



## ARTS AND CULTURAL AFFAIRS COMMISSION MINUTES

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DATE: Tuesday, October 22, 2019

TIME: 3:30 p.m.

LOCATION: Carnegie-Stout Library Public Library, Lacey Room – 360 W 11st, Dubuque, IA

### Regular Meeting

**Commissioners Present:** Nicholas Halder, Susan Riedel, Ryan Decker, Gina Siegert, Tyler Daugherty, Paula Neuhaus

**Commissioners Excused:** Ali Levasseur

**Staff Present:** Jennifer Petersen-Brant, Arts & Cultural Affairs Coordinator for City of Dubuque

The meeting was called to order by Commissioner Neuhaus at 3:32 p.m. following staff assurance of compliance with Iowa Open Meeting Law.

**Review of Minutes:** Motion to accept minutes of September 24, 2019 regular meeting with corrections by Commissioner Riedel, seconded by Commissioner Halder. Commissioners Halder, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

### New Business

**Working group and Task Force:** Notes submitted by Petersen-Brant reviewed by Commission with discussion and questions following regarding:

Communication between working groups and Task Force.

Survey being conducted by the Loras College Sports Marketing class for the Branding & Communications Working Group.

Commissioner Decker asked about action items or tasks for Commission in relating to Task Force and Working Groups. Discussion of responsibilities followed including role to help identify priorities from Master Plan that the Commission may want to have more information on, i.e. review of Public Art Policy to be drafted by Staff and Public Art Working Group by March 2020.

Motion to accept meeting notes from Task Force and Working Groups by Commissioner Riedel, seconded by Commissioner Decker. Commissioners Halder, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

**Review of commission ordinance:** Petersen-Brant shared a recently updated AP regarding recording of minutes and highlighted that they should show each individual commissioner's vote on a motion brought forth. Discussion followed on changing meeting date outlined in ordinance from specific day of the month to meeting monthly to provide more flexibility; meeting going forward would continue to typically be held the 4<sup>th</sup> Tuesday of the month but adjustment in

ordinance language desired to provide improved flexibility.

Motion made to change section 2-8-10 section of the Arts and Cultural Affairs Advisory Commission ordinance to read that 'The commission must meet monthly.' by Commissioner Daugherty, seconded by Commissioner Siegert. Commissioners Halder, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

Additional discussion followed regarding adding a youth Commission seat. Consensus in favor of adding youth, College or High-School age, seat with consideration to maintain odd number on commissioners, or youth seat to be non-voting. Staff will follow up with City Clerk on process for adding additional seat with intention of engaging youth perspective and will report back at November commission meeting. Commissioner Halder noted concern for staggering Commission terms differently so that all arts representatives are not up at the same time. Staff to follow up with City Clerk for suggestions.

**Creative Adventure Lab sponsorship inquiry:** Petersen-Brant shared sponsorship request from Creative Adventure Lab for an upcoming Arts & Culture Community Innovation Challenge event. Discussion followed as to nature of how funds are given to organizations through the Arts and Cultural Affairs Office via grants application and review process. Motion to reject sponsorship request and to advise Creative Adventure Lab to apply for funding through Special Projects Grant Program by Commissioner Neuhaus, seconded by Commissioner Siegert. Commissioners Halder, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

**Discussion of FY21 Budget for Office of Arts and Cultural Affairs:** Petersen-Brant shared final Improvement Packages submitted for FY21 Budget including 1) \$7,500 increase to Art on the River budget in support of increase to artist stipends, more robust marketing, and implementation of youth exhibition, 2) \$40,000 increase to Operating Support Grants, and 3) \$5,000 dedicated operating support for Arts Mean Business activities. Motion to recommend the FY21 Improvement Package drafted and submitted by Petersen-Brant made by Commissioner Siegert, seconded by Commissioner Decker. Commissioners Halder, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

**Review of State of the Arts presentation outline:** Petersen-Brant shared an outline of items to be included in presentation on Nov. 12 at City Council work session. Discussion followed with feedback from individual commissioners. All commissioners invited to attend work session.

**Update on Arts and Business Luncheon:** Commissioner Halder reported on confirmation of keynote speaker from Springboard for the Arts, location of the event, and from 3 of the 4 panelists for Nov. 19 activities. 4th panel member from a business or performing artist to be secured. Evening academy workshop will be at Smokestack. Fee set for both with discussion by commission for need-based scholarships.

**Current events from Commission:**

Commission Decker noted Loras Players productions, Silent Sky running Oct. 31-Nov. 2 and Oedipus Rex running Nov. 21-23. Commissioner Neuhaus noted River Museum's Captain's Ball on Nov. 1 and Dubuque Museum of Art's fundraiser Paint the Town on Nov. 8. Commissioner Riedel noted Bell Tower's Play continues this weekend, Sandy Toes and Salty Kisses. Staff noted Fall into Art is Nov. 1.

Motion to adjourn by Commissioner Siegert, seconded by Commissioner Decker at 4:48 PM.

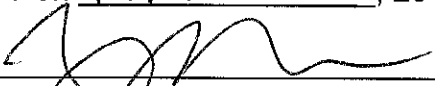
Next meeting: Tuesday, November 26 at 3:30 PM at Five Flags

Respectfully submitted:

Jenni Petersen-Brant

Arts and Cultural Affairs Coordinator

These minutes were passed and approved on November 26, 2019.

Witnessed By:  (signature)

PAULA NEUHANS (printed)

Its: VICE CLERK (officer position)

# Arts & Cultural Affairs Master Plan Task Force

## Working Group Updates

As of 10/22/19 to share with Arts and Cultural Affairs Commission

### Task Force

MET 9/26/19, GDCC

- Present: Gina Seigert, Geri Shafer, Kristin Dietzel, David Schmitz, Laura Carstens, Stormy Mochal, Ali Lavasseur, Taylor Cummings, Pat McCullough, Dr. Randal Lengeling, Eric Lucy, Jenni Petersen-Brant
- Meeting called to order at 8: 05 AM
- Introductions were made with Jennifer Petersen-Brant introducing herself, giving personal background, and goals related to her work with the City including 1) Fostering collaboration, 2) Open communications, 3) Belief that the arts is a great connector between business and community
- Working Group updates shared by representatives from various groups
  - Branding & Communications Update from Gina Seigert and Taylor Cummings
    - Communications Platform
    - Arts & Culture Survey with support from Loras College class, asked other working groups to forward any events that Loras students should go to for survey.
    - Power Point Presentation for Annual Task Force to City Council.
  - Accessibility, Equity, and Inclusion Update from Ali Levasseur
    - Questions what does art and culture mean to you forum at Fountain of Youth. Goal was to develop awareness and concept solutions.
  - Capacity & Investment Update from Geri Shafer
    - Group on hold but have had workshops/conversation with anonymous business owners in regards to perceptions of economic impact of arts and culture
  - Public Art from David Schmitz
    - Directed to look at other cities with formal public art program for Cities with historic model. Public/Private foundation to support their model. Also percent for art model that would have support from City. Discussion followed on education and incentives as components to fund goals. Noted the City Manager is interested in a proposal for a public/private policy this spring.
  - Creative Economy from Laura Carstens
    - Directory resource committee to create an online directory for outreach to individual/organizations artists to communicate. Then create email list for survey and information, provide inventory of resources
    - Creating an artist tool kit
    - Launching a survey outreach committee
    - Discussion followed to put information on survey on economic impact now with for profit and nonprofit. Compare to large companies economic impact.
- Discussion on how does Task Force work with the Arts & Cultural Affairs Commission and to the City. Discuss process and procedure and role of all groups.
  - Task Force members are encouraged to look at Imagine Dubuque survey questions Chapter Social & Cultural Vibrancy.
  - Long term goals will reflect needs and goals of other Working Groups and Task Force.

# Arts & Cultural Affairs Master Plan Task Force

## Task Force cont'd

- Jennifer Petersen-Brant asked Task Force to meet end of October, 2109 then start up again in Jan 2020 and meet every other month. October meeting will review outline of presentation for City Council work session Nov. 12, terms of task force members, and replenishing rosters of Working Groups.

## Accessibility, Engagement, and Inclusion

**DID NOT MEET IN OCTOBER**

## Branding and Communication

**MET 10/9/19, McCullough Creative**

- Present: Gina Seigert, Pat McCullough, Taylor Cummings, Jenni Petersen-Brant along with 3 Loras College students at McCullough Creative
- Introductions were made with Loras College group
- Discussion on survey to be undertaken by Loras College group
  - Questions will aim to explore the landscape and understanding of the role arts and culture play in Dubuque with an emphasis on gathering input through in-person surveys at both arts and non-arts events
  - Followup to include a focus group
  - Loras students to get draft survey to Branding and Communications group by Wed, Oct 16
- Petersen-Brant reported that Branding and Communications received go ahead from City IS office to use Google Drive for the time being as a platform for storing and sharing all Arts and Culture Master Plan. A memorandum of understanding is to be created to provide assurances of ownership, accountability, and maintenance of the Google Drive. A SharePoint site with public access may be developed at a later date.
- Petersen-Brant to work directly with Kathleen Hoepfer on City Council powerpoint with review by Commission and Task Force

## Creative Economy

**DIRECTORY COMMITTEE MET 10/8/19 IN LIEU OF FULL COMMITTEE, Smokestack**

- Present: Stormy Mochal, Tabitha Link, Jenni Petersen-Brant
- Review of Directory currently in Excel format
- Next steps include:
  - Committee to work on consistent formatting of names, numbers, etc and continue to add people through end of December
  - Petersen-Brant to secure Intern starting January 2020 to oversee confirmation of contact information, due to the varied methods of contact gathered, Committee feels it would be best to make phone calls and then follow up with emails or snail mail
  - Directory Committee to work with Branding and Communications Working Group on recommendation of how directory will be implemented and made available publicly
  - Goal is for directory to serve as both a promotional/networking tool for creatives and as tool for launching an economic impact study of for-profit arts sector and update on number related to non-profit arts sector

# Arts & Cultural Affairs Master Plan Task Force



## Capacity and Investment

**NOT MEETING AT THIS TIME**

## Public Art Infrastructure

**NOT MEETING AT THIS TIME**