

Edina Art Center Board Meeting
June 25, 2009
4:30pm at EAC

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.

Members present: Hafed Bouassida, Rick Fesler, Bev Fischer-Soshea, Heather Randall King, Bill McCabe, Megan Norman, Ken Rosland, John Swon, Renee Usem and Michael Whitt

Members absent: Sharanya Srinivasan

Staff present: Diana Hedges, Phil Johnson and Anne Spooner

Community members present: Eddi Fesler

CALL TO ORDER: Heather Randall King, Chairperson, called the meeting to order at 4:35 pm.

APPROVAL OF MAY MINUTES

The minutes for the May 28, 2009 meeting were read and approved.

MEMBERSHIP-Michael Whitt

Michael commented that his Art Center membership had lapsed and while renewing it, he inquired as to whether Board members were also required to be members of the Art Center. It seems that this is not a requirement.

MICHAEL WHITT MOVED TO ESTABLISH THAT BOARD MEMBERS MUST BE CURRENT MEMBERS OF THE EDINA ART CENTER. The ensuing discussion included an exemption for the Student Board Member. JOHN SWON SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

OUTREACH AND EDINA PUBLIC ART COMMITTEE-Rick Fesler

Rick distributed a report on the Edina Public Art Committee (EPAC) as information for new EAC Board members. He suggested that a motion be offered to clarify the relationship of EPAC to the Edina Art Center Board. Diana Hedges stated that the relationship between the Board and EPAC is clearly defined in City documents. Heather King asked if the current concern arises from the Edina Promenade brochure that initially omitted a statement that EPAC is a committee reporting to the Edina Art Center Board. Rick said that the statement was on the brochure. Diana added that it was called to her attention that the final proof for the brochure did not include that statement and it had to be added at the last minute. Michael Whitt asked for a clarification. Ken Rosland added that in forming EPAC, the original intent was to make it a standing committee reporting to the EAC Board. Bev Fisher-Soshea said there seems to be a disconnect. Heather asked Rick to clarify how the EPAC operates. Rick replied that "we go ahead and do things". Diana added that the Board doesn't need to approve every thing done by EPAC. Rick agreed that EPAC often reports to the Board after the fact. Rick asked for a motion to clarify the Edina Art Center Board and the Edina Public Art Committee relationship. After considerable discussion, the conclusion was reached that no new definitions were needed since the relationship is clearly defined in the Policies and Procedures adopted by the Edina City Council.

MICHAEL WHITT MADE A MOTION THE "ALL COMMUNICATION MATERIALS, INCLUDING PRINTED AND ELECTRONIC MEDIA, CREATED BY THE EDINA PUBLIC ART COMMITTEE (EPAC) WILL INCLUDE WORDAGE THAT IDENTIFIES EPAC AS A STANDING COMMITTEE OF THE EDINA ART CENTER BOARD OF DIRECTORS." BILL MCCABE SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Hafed commented that he had come to the Edina Promenade ribbon-cutting on Saturday knowing nothing about EPAC.

The discussion continued with Bev stating that as a new Board member, she had no history with this topic. Michael mentioned that he would like to know more about EPAC financials. He had been a donor to EPAC through his water bill but noticed that this contribution had been omitted from his most recent water bill. Diana asked Rick Fesler to inform EPAC about this. Ken added that the Board needed to be aware of EPAC's programs and decisions but the Board did not need to duplicate their deliberations. Heather asked if EPAC has policies already written. Diana replied that a Policy and Procedure document does exist. Ken added that the document was developed by EPAC, but the Board had never reviewed or approved it. Heather asked that the document be provided to Board members. Rick agreed to follow-up and email the information. Megan added she had looked at the EPAC website and it is confusing. The relationship between EPAC and the Art Center Board is not mentioned there. Hafed Bouassida said that, in his experience, committees report each month to their Boards. Diana replied that Rick is the representative to EPAC from the EAC Board and he does bring reports to the Board as needed. For more information about EPAC, go to www.EdinaPublicArt.org Heather asked if Rick could see that the Board receives the minutes from EPAC meetings. Rick agreed to do so. No motion was made on this subject.

CONNECTING WITH THE SCHOOLS - Renee Usem

Renee distributed a planning document entitled "School Outreach Program." In earlier conversations with Diana Hedges, Renee had learned that the Art Center's relationships with the public schools in Edina had not included linkage to existing art programs within the schools. She is developing a plan to create a strong relationship with children and young adults to enhance and supplement art programs in Edina schools. Her tactics include an initial meeting with the Edina Schools superintendent to get his buy-in for increased communication and cooperation between EAC and Edina schools. She will bring more details to the next Board meeting. Her document is attached to these minutes. During the ensuing discussion, Renee mentioned the possibility of gallery displays and contests involving students from schools art classes. Bev asked how many children might be involved. Renee responded that it would start small, just a couple of schools in a pilot program. Megan referred to school packets sent home with students on a periodic basis. Diana responded that EAC has utilized that communication method up to two times a year to publicize special events or programs. Hafed asked if the plan was to start with one school. Renee said that would be determined at the meeting with the Superintendent. Diana stated that EAC is planning an exhibit with Edina High School students in January/February 2010.

MICHAEL WHITT MOVED TO SUPPORT THE SCHOOL OUTREACH PROGRAM AND TO OFFER A HIGH SCHOOL ARTISTS' GALLERY SHOWING IN 2010. JOHN SWON SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

FILM FESTIVAL - John Swon

John offered a motion that he be authorized to form a sub-committee of at least five members, including student member Sharanya Srinivasan and former Board Member George Hadjyanis, to carry forward planning for the Film Festival tentatively scheduled for Fall 2010. Some discussion ensued as to whether this motion was necessary in light of the authorization given at the May meeting. John stated that he would be more comfortable if this specific authorization was on the record. Bev Fisher-Soshea seconded the motion. The motion passed with an abstention by Hafed Bouassida.

OFFICE MANUALS- Beverly Soshea

Bev mentioned that she asked when joining the Board if there were an orientation manual for Board members. She learned that no such manual exists. Her professional background included creating various types of operations and orientation manuals. She volunteered to start creation of an orientation manual for EAC Board members. Members agreed that this manual would be valuable to new Board members.

JURIED SHOW-Michael Whitt

Michael distributed a report detailing plans for the 25th Annual Members Juried Art Exhibition scheduled for October 1-29, 2009. The plan includes important dates, publicity, budget as well as arrangements for the opening reception and assignments for volunteers. Following Michael's review of the report, questions and discussion ensued. Renee asked if EAC had to raise the budgeted money or was it already in hand. Michael responded that the money had to be raised through entry fees and donations. Hafed asked how many people were expected to attend the grand opening. Michael estimated anywhere up to 200 might attend based on past years attendance. He passed out a volunteer's sign-up sheet. John asked how many hours volunteers were expected to serve. Michael responded that the various preparatory activities as well as the duties on "bring-in" day required greater time commitments. The opening reception duties typically involve only a couple of hours on that particular day. He gave an example of Board members helping to assemble the initial mailing to prospective donors as a fun couple of hours. The report is attached to these minutes.

DIRECTOR'S REPORT - Diana Hedges

Greer Garden

The City's Engineering Department is currently surveying and mapping the area for the plans. Staff will be giving the Art Center Board an update on the progress of the Greer Memorial Garden project.

Edina Art Fair

What a successful weekend! In addition to distributing many schedules and promoting the activities for the Art Center, we had a record breaking year. Special thanks to Sandra Shaughnessy, who organized the event and encouraged potters to donate artwork. Sandra plans on purchasing a new pug mill with part of the proceeds. Our old pug mill, which recycles clay, is more than 30 years old and is very slow. The proceeds from the Art Fair are shown below:

Year Amount sold

1999 \$2777
2000 \$2877
2001 \$4989
2002 \$2619
2003 \$2000
2004 \$3100
2005 \$2800
2006 \$4775
2007 \$5400
2008 \$6200
2009 \$7535

Alcohol dispensing for special events at the Edina Art Center

It has come to our attention that we are in violation of a Minnesota statute which states that we must not dispense alcoholic beverages without a license (see details below.) This refers to any alcohol whether it is sold or given away. This does not apply to private parties when selling of merchandise does not occur. (I.E. Our annual Faculty Dinner which is not open to the public.)

Although the City Code allows for consumption of wine at the Art Center, we must follow the proper procedures.

After studying the issue, it looks like we have several options to proceed:

License

- We could apply for a dispensary license. The fee is \$20 a year.
- Must be approved by the Edina City Council
- We could no longer use volunteers to be "bartenders". A City trained staff person would need to be hired (approx. \$15 an hour).
- Need to consider liability issues i.e. if someone is injured in an accident the City could be sued. We would be responsible.
- Additional liability insurance costs? How much?

No wine

- Bloomington and Minnetonka Art Centers do not serve wine at their openings. Both Directors stated that it has had little or no effect on their sales or event.
- Northrup King Building in N.E. has no liquor allowed due to insurance issues.
- We contacted Lakeville Area Arts Center, but have not heard back yet.
- Northern Clay, Karen Gallery and Gallery 360 do serve wine.

Catering

Wine would be allowed if we hired a licensed caterer who also has a certificate of insurance. Also a State Liquor Caterer's Permit. The caterer would be responsible for following the standard contract which includes contacting the Police Chief prior to the event.

Using a caterer to provide the food and the wine may be a good choice for some exhibits like the Juried Show because we have donations to cover the expenses. Our budget for the

Student Exhibition is approximately \$50, so that may not be feasible for that show. Individual group shows (i.e. Sumi-e Society, Crosstown Camera Club, Pastel Society) would be requested to choose a caterer from the City of Edina list of caterers. Typically we would not have an opening for the Gifts! Gifts! Gifts! sale in November and December.

Staff recommendation:

Due to the cost and liability issues, the staff recommendation is that we use a licensed caterer for Juried Show and group exhibits who wish to serve wine. (Most group exhibits pay for their own refreshments.) At other openings we would serve soft drinks. If you wish to read the Minnesota Statue in detail go to <https://www.revisor.leg.state.mn.us/stats/340A> Click on 404.

The ensuing discussion: Michael asked if EAC would still have to purchase insurance coverage if hiring a licensed caterer. Diana replied that the catering firm's insurance would suffice. Ken suggested that EAC might have a hard time getting a caterer to bid on this at a reasonable price. These firms have to recover their costs for licenses and insurance as well as their labor costs so we will find their bids will be very high. Diana said that the City has a list of qualified firms. Hafed asked if it was worth the bother just to serve wine. How important is it to serve wine at EAC events? Several Board members commented that they thought it was important as a gesture of hospitality at certain kinds of events.

Diana restated the staff recommendation: "DUE TO THE COST AND LIABILITY ISSUES, EAC WILL USE A LICENSED CATERER FOR JURIED SHOW AND GROUP EXHIBITS WHO WISH TO SERVE WINE. AT OTHER OPENINGS, WE WOULD SERVE SOFT DRINKS." MICHAEL MOVED TO ACCEPT STAFF RECOMMENDATION. KEN ROSLAND SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

COMMUNITY COMMENT

During "Public Hearings," the Chair will ask for community comment after City staff members make their presentations. If you wish to speak on the topic, you are welcome to do so as long as your comments are relevant to the discussion. To ensure fairness to all speakers and to allow the efficient conduct of a public hearing, speakers must observe the following guidelines:

- Individuals must limit their presentations to three minutes. The Chair will modify presentation times, as deemed necessary.
- Try not to repeat remarks or points of view made by prior speakers and limit comments to the matter under consideration.
- In order to maintain a comfortable environment for all those in attendance, the use of signs, clapping, cheering or booing or any other form of verbal or nonverbal communication is not allowed.

During "Community Comments," the Chair will ask to hear from those in attendance who would like to speak about something not on the agenda. Individuals must limit their presentations to three minutes and cannot speak to an issue for which a public hearing was previously held and closed or a matter scheduled for a future hearing. Individuals should not expect the Board to respond to their comments. Instead, the Board might direct the matter to staff or consideration at a future meeting.

The City of Edina wants all residents to be comfortable being part of the public process. If

you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 72 hours in advance of the meeting.

No members of the community offered comments.

OTHER BUSINESS

Heather asked how the 4:30 meeting start time worked for everyone this time. The general consensus was that it worked just fine. She commented that the Board had a wealth of talent in its eleven experienced members. She asked that each member write a couple of paragraphs about themselves so she could have that information available for use by the Board. She also reminded everyone to try to bring written reports and program documents whenever possible to facilitate accurate reporting of meeting discussions and actions.

ADJOURNMENT

The meeting was adjourned at 5:45 pm.

Next Board Meeting will be July 23 at 4:30pm