

EDINA ART CENTER MISSION STATEMENT

The Edina Art Center mission is to provide facilities, programs and services that meet and reflect the needs of our residents and neighbors for participation, education and enjoyment in the Arts with emphasis on fine arts.

MINUTES FOR EDINA ART CENTER BOARD MEETING September 25, 2008

Members present: Rick Fesler, George Hadjiyanis, Heather Randall King, Bill McCabe, Ken Rosland, Sharanya Srinivasan, Ruth Valgema, Jim Van Valkenburg and Michael Whitt

Members absent: Mike Kelly, John Swon

Staff present: Diana Hedges and Phil Johnson

CALL TO ORDER -Jim VanValkenburg, Chair, called the meeting to order at 4:00 pm.

APPROVAL OF MINUTES August 28, 2008

The minutes of the August 28, 2008 meeting were read and approved after a correction by Jim VanValkenburg.

MEDIA STUDIOS - Phil Johnson

Phil reported that business had picked up in the last two weeks, especially for movie transfer to DVD disks. This may indicate that the pre-holiday rush is starting earlier than normal. Video editing activity has also picked up which means that Don Clay has been very busy tutoring customers in that more complicated technology.

JURIED SHOW-Heather Randall King and Ruth Valgema

Their report will be given during the Juried Show “wrap meeting” immediately following the Board meeting. Copies of the various reports are attached to these minutes.

OUTREACH AND PUBLIC ART COMMITTEE-Rick Fesler

Rick reported that the stainless steel Pine Cone sculpture had been installed in the Centennial Lakes maze area on September 13th. Board members are encouraged to visit and view it since it represents the first of ten such works of art to be sited along the new Promenade connecting Southdale and Centennial Lakes. Ken Rosland asked if an additional plaque could be considered, beside the dedication plaque, to tell the story of the Pine Cone and what inspired its creator, Marcia McEachron. Diana Hedges agreed that the Public Art Committee should be notified that such a plaque would be a valuable communication. Heather King commented that the Minneapolis Art Institute often does that. Ruth Valgema commented that the invitation to the Pine Cone dedication was very well done and the designer/producers should be commended.

Heather asked if solicitations for funding for future Promenade works were going to individuals. Rick responded that solicitations are planned to go to individuals and corporations.

Heather asked how the utility bill donation program was going. Rick said the last figures he had seen showed that fewer than 100 Edina families were participating. Michael Whitt commented that his family was happy to participate in such an easy and painless way to support the arts. Ruth agreed that it was easy, but that an option to round up the payment amount would probably have increased the level of participation. That option had been suggested before the donation program had been started, but Diana stated that the logistics of rounding up was far too complex for the current billing software. Ken Rosland stated that

fourteen thousand families reside in Edina and many more would contribute via rounding-up. This option is worthwhile and Ken stated that it should be raised again.

Michael Whitt inquired about the status of potential donors that Rick had referred to in past meetings. Rick responded that these donors had decided that their donations would be dedicated solely to children's programs. Diana commented that approximately one-third of EAC programs involve children. Rick clarified that the donors had narrowed their focus to children's medical facilities.

MARKETING AND PUBLICITY- George Hadjiyanis and Heather Randall King

George reported that an article about the Juried Show would appear in the September About Town publication. He mentioned that Diana suggested several topics that he was considering for the next few issues. They included: Husband and wife employees at the Art Center, Naomi and Phil Johnson and for another issue an article on Shelley Holl, art instructor who has just published a book about the impact of Hurricane Katrina on her friends in New Orleans.

George also suggested more about the Public Art Committee's plans for the Promenade, but Rick stated that the EPAC likes to do their own publicity. George has written a draft of a media project done for his parents' anniversary that would illustrate the value of preserving the past via pictures, slides and movies. Diana suggested that the next issue feature his parents' anniversary DVD, since it will come out in January. It will be a good time to remind people of the Media Studios.

Diana commented that a possible opportunity for greater exposure could be presented by the change in ownership of the local magazine, Family Times. Edina residents Thom and Lynn Winninger have purchased the magazine and could be open to contributed articles that feature children, parents and grandparents. She and George will explore this opportunity.

FOUNTAIN and SIGNAGE -Ken Rosland

Ken reported that the newly installed fountain is to be augmented with some trees and flowers as the next step. A new electrical service will be installed but perhaps not until next spring.

The new sign has been installed next to the EAC driveway. Others will be placed at West Shore and 66th and at 66th and Valley View in the very near future. Ken was able to raise funds to completely pay for the signs. The donors are Centennial Lakes Office Park Northmarq. Ken generously donated funds for a private class for some of the employees of the company.

Ken also mentioned that he has begun exploring ways to raise and retain more funds for the Art Center. One possibility is to create an entity, such as the Braemar Foundation that supports fund raising for the Braemar Arena. This entity would be under the supervision and control of the EAC Board and moneys received and disbursed after Board action. That might mean more money raised and more available to do things such as pay more money to the winning artists in the Juried Show. Ken has met with John Wallin, Finance Director. Mr. Wallin stated that it is very possible, but needs the approval of Gordon Hughes, the Edina City manager. Ken wanted to make sure that the Board would like to pursue this before taking it to the next step.

Ken also commented that the Juried Show was just great this year. Heather asked if more visibility for the Art Center could improve attendance and participation in Art Center events. As an example, could lights be put into trees to draw attention to the Holiday Sales this year? Lights might also be arranged on pillars and the roof line. Diana agreed to look into this.

Heather brought up the question of what is exactly expected of us in the area of fundraising. Several years ago, Heather had done a huge amount of research on possible fundraising events and when she presented the Board with the ideas, there was not much response or interest at that time. She stated that John Keprios commented that the Art Center was not in the business of fundraising. Any action on pursuing major fundraising events was stopped at that time.

Diana stated that she believes that John Keprios and the City of Edina agree that EAC's major goal is to provide quality educational and recreational opportunities in the visual arts and that the staff works hard to achieve that. The Art Center obviously needs to be mindful and financially responsible, but we are not here to devote a majority of our time to fundraising. For many years, we have been subsidized like other facilities in the City with the proceeds of the liquor store.

Ruth Valgemaie stated that this was confusing. Heather said that the Board wants more information and clarity on this issue at the next Board meeting and asked that Diana make sure that John Keprios can attend.

COMPUTER PROGRAM UPDATE- Bill McCabe

Bill reported that he had gone as far as he could on the class registration and master data base portions of this project. He asked if any budget funds might be available this year to get a start of one of those efforts. Diana responded that the classroom reservation portion had been inaugurated and we will gradually begin to use Microsoft Outlook to schedule classrooms. The staff plans to reserve two days between Christmas and New Years to intensive discussions around needed operational improvements including online class reservations and an improved master data base.

BUILDING EXPANSION UPDATE - Jim VanValkenburg

Jim and Ken Rosland had met with Tom Jensen, Fire Department Inspector, and Steve Kirchman, with the City Building Inspections department to see what we can and cannot do. Obviously, a 2.5 million dollar addition is not going to fly. Even though the EAC Building Committee did not strongly support the idea of a freestanding building, Ken and Jim will continue to explore the feasibility of a separate structure.

They have contacted architect Mary Hustad, who has some past history and knowledge of the Art Center. She will bring some concepts to the Board at a future meeting. Ken reiterated that the main advantage of this approach is that expensive sprinkler equipment would not have to be installed in the existing structure. Ken stated that we would need a fire door at the end of each hallway, but it is not a major concern.

Heather asked how long it might be before sprinklers might have to be installed in the existing structure because of new codes to be passed. She noted that recent laws had been passed to require smoke detectors and carbon monoxide detectors in existing homes. There

was no exception or grandfathering in this update to existing law. Ken responded that there was no way to know when and if that might happen, but that right now the Art Center meets the code and does not need a sprinkling system. Ken added that for an Art Center, a water sprinkling system can sometimes do more harm than good, i.e. for certain paintings and art works this could be disastrous.

Heather asked about the condition of the electrical wiring in the existing structure. Ken responded that all the wiring meets present codes.

Diana proceeded with her Director's report and stated that her report consisted of opportunities for Board Members who wish to become more involved in Art Center activities and hoped that everyone had time to read it.

Heather asked why doesn't the staff do those duties and why should the Board be asked to take on some of those jobs listed. Diana replied that some Board Members are less active than others and may want to hear about areas that the EAC staff could use some assistance. The Art Center operates with only two full-time employees, part-time people, and volunteers. Ruth asked if an additional staff person could be added and assigned to some of the projects mentioned in the above report. Diana responded that she had increased hours for Cathy Gager and Judy Grimes at the front desk, but could not fund an additional staff person. Heather commented that some organizations have a lead person to direct volunteers for these types of functions.

George Hadjiyanis asked how memberships and renewals are running compared to past levels. Diana responded that membership levels have varied perhaps 30 or so for the past several years. The Staff has been checking closely to verify membership status for people registering for classes. They have found that some claiming membership had not renewed, but the staff is working very hard to correct this.

Michael Whitt inquired about creating a sustaining membership wherein people would contribute on a monthly basis via a credit card payment. Ken agreed that efforts should continue to broaden fund raising in new and innovative ways. Diana asked if Michael would like to look further into this type of program. He agreed that he would like to be involved. Ken then suggested that interested Board members meet in October, prior to the next Board meeting, to brainstorm additional avenues for fund raising.

DIRECTOR'S REPORT-Board opportunities

We need you! If you are looking for some projects to help the Art Center, you may want to consider:

GIFTS! GIFTS! GIFTS!

Join the Gifts! Gifts! Gifts! Committee - we are in the planning stages for our hand crafted gift sale that runs Nov. 6-Dec. 23. Help with choosing items, creating gift boxes, set up, postcard design, KinderGift area, and more! Contact Diana today.

MEMBERSHIP

We need someone to come in and send out postcards to students who have forgotten to renew their memberships. The office staff sends out a renewal letter, but often times the members need another nudging. Estimate 2 or 3 hours a week.

DATA ENTRY

We occasionally get behind on our data entry and would like some extra help updating our database.

STATISTICIAN

How did our students find out about the Edina Art Center? We randomly chose some evaluations from the summer session that need to be tallied. As we discussed in a Board Meeting last spring, it would be valuable to know. 2-3 hour job. (Board member Sharanya Srinivasan has reviewed these evaluations and had nearly completed the tally prior to the September meeting.)

SILENT AUCTION

Would you like to Chair or Co-Chair this event? Help Anne Spooner with the plans for the auction. The Silent Auction Fundraiser will be February 28-March 26. Help solicit items, set up, plan theme, etc. Call Anne at 612-915-6604 or aspooner@ci.edina.mn.us

CLASS SCHEDULE

Be a part of the programming process! We need proofreaders and input. We have started our winter programming. New for 2009---are some exciting contour drawing classes and marketing ideas for Artists.

Here is the proposed schedule for the schedule:

NOW - send and email proposal forms and dates to instructors

Oct. 20 - proposals due from instructors.

Oct. 20 - data entry; call instructors that you have not heard from.

Oct. 20 - 24-data entry and send proofs to instructors and front desk.

Oct. 27 - Oct. 31 - Proof. Proof. Proof.

October 31 at noon-final to Editor

Nov. 2 - 5 -Finish layout and final corrections.

Nov. 6 - Last minute corrections. Save as word file on G also. Final to Printers.

Nov. 6 - Send in mailing list

Nov.10 - Sends final pdf to Jennifer and send last edits.

Nov. 20 - Mail schedule

By Nov. 26 - Schedules hit the mailboxes

Nov. 20 - Members already in Fall/Fall 2 classes

Nov. 26 - Registration begins for Members

Dec. 4 - Non-Members registration

Jan. 5 - Winter session begins

GALLERY EXHIBITS

Bring in on Monday, Jan. 5 from 9am-9pm. Faculty exhibit opens on January 8 from 5-8pm. This is wonderful opportunity for you to meet some of Instructors. Help set up, labels, communications, host, and more!

April 2 from 5-8pm-Pat Greer Retrospective

You can help us plan this very special exhibit! Exhibit runs through April 25.

Garden Sale-April 30-May 28.

Outreach Exhibit at Jerry's
Pat Greer's work continues through March.

FALL INTO THE ARTS

Although the weather was not cooperative, we had the opportunity to promote the Edina Art Center's classes and activities. The final proceeds are estimated at about \$500 and will have exact figures when we receive the liquor store bill. A big thanks to Ken Rosland for all of his support!

THANK YOU NOTES

Sometimes we fall behind on sending thank you notes. We could use your help to let our volunteers know that they are appreciated. Help design, hand write, and mail out.

MEDIA STUDIOS

Help Phil get the word out about the Media Studios! Distribute schedules, create posters, programming, explore paid advertising, etc. Contact Phil at 612-915-6602 or pjohnson@ci.edina.mn.us

OTHER BUSINESS

None

PUBLIC COMMENT

Gene Anderson attended, but offered no comments.

ADJOURNMENT

The meeting was adjourned at 5:00 p.m.