



ARTS AND CULTURAL AFFAIRS COMMISSION (A&CA) MINUTES – REGULAR MEETING

DATE: Tuesday, 23 November 2021

TIME: 3:30 PM

LOCATION: Multicultural Family Center, The Ruby Sutton Building, Rm. 2, 1157 Central Ave., Dubuque, IA 52001

Commissioners Present: Nicholas HALDER (vice-chair); Ryan DECKER (recorder); Noelle CHESNEY; Thomas ROBBINS; Sue RIEDEL.

Commissioners Excused: Paula NEUHAUS (chair); Ali LEVASSEUR.

Staff Present: Jenni PETERSEN-BRANT (coordinator); Mike WILLIAMS (intern).

Halder called the meeting to order following staff assurance of Iowa Open Meeting compliance at 3:37 PM.

Review of Minutes

Commissioners reviewed 26 October 2021 regular meeting minutes. Approval of minutes motioned by Riedel, seconded by Decker. Vote: Unanimously affirmed. **Motion carries.**

Working Group Reports

Petersen-Brant provided written and oral updates from active Master Plan Working Groups:

1. **Accessibility, Engagement & Inclusion** (AEI, a.k.a. Dubuque Renaissance Project) held its inaugural Creatives Café, a BIPOC-focused networking and dialogue event for creatives. Five (5) steering committee members and 21 participants were in attendance. Another two-hour Creatives Café is tentatively scheduled for 17 February 2022 with a guest list limited to approximately 40 participants. Expenses paid through the Government Alliance on Race and Equity (GARE) grant.
2. **Branding & Communications** is moving forward with its Comprehensive Communication Campaign (CCC) creative brief and will announce its Request for Proposal (RFP), tentatively 1 December 2021 with review of proposals tentatively 15 December 2021. The Travel Iowa grant and the Iowa Department of Cultural Affairs Arts & Culture Marketing grant supporting CCC were secured (see “Staff Status Report”-1c).
3. **Public Art Policy** was discussed, with Riedel advocating for assistance from the Iowa Arts Council (IAC) to polish the current draft policy proposal to then submitted to the City Manager and/or City Council.
4. Acceptance of Working Group Report to A&CA minutes addendum motioned by Decker, seconded by Robbins. Vote: Unanimously affirmed. **Motion carries.**

Staff Status Report

1. **Grants Awarded** to A&CA were orally reported by Petersen-Brant:
 - a. **Iowa Department of Cultural Affairs/IAC Arts & Culture Marketing** – \$20,000 requested, \$15,000 awarded;
 - b. **Iowa Department of Cultural Affairs/IAC American Rescue Plan (ARPA) for Organizations** – \$20,000 requested, \$7,500 awarded;
 - c. **Travel Iowa** – \$10,000 requested and fully awarded; and
 - d. **NEA ARPA** – \$500,000 awarded and fully funded, to be dispensed over two (2) years.
 - i. \$435,000 designated for subgranting to non-profit organization for allowable operating cost;
 - ii. \$15,000 designated for subgranting for projects by individual creatives that align with the Arts & Culture Master Plan;
 - iii. \$50,000 designated for administrative assistance for the NEA grant and associated subgranting programs.
 - e. The Commissioners extend their gratitude to Petersen-Brant for her outstanding efforts in the grant application processes and congratulations on her tremendous success.
2. **Engagement Report** on the National Arts & Humanities Month (NAHM) 31-day social media challenge was delivered by Williams. A final written report is anticipated at the next regular A&CA Commission meeting. Petersen-Brant noted that upon review and acceptance of the final written report at the next regular meeting, the document will be recorded along with Commission minutes that are submitted to City Council. The Commissioners extend their gratitude and congratulations to Williams on the execution and engagement of the campaign.

Old Business

1. **Slideroom** is formally being reviewed to replace A&CA's current platform for receiving, reviewing, and reporting on grant applications and art call submissions. Legal is currently reviewing Slideroom's terms and conditions; Information Services will review for security, hosting protocols, privacy policies, etc. The cost is ~\$1,000 annually for the license and \$5 per application, or ~\$600 annually, to be covered by CIP funding available for technology upgrades within the Economic Development Department. The new platform will securely store relevant data for repeat applicants and is anticipated to dramatically streamline the review and scoring processes for staff and reviewers, making it an ideal "one-stop" application and submission platform for A&CA and community members.
2. **Strategic Plan Priorities #2-4** from subcommittees were reviewed by the Commissioners with discussion focused on objectives and action steps. Commissioners, being satisfied with the current living document, will subjectively rank the Strategic Plan's Objectives by urgency and return rankings to staff by 16 December 2021. Halder has volunteered to prepare executive brief of the new Strategic Plan Priorities & Objectives for this purpose and will forward to staff for distribution to Commissioners.

New Business

No new business was presented.

Public Comment

No members of the public were in attendance.

Current Events

Commissioners shared out upcoming Arts & Culture events:

1. *Miracle on 34th Street*, 26 November-5 December, Grand Opera House
2. *A Very Electric Christmas*, 28 November, UD Heritage Center (LightWire Theater)
3. *Christmas at Heritage Center*, 3 December, UD Heritage Center (UD Fine & Perf. Arts)
4. *Charitable Sisterhood Christmas Spectacular*, 3-19 December, Bell Tower Theater
5. *Gremlins: An Unauthorized Radio Program*, 11 December, Loras College (Loras Players)
6. *Neil Berg's Broadway Holiday*, 11 December, UD Heritage Center (Dubuque Arts Council)
7. *The Nutcracker Ballet*, 11-19 December, Grand Opera House (Heartland/DCY Ballet)
8. *Who's Holiday*, 22-26 December, Grand Opera House
9. *Celebrating Sinatra*, 31 December, Grand Opera House (Dubuque Arts Council)

Adjournment motioned by Decker, seconded by Robbins at 5:07 PM. Vote: Unanimously affirmed. ***Motion carried.***

Next Meeting: Tuesday, 21 December 2021 at 3:30 PM, Multicultural Family Center

Respectfully submitted:

Jenni Petersen-Brant
Arts & Cultural Affairs Coordinator, City of Dubuque

These minutes were passed and approved on Tuesday, December 21, 2021.

Witnessed By: *Nick Halder* (signature)
Nick Halder (Jan 27, 2022 15:11 CST)

Nick Halder (printed)

Vice-Chairperson(officer position)

Dubuque Arts & Culture Master Plan Implementation Report

Task Force & Working Group Updates

Delivered at 11/23/2021 Arts and Cultural Affairs Advisory Commission Regular Meeting

Task Force

Not currently meeting, restructuring of Community Enactment Strategy anticipated in 2022.

Accessibility, Engagement, and Inclusion (AEI)

Held Creatives Café networking event on Thurs, Nov 11, 2021, 6-8pm, Smokestack

Steering Group: Jason Neises, Ali Levasseur, Alanda Gregory, Mike Williams, Jenni Petersen-Brant

- Creatives Café developed based on previously discussed [World Cafes](#) / Dialogue Salons in support of Dubuque Renaissance Project initiative
 - Intentionally invitations sent by steering group to bring together 20-30 'creatives' of diverse backgrounds, disciplines, and demographics
 - 54 invites sent, 25 RSVP'd Yes, 21 attended
 - Free to attend, food and non-alcoholic beverages provided
 - 4 predetermined 'table topics' on expansive arts, creativity, community themes
 - Open Mic at Smokestack (also free to attend) followed the Creatives Café on lower level of venue; observed a number of our guests staying for Open Mic
 - Actual program costs (space rental, supplies, food) paid for through funds from 2020 GARE Grant
 - Overall positive feedback – *enjoyed event, looking forward to next one, suggestion for questions to be Dubuque-centric, people that attended this one interested in attending next one while expanding to new guests*
 - Steering Group to meet Mon, Nov 22 to debrief and discuss next steps
 - Anticipate quarterly events by Steering Group, encouraged to explore opportunities for informal meetups of creatives initiated by Creatives Café attendees outside of formal quarterly events
- Next full group meeting will aim to be report out about:
 - Creatives Café event, plans for next event and continued connection
 - Black Heritage Survey (City-led by Planning Department)
 - Living History Project (In development, Heritage Works as current lead)
 - Captain Robert L. Martin Black Heritage Tribute (University of Dubuque + various partners)

NEXT MEETING tentative for Monday, December 6 at 3:30pm, in-person TBD.

Branding and Communications

Met Thurs, Nov 18 @ 3:00pm, Travel Dubuque Boardroom

Attending: Miki Robinson, Gina Siegert, Kelli Buchenau, Nic Hockenberry, Mike Williams, Jenni Petersen-Brant

- Agenda focused on updates and next steps related to sector-wide Communications Campaign
 - Funding secured - \$5K from Office of Arts & Cultural Affairs budget, \$15K Iowa Department of Cultural Affairs Arts & Culture Marketing CARES Act grant, \$10K Travel Iowa Tourism Grant

Branding and Communications (cont'd)

- Reviewed Creative Brief draft and Cost Estimate (as submitted with Travel Iowa grant app) in discussion to identify gaps in deliverables and set expectations in RFP. Suggestions from Working Group included:
 - Strategy of how to best use deliverables;
 - Give direction on how to best measure ROI of campaign;
 - ADA compliance;
 - How is partnership recognition best incorporated;
 - Clear timelines;
 - Firm will not be responsible for placing advertising / media buys (Phase II);
 - Acknowledge that outlining a Phase III may be needed to care for and feed the distribution / use of the campaign
- 1-page Scope of Services by Jenni to be finalized following meeting, as advised by Assistant City Manager:
 - Will be reviewed by Assistant City Manager for release by December 1.
 - Invitation for proposals will be directed to McCullough Creative, Gigantic Design, Happie Smith Productions per working group input. Kelli suggested Jill Paisley as small start-up, who has done the branding work for Project Rooted, as another; Kelli will follow up to see if she is interested in a project like this.
 - Proposals will be due December 10 with Working Group to review and convene for recommendation on December 15 or 16.
- Timeline of work / deliverables discussed
 - Jan – March 2022, Phase I – to include discovery, development of name, tagline, logo, branded graphic elements and messaging plus branding standards (toolkit for use by sector), and single page website – for unveil in April 2022 (Youth Art Month)
 - June – Sept 2022, Phase II – to include build out of website, guerilla marketing strategies and media buys (to be conducted through Travel Dubuque or Office of Arts & Cultural Affairs/arts partners)
 - Need to encumber IDAC funds by Dec 31, 2021. Travel IA funds to be used by Dec 31, 2022.
- Discussion prompted on bringing success of this project as well as other recent grant awards for arts and culture work to the attention of City leadership / City Council. Jenni noted that projects and achievements are brought to attention of Commission, thus included in minutes that go to Council. Jenni added that City Manager's Office is notified when grant awards come in. Nic suggested exploring departmental update opportunities with City Council meetings to elevate. Kelli to follow-up with City Media Services on video, other to tell story. Continued discussion needed.
- Consensus that tentative Dec 7, 2021 stakeholder / buy-in meeting at DuMA is not needed as all funded is secured. Jenni to cancel reservation.
 - Working group asked that status of communications campaign be brought to local arts and culture nonprofits as soon as possible. Jenni will draft email for distribution and will address during her Fri, Dec 3 call with arts and culture partners.

NEXT MEETING to be determined, anticipated for Dec 15 or 16, 2021.

Creative Economy

Not currently meeting, no Chair. Restructuring of Community Enactment Strategy anticipated in 2022.

Capacity and Investment

Not currently meeting, no Chair. Restructuring of Community Enactment Strategy anticipated in 2022.

Public Art Infrastructure

Not currently meeting, no Chair. Restructuring of Community Enactment Strategy anticipated in 2022.

Minutes_Arts Commission_Regular Meeting_11.23.2021_approved with WG Reports

Final Audit Report

2022-01-27

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