



Minutes  
City Of Edina, Minnesota  
Arts and Culture Commission  
Edina Art Center Studio 14  
June 22, 2017  
4:30 p.m.

**I. Call To Order**

Chair Anne Miller called the meeting to order at 4:37 p.m.

**II. Roll Call**

Commissioners Present: Stella Chaffee, Susan Chandler, Cheryl Gunness, Douglas Hegley, Heather Isaacs, Ray Meifert, Anne Miller and Russ Rubin.

Commissioners Absent: Steve Suckow

Staff Present: Michael Frey, General Manager, Edina Art Center.

**III. Introductions**

**IV. Approval of Meeting Agenda**

**Motion by Commissioner Rubin with a second by Commissioner Chandler to approve the meeting agenda. Motion carried.**

**V. Approval of Meeting Minutes**

A. Approval of Minutes – Regular Meeting Minutes of May 25, 2017

**Motion by Commissioner Rubin with a second by Commissioner Chandler to approve the regular minutes of the May 25, 2017 meeting. Motion carried.**

**VI. Community Comment**

No community members were present.

**VII. Reports/Recommendations**

A. 2017 Arts & Culture Commission Work Plan – Initiative I – Feasibility of a New Art Center, Review and Presentation of Previous Art Center Documents

Commissioner Meifert presented a 3 page review from the October 2012 Sutton + Analysis. Commissioner Chandler stated a new art center could have broader opportunities for programming development, and mentioned the location of the Art Center in reference to the quadrants of Edina. She stated few people ask “Where is Braemar?” There is ample parking for golf and hockey.

Commissioner Hegley stated that though it is the ‘Edina’ Art Center, the demographics come from beyond Edina. Member Chandler stated there is a big downside for becoming a 501(c)3, and Member Hegley stated that if you don’t have an endowment and want to be a 501(c)3, you will fail.

Staff Liaison Frey reported on the 3 options of the Schuler Shook study.

Commissioners Chandler and Chaffee reported on the Grandview Task Force Study. Member Chandler stated 20% of the 70,000 sf Grandview facility would be art center, in addition to active adult, wellness, and other space focused on recreation and sport. Pages 66-68 of the report could be lifted and re-used.

Member Chaffee reported on the active adult community, hard and soft costs totaling 43 million with the art center portion alone at 5.6 million, community gathering at 6.5 million and fitness at 9 million. She stated that people want to stay in their area with easy access and proximity. The audience would be youth and older adults; location must be visible, build on strengths, and identify a funding source.

Commissioner Hegley stated the feasibility is there, and capacity for more revenue and demand is there as well.

Chair Miller asked for two volunteers to create a one page document regarding the feasibility for a new art center. Commissioners Chandler and Hegley volunteered to write a feasibility statement.

#### B. Visit Dates for Twin Cities Art Centers

Staff Liaison Frey stated he has reached out to Minnetonka Center for the Arts, and will contact Artistry and White Bear Lake Art Center and present a list of days/dates/times to the Commission for visits to area art centers. Members can choose to attend depending on their availability.

#### C. 2017 Work Plan – Initiative I – Feasibility of a New Art Center

See above discussion, Item A.

#### D. Report from Student Commissioners on Social Media

Student representatives Jane Howe and Mollie Mertes reported on Twitter as a social media tool to promote events of the Commission and the Art Center, use of hashtags to spread the word. They stated Twitter is more accessible, easy to access, a better source of information. A discussion of what could be tweeted, photos of public art, new sculptures, art fair, hash tag public art, reminders of events, how to stay involved, respond to other tweets, want to come to one of our meetings, etc. A possible Twitter account could include Culture & Art Edina, with a poll for possible tweets or new kind of public art, to get the conversation flowing, find out what the community wants, who to follow, how do we get followers, what to tweet, what to tell the community.

Commissioner Hegley asked what the communication strategy and plan would be, and how to continue the tone, voice and continuity when new student members are appointed, as well as the frequency and purpose.

Commissioner Meifert mentioned the Every Day I Need Art Facebook page.

### VII. Correspondence and Petitions

Public Art Chair Cheryl Gunness reported that the June 14 Public Art Edina Artist Sculpture Showcase was a successful event. Commission Suckow had suggested inviting other commissions, and Commissioner Gunness was able to speak with 3 to 4 Transportation Commissioners that were in attendance, and had a conversation about what Edina is known for and a competition for artistic bicycle racks as one idea similar to St. Paul's poetry on the streets. Member Chaffee mentioned it was a great event.

### VIII. Chair and Member Comments

Members had questions about the Art Center Board vs. the Arts & Culture Commission.

**IX. Staff Comments**

Staff Liaison Frey reported that summer art camps had started June 6 and were off to a successful start. Animals in Art opened June 15 in the Margaret Foss Gallery.

**X. Adjournment**

**Commissioner Chaffee motions to adjourn with a second by Commissioner Rubin. Motion carried.**

**The June 2017 Arts & Culture Commission meeting was adjourned at 5:57 p.m.**