly, Jim VanValkenburg and I met to discuss the 2005 budget. Would like to meet with Liz to go over the suggestion to increase Membership by offering premiums like mugs, goblets, or some Monica Sullivan cards.

Mike Kelly and Jim VanValkenburg also met with Gordon Hughes and Eric Anderson. They discussed the possibility of submitting some grants through the Edina Community Foundation so we could take advantage of the 501c3 status. They also discussed getting an Arts Administration Intern here for the summer.

Spring and Summer Classes

We are just finishing the schedule for the spring and Summer Sessions. Registration will begin March 10 at 9am for Members, who are already in winter session classes, March 17 at 9am for Members, and March 24 for non-Members. Edina Resident Members receive \$5 off each class or workshop. Wait till you see all of the wonderful classes coming up! Plein Air to Anime! Please stop in after March 10 to pick up a stack of schedules!

Mary H. "Peggy" Kelly 1934-2005

We are so sad to say goodbye to an amazing person whose life was filled with helping others. She not only recognized the importance of the Arts in our community, but also took action and communicated to others how the Arts are vital and need to be part of our everyday life. Peggy and her family founded our Media Studios and Tea Room. During her 12 years on the Edina City Council, Peggy constantly supported the Art Center's programs and expansion projects. Our sympathy to Mike and the Kelly family. Memorials through the Edina Community Foundation go to the Edina Art Center. Board members are asked for ideas concerning some type of special purpose for the memorial contributions.

Sad News/Glad News

Gene and Ken Andersen will be moving out of Edina in April so Gene will need to retire from the Board. The Glad News is that she will still be very involved in volunteering on her usual Wednesdays and for special events! We won't miss you, Gene, because you will still be here!

Tours

We have not been having much success with our recent Art Tours and will be meeting with Babs Wheeler to see what we can do. A very special trip will be our Travel to Senegal with Adama Sow in January 2007. You will be able to visit the homeland of our resident potter in one the friendliest, warmest countries in Africa. The magic of the City of Dakar to the small village where Adama grew up, we will take in the Art, the Music, and food and meet working artists.

Mayor's All City Volunteer Recognition Reception

This annual event is to be held on Thursday, April 14.

Update on Sandy Clark

Board Member Sandy Clark is in the hospital in Miami Beach. Apparently she had a blood clot that went from her leg into her lung. This is all the info that I have right now. (note: She's home and doing fine now.)

Annual Staff & Faculty Recognition Luncheon

This wonderful annual event is scheduled for Friday, April 29th at noon at Sandy and Ron Clark's beautiful home. Invitations will be sent soon.

Next Board Meeting will be March 24 at 4pm. The Sumi-e Opening is from 5-8pm. Jim and Liz will be gone. According to seniority, Sandy will you act as Chair?

ADJOURNMENT -The meeting was adjourned at 5:10 pm.

Appendix A

Upcoming in the Foss Gallery 2005

Put these dates on your calendar:

- February 3 through March 15

Faculty Exhibition

Featuring over 50 Artists who teach at the Edina Art Center

- March 17 – 20 Tove Nikol Borgendale “Holding God” opens March 17, 5-8pm
- March 24 through April 26 Opening reception Thursday, March 24, 5-8pm

“A Bridge to Spring”

Featuring the Ming Chiao chapter of the Sumi-e Society of America

- April 28 through May 1 Caroline Woodruff “Mediterranean Gardens and Landscapes” opens April 28, 5-8pm
- May 5 through May 20 Garden Reception Thursday, May 5, 5-8 pm

Third Annual Garden Art Show

Featuring sculptures, pots, tiles, and fountains for your garden

- May 23 through May 27..... Artists’ reception Thursday, May 26, 5-8pm

Edina Art Center School of Realism

Results of the first year of our new Atelier program

- June 2 through July 4 Opening reception Thursday, June 2, 5-8pm
Edina Art Center Student show
Artwork produced by students in the past year. All levels, children to adults.

- July 7 through July 30 Opening reception Thursday, July 7, 5-8pm

“BEADWORK: INFINITE POSSIBILITIES”

Featuring: Upper Midwest Bead Society. In the gallery and foyer.

Dim Sum, Sumi-e miniatures by Susan Frame in the Great Hall Opening reception Monday, July 11, 5-8pm

- August 4 through August 27 Opening reception Thursday, August 4, 5-8pm

Lake Country Pastel Society Exhibition

- September 8 through October 18 Opening reception Thursday, September 8, 5-8 pm

Edina Art Center Members’ Juried Art Exhibition

Awards presented by judges and peers. Judges’ critique 6pm at opening.

- October 20 – 22 “TBA weekend show” opens October 20, 5-8pm
- November 1 through December 23

Hand Crafted Gifts

Our gift shop expands into the gallery with something for everyone.



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