

**Edina Art Center Board Meeting
March 24, 2011
4:30 p.m. at EAC**

Members present: Hafed Bouassida, Dana Lappin, Barbara La Valleur, Bill McCabe, Thomas Raeuchle, Ruth Valgema, and Renee Usem

Members absent Maria DePesa, Colin Nelson, John Swon, and Thea Zerbe

Staff present: Michael Frey, Phil Johnson, John Keprios, and Lauren Schauer

CALL TO ORDER: Bill McCabe, Chairperson, called the meeting to order at 4:35 pm.

APPROVAL OF FEBRUARY MINUTES

The minutes for the February 24, 2011 meeting were read.

Barbara La Valleur MOVED TO APPROVE THE MINUTES FROM FEBRUARY.

Ruth Valgema SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

WELCOME Thomas Raeuchle and Michael Frey, New Board Member and Current Instructor

Thomas Raeuchle has lived in Edina for seventeen years. He commented that in his years living in Edina he had never been to the Edina Art Center and would like to make it his mission to get the word out and not just to producers of art but consumers of art as well. Michael Frey attended his first Board Meeting representing EAC Director Diana Hedges. He has been a painting instructor at the EAC for many years and is acting as an administrative assistant to Diana.

EDINA PUBLIC ART COMMITTEE (EPAC) -Ruth Valgema

Ruth Valgema reported for EPAC:

First Item: There are two new member nominees to the Edina Public Art Committee: Barbara La Valleur and Mark Lidke an advertising designer. EAC Board Members need to approve new members to EPAC.

Ruth Valgema MOVED TO APPROVE THE NEW MEMBERS TO EPAC. Barbara La Valleur asked if she was able to vote herself into EPAC. No one was sure if she was allowed. Thomas Raeuchle SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Second Item: Ruth Valgemaie mentioned the EPAC Relationship Document, sent from Anne Spooner to Board Members. She asked if there are any further additions/corrections.

Ruth Valgemaie MOVED TO APPROVE THE RELATIONSHIP DOCUMENT. Bill McCabe SECONDED THE MOTION. DISCUSSION: Thomas Raeuchle asked what is considered public art. Ruth Valgemaie answered that Outside Sculptures on public land. Thomas Raeuchle asked that EPAC clarify their goal for the public land in Edina. Thomas Raeuchle commented that EPAC felt to him somewhat removed from the Edina Art Center. EPAC is a sub-committee of the EAC Board and its work is very publicly viewed but with little public input. Ages 22-55 are not participating greatly with the EAC but are still a part of the public community. Thomas Raeuchle would like EPAC Activities more clearly associated with the EAC because the EAC as well as other Park and Rec facilities are going to have problems moving forward and it would look better when questioned by the public "What is the Edina Art Center doing for me?" That way it looks more like the funding and support is coming through the EAC for public art.

Thomas Raeuchle said Diana Hedges gave him demographic information when he did his New Board Member Orientation. The most common demographic is middle aged and older predominantly women although participation by men in all age groups is increasing.

Bill McCabe added EPAC is now more closely identified with the EAC as the last few years have gone by. EPAC fundraising, like all EAC related events, is coordinated thru the Ways & Means committee to ensure efforts are not duplicated. Barbara La Valleur asked when EPAC is mentioned in publicity, if the EAC name is printed with it. Ruth Valgemaie and Bill McCabe answered yes.

Thomas Raeuchle wondered if the separation of fundraising needed to be 50/50 between the EAC and EPAC or if it could be a case-by-case basis depending on the event and the needs of the groups. Dana Lappin commented that only one fundraiser, has been 50/50. That was the 2010 Taste of Creativity event. Bill McCabe commented that it would be nice to have the EAC receive the fundraising money and then decide where it would be best used; however, some donors designate specific uses for their money and we have to respect their wishes.

John Keprios added that there has been some sentiment for EPAC being an independent body but EPAC is the only free-standing committee that is tied to another city board (the EAC) by city ordinance. John asked if the EAC and EPAC have standing bylaws. Ruth Valgemaie commented that EAC's bylaws are out of date and should be revised to reflect the new EPAC Relationship Document.

John Keprios said that updated bylaws are important. When he started in Park and Rec, there were no bylaws and it caused a lot of trouble later. Visible ties between EPAC and the EAC are a good idea. Ruth Valgemaie suggested that Diana Hedges would have to add this item to the agenda for next time.

Thomas Raeuchle asked for a copy of the current bylaws. John Keprios said the bylaws should be reviewed by EPAC, approved by the Board and then approved by the City. Maybe the vote to approve the EPAC Relationship document should wait until the language concerning the 50/50 split was changed and the bylaws are up-dated. Ruth Valgemaie will ask Diana Hedges to email everyone the bylaws to review. Ruth asked that everyone review

the bylaws for the meeting next month. The Board can then revise and approve both the bylaws and EPAC Relationship Document.

Barbara La Valleur asked if there could be a New Board Members Packet that contained all the information, by-laws, mission statement, and some historical information, so the new members can get caught up. Ruth Valgemaie said that there used to be something like that and it too probably needs updating. Barbara La Valleur said she would work on getting a new one put together. Bill McCabe added that such an information packet would be a good reference for anyone wanting to know what the EAC does as well as EAC history.

Thomas Raeuchle agreed the documents that Diana Hedges gave him helped with the history of the EAC but more information, such as the bylaws, was needed. Michael Frey noted that he has been going through past minutes and re-filing them. He will look for a copy of the bylaws. Barbara La Valleur asked if there is a file for all the past minutes. Lauren Schauer responded that there is a document file as well as minutes online.

Ruth Valgemaie MADE A MOTION TO TABLE APPROVAL OF THE EPAC RELATIONSHIP DOCUMENT FOR FURTHER REVIEW. Thomas Raeuchle SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Third Item:

Contributing artist, Kevin Komadina has offered his sculpture, "Three Trees," to the City of Edina as a permanent donation. The sculpture is currently displayed on The Promenade. This offer must be approved by the EAC Board before submission to the City Council. Ruth Valgemaie MADE A MOTION TO ACCEPT THE DONATION OF "THREE TREES." Renee Usem asked how much the sculpture cost. Barbara La Valleur answered \$17,000. Bill McCabe said that is what its selling price was but was valued as a donation at half that price. Dana Lappin asked about what it meant in the contract that it could be moved? Ruth Valgemaie said artists grant permission to move the sculptures where EPAC decides to place them. Thomas Raeuchle asked if the bases the sculptures are on belong to the artist or to the City. John Keprios said the City of Edina built and owns the bases for them. Thomas Raeuchle asked if the contract for this donation had been written yet and if EPAC writes it. Ruth Valgemaie said that Edina Foundation Director, Dick Crockett, will write the contract. Thomas Raeuchle asked who will be the owner of the sculpture. Bill McCabe said the City of Edina will be the owner. Thomas Raeuchle MOVED TO ACCEPT THE DONATION WITH A WRITTEN CONTRACT.

Renee Usem SECONDED THE MOTION. Discussion continued.

John Keprios suggested, when accepting donations, EPAC and the Board should consider such things as: is it safe for the public, what goes into maintaining it, and who is going to maintain it? Ruth Valgemaie asked the Board what EPAC would need to do to satisfy the Board. Barbara La Valleur asked if it is vandalized or painted with graffiti, who pays for it to be fixed? Thomas Raeuchle said the city owns it, but all of this needs to be written up in a legal contract with the artist and the city. John Keprios added that as long as the City of Edina has the money, reasonable maintenance and repair would be done.

Renee Usem added contracts had been signed by all the artists displaying public art on the promenade now.

Ruth Valgemaë asked if the contract should be written before EPAC seeks approval by the City Council.

John Keprios said that the City Council should accept the donation of the sculpture and then the contract could be signed. Renee Usem suggested that Board members look at contracts for other donated art pieces as well as the standard contract executed for Promenade sculptures. Bill McCabe added that he has examined the contract for "The Turtle" donation and there is a clause in it that refers to the maintenance of the donated piece.

Ruth Valgemaë announced that EPAC had received the new submissions for the 2012 Public Art program. She passed photos around for the Board to see. Renee Usem asked if, theoretically, everyone could donate to their current sculpture on the promenade as to take up the space it is on. Ruth Valgemaë answered yes, they could, and then we would have a wonderful permanent collection. Renee Usem commented that would mean we would lose all the spaces on the promenade. Bill McCabe responded that more spaces are available if that were to happen. Dana Lappin wondered if EPAC had talked with Target about display spaces on their store property. Bill McCabe said yes, they had and Target management had passed. Thomas Raeuchle thought perhaps the donated sculptures could be distributed around the City. Renee Usem added the artists might be given the option of making a permanent loan. Ruth Valgemaë said she would take those ideas to EPAC. Bill McCabe added the current loan contract with the artists is for a year with a chance to sell, and it has to stay for a year with covered insurance and maintenance. Thomas Raeuchle wondered if any of the sculptures had sold. Bill McCabe answered the "Eco Turtle."

In other EPAC news, Ruth Valgemaë reported the Veterans Memorial committee was meeting April 15th and she, Lois Ring, and Diana Hedges would be attending. The nomination for the EPAC volunteer of the year award was in process. The recognition event for Edina Volunteers is scheduled for April 28th at Edinborough Park.

EDINA FILM FESTIVAL - Jon Swon

No news from the Film Festival because John Swon was absent, but there was a meeting of the Film Festival committee last week.

JURIED ART SHOW- Renee Usem

Renee Usem gave an overview of what the Juried Show (JS) is for those new members who were not familiar with this event. The JS is sponsored by the Art Center Board to display and recognize art works by members of the EAC. Traditionally, two judges from the Minnesota art community are selected to "jury" the over 200 pieces submitted. It is the largest show we do at the EAC and the only one the Board sponsors. This year, the first JS organizational meeting was on March 9th and there is a really strong team of people this year. It was decided that instead of breaking into small tasks for individuals to do that they would all work together on everything. Barbara La Valleur said she was very excited to be a part of the Juried Show committee.

Renee Usem said that this year the dates for entry forms submission, art drop off, and pick up are going to be very strict in comparison from years before. September 7th is the due date for entry forms; September 19th to drop off art; and September 29th is the Opening Reception. All Board members are expected to attend the Opening and are encouraged to help find sponsors. Some sponsors donate every year but new sponsors would provide much needed funding. Renee Usem intends to meet with Diana Hedges to talk about the objective of the Juried Show, whether it is a fundraiser or an opportunity to connect artists and the community. The big tasks that go into the Juried show are fundraising from sponsors, soliciting and selecting judges for the event, organizing volunteers, and developing P.R. to get the word out about the event in the paper and on websites. The overall goals are to elevate the status of the Edina Art Center and to recognize and encourage artists.

Thomas Raeuchle asked if the opening is held at the EAC. Ruth Valgemaie replied the JS is held here. She added the Event Opening involves a reception and the Judges' Critique held in the Gallery from 5-8pm. Renee Usem added that art "juried in" by the Judges is displayed in the Gallery. The art that is not "juried in" is displayed in other rooms in the EAC. She suggested that maybe a map showing the location of the other display areas would be helpful.

Thomas Raeuchle asked how many people come to the opening. Renee Usem answered that past years attendance had varied from 100 to 150 people. The Gallery can be very cramped and hot. Another venue would be roomier but the idea of having it somewhere else is problematic because it brings many people to the EAC. Barbara La Valleur thought that it is very important to have the event here. It might be better to have less art accepted than to have it at another place. Phil Johnson added that the Opening Reception is just one evening out of a month-long event. Many people view the art during its run. Renee Usem suggested that a luncheon with the winning artists would be fun. Thomas Raeuchle went further with the idea that it could be a members' luncheon as another benefit for members. Dana Lappin proposed that they could do a preview so the opening is not as crowded. Barbara La Valleur said that they could charge for the preview.

Hafed Bouassida asked how the art is selected for the show. Ruth Valgemaie said the judges pick the pieces. Hafed Bouassida said that if there are too many pieces entered and they want to elevate the quality, that there could be a process of selecting art before the official judging. That would decrease the number of entries to the jury process. He also thought the luncheon is a great idea. Renee Usem said she felt the purpose of the Juried Show is to encourage participation and give recognition for members. Hafed Bouassida added that he did not mean the Art Center Board would select the art for the show. Ruth Valgemaie added that entry fees are an important source of funding for the Juried Show. Cutting entries would necessitate reducing awards. Hafed Bouassida suggested the number of pieces per artist could be limited. An artist could enter as many as they liked but only two pieces per artist would be accepted. Barbara La Valleur said that some of her work was currently in a show that had a set limit of five pieces and that many galleries impose limits.

Dana Lappin suggested having the announcement up on websites and Facebook will help. Thomas Raeuchle suggested an email blast. Renee Usem said that all these ideas are great. They can be brought to the next committee meeting on April 5th at 12:30 for an hour. Anne Spooner and Heather Randall King will be there. Barbara La Valleur can participate by phone.

NEW BUSINESS - Bill McCabe

Dana Lappin is the new Membership Chair. Thomas Raeuchle suggested that EPAC consider appointing an artist in residence to bring art into the city. St Paul has such a program. It involves soliciting poetry from St. Paul artists and making stamps for new sections of sidewalk repairs. Rather than poetry, it might be art drawings - "Happy Art," for the City of Edina. Bill McCabe thought it was a good idea but they have to ask the City about it.

Phil Johnson mentioned that the annual Volunteer Luncheon is on Friday May 6th at Sandy Clark's House. Barbara La Valleur asked if the luncheon is a fundraiser. Phil Johnson responded that it is a thank you for Volunteers, Staff, and Board Members.

Barbara La Valleur asked about how fundraising works because even though this is only her second meeting she has heard a lot about EAC needing more funds. John Keprios said it makes sense that the new Board Members would have questions about how the Board and EAC operate. He asked the new Board Members how the tour with Diana Hedges went. All said very well. John Keprios asked if Diana Hedges went over fundraising with them.

Dana Lappin said the tour was wonderful. She understood that fundraising is coordinated through the Board's Ways & Means committee. Thomas Raeuchle said he thinks fundraising could be helped a great deal if the Art Center were more visible online. He tried to do an internet search for information about the EAC using keywords that should have brought him to the EAC or the City of Edina website, and had trouble getting to the website. He suggested getting a marketing intern to do basic marketing for the EAC so that we appear more on the web and other places. Barbara La Valleur said that she knows a school with marketing students who need to fill internship hours to finish their degrees. That might be a good place to look for someone. Renee Usem said that if we do have a marketing person come in that we need to be mindful how we measure the objectives success towards our goals. Thomas Raeuchle told the Board Members that the EAC's website is outdated compared to the EAC's printed schedule and that he has not seen print beat out the internet for speed of information in years. Dana Lappin added that an email list to send out blasts for events and other information would be very good as well. Michael Frey said that there is a list on the front desk computer, though it is not a big list because it is up to the person signing up to give us their email information and many people do not.

Dana Lappin said she is very excited to be the new membership chair and that she would like to restructure what is involved with membership. She thought that the price for the membership was a good value but there could be more for the members than just a discount on classes and materials. Because not everyone that signs up for membership wants to take classes, she suggested other attractions such as a luncheon and/or sale in the gift shop for members only. She would like to update an email contact list as well so that we can be in constant contact with the members. She suggested more Facebook items as well because they are quicker and create more buzz about the EAC. Bill McCabe commented on how he likes the new energy that the Board has shown.

COMMUNITY COMMENT

No members of the community were present.

ADJOURNMENT

Dana Lappin MADE A MOTION TO ADJOURN.

Barbara La Valleur SECONDED THE MOTION.

The meeting was adjourned at 5:45 p.m.

Next Board Meeting will be May 26, 2011 at 4:30 p.m.