

**MINUTES FOR EDINA ART CENTER BOARD MEETING  
July 24, 2008**

Members present: Rick Fesler, Mike Kelly, Heather Randall King, Bill McCabe, John Swon, Ruth Valgema, Jim Van Valkenburg and Michael Whitt.

Members absent: George Hadjiyanis, Ken Rosland, and Daniel Schroeder.

Staff present: Diana Hedges, Phil Johnson, John Keprios

**CALL TO ORDER**

Jim VanValkenburg, Chair, called the meeting to order at 4:00 pm.

**APPROVAL OF MINUTES June 26, 2008**

The minutes of the June 26, 2008 meeting were read and approved (as amended earlier by Heather Randall King.)

**MEDIA STUDIOS - Phil Johnson**

Phil reported that an updated mailing had been sent to the Hennepin county libraries. Up to sixty percent of customer referrals continue to come from the reference librarians. He also had received the phone response to the quarter page ad placed in the Edina Schools Calendar brochure that had just hit local mailboxes the previous day.

**JURIED SHOW--Heather Randall King, Ruth Valgema**

Ruth reported she and Heather had met with Eddi and Rick Fesler to promote and plan for participation by volunteers. Anne Spooner had provided a list of previous volunteers. A post card has been designed to ask for volunteers.

Ruth summarized that the music had been arranged, as had the food. Phil Johnson will provide a sound system that will reach into the tearoom and the Nichols classroom. Hopefully people in those locations will listen to the speakers during the opening rather than talking in the background as in the past.

Mike Kelly asked if there were specific time slots where volunteers were needed. Ruth replied that all time slots were available but the largest need was for people who could handle stress during the "bring-in" sessions. She added that Lyle Sorenson and Sandra Shaughnessy would be hanging the exhibit. Board members are invited to participate on Judging Day. They can follow along with judges to hear their comments and have lunch with the judges, Steve Hemingway and Doug Lew.

Diana commented that the staff and teachers really appreciated that the Juried Show Committee agreed to schedule the Juried Show before fall classes begin. This avoids much disruption in classes and does not inconvenience for teachers and students by needing to reschedule classes.

Heather added that she and Ruth plan to meet several days after the JS Opening to review what went well and what could be improved. She asked that Board members gather feedback from artists, attendees and volunteers and to get those comments to them prior to their meeting.

Heather asked Michael Whitt to comment on the flower arrangements which he had volunteered to contribute.

Heather also reported that a press release had been mailed to various media outlets. The release was shortened and revised by John Swon.

Heather asked Mike Kelly to report on the status of the Donor Solicitation letter. Mike reported four Board members had gathered on July 17th to stuff envelopes. Ruth, Heather, Ken Rosland and he had also taken some of the letters home to add their personal notes to people each was acquainted with. He added that other Board members could do the same even though the large mailing had gone to the post office. He has the master list that can be consulted to avoid duplicate mailings.

As a related topic, Heather reminded that Thank You notes will be sent to each donor and their names will be included in the printed program. If anyone wants to a personal thank you note to a friend or acquaintance, that would be a good thing also.

#### **OUTREACH AND PUBLIC ART COMMITTEE- Rick Fesler**

Rick reported that the Public Art Committee had met that afternoon. A new committee member, Amy Kerber, is recommended for approval by the Art Center Board. She is employed by Coldwell Banker Burnett and her specialty is fundraising, obviously of great potential benefit to EPAC. Mike Kelly moved that the board approve her appointment to the Public Art Committee, Ruth Valgemaie seconded, and the motion was approved unanimously.

A progress report on the first sculpture work to be placed on the new Edina Promenade: Thanks to the Hedberg Family for the funding grant. The work is a large stainless steel sculpture of a pinecone, nearly 8 feet in height to be placed on a 4-foot base. It will be located in the Centennial Lakes "maze" which offers great visibility. Tentative date for the dedication is Sept. 13. Rick added that the committee is pursuing other artists by sending out a Request for Proposal (RFP) to possible participants.

Mike Kelly recommended that board members visit the Minnesota Zoo to see the animal sculptures on display. They were done by local artists. The Public Art Committee might find them to be a good source for works on loan.

#### **MARKETING AND PUBLICITY- George Hadjiyanis and Heather Randall King**

Heather reported that George had completed the Juried Show article to be included in the About Town publication coming out in early September.

#### **FOUNTAIN AND SIGNAGE - Ken Rosland**

Diana reported for Ken that Centennial Lakes Office Park and NorthMarq is providing funds to improve the fountain area. Landscaping and lighting will enhance the view from the picture window in the gallery. In addition, he is working with sign maker, Doug Way, on the final design for the new EAC signs.

#### **BUILDING EXPANSION UPDATE - Jim VanValkenburg**

Jim and Ken Rosland will meet with the Edina Fire Marshal on Monday, July 28th. The intent is to find ways to reduce costs.

#### **COMPUTER PROGRAM UPDATE-**

Bill McCabe reported that he and Susan Anderson had met again with Jennifer Bennerotte.

They reviewed the proposal submitted by Dave bender with the consulting firm Global Oak. The proposal came in well above the budget assumed available and will need to be refined in terms of priorities, costs and phasing. A meeting between the principals will be held soon. Because Bill is very familiar with Microsoft Outlook, he will be able to help the Art Center staff learn to use the Outlook Calendar feature for classroom scheduling should that become the preferred solution.

### **OTHER BUSINESS**

John Keprios advised that the City Council will put Fees and Charges on the agenda during October. That will require that the Art Center Board review and approve Fees and Charges at the September meeting.

Diana commented on the current status of various programs in terms of their revenues and/or enrollment levels and stated that she would have the proposed fees and charges information for 2009 for the August meeting.

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

#### **Class Schedule**

We are finalizing our fall schedule this week. We are pleased to announce collaboration with the Arboretum for an exhibit and workshops with Karen Knutson and Carol McIntire. It will be very good publicity to work with an organization like the Arboretum. What a perfect combination: nature and visual arts. We have some summer/spring catalogues left over if you would like to take some.

#### **Asian Brush Painting Exhibit**

Please join us on August 7, from 5-8pm for the Asian Brush Painting Exhibit. As many of you know, many of the Ming Chiao folks are here each week for open studio to study together, exchange ideas, and of course paint. They have been coming here since the beginning of the Art Center.

#### **Outreach Exhibit**

Stop in at Jerry's Cafe on Vernon to see Pat Greer's work. FYI for new Board Members, Pat is the former co-Director of EAC.

#### **Fall into the Arts**

Sign up today to help staff our drink stands at the festival! In the entryway

#### **Fruits and Vegetables for Kids Camps**

At the suggestion of park and recreation supervisor, Donna Tilsner, we have been providing healthy snacks for this summer's camps. Instead of crackers, cookies or sweets, they now are eating fruits and veggies at their breaks. Each class also takes an exercise break where the teacher takes the kids for a walk outside; weather permitting. Parents and kids have been enthusiastic about this change in the programs.

Heather King commented that she would recommend everyone visit the Lake Harriet bandstand where paver bricks are being installed as a fundraiser. Each brick or block is funded by an individual. She thought that was an excellent way to get the public involved in

a significant improvement to the park facility. John Keprios stated that a similar concept was used to build the gazebo at Centennial Lakes. Diana has seen similar impressive installations in Clear Lake, Iowa and Vadnais Heights, Minnesota. Ruth saw a similar thing done in Hawaii to build a labyrinth. The consensus was that such a project had great potential for future fund raising efforts at the art center.

Before adjourning, Mike Kelly reminded members that the master JS mailing list was available for review by those wanting to send a personal note to potential donors of their acquaintance.

**PUBLIC COMMENT** -No members of the public attended.

**ADJOURNMENT** - The meeting was adjourned at 4:45 pm.