

Agenda
Arts and Culture Commission
City Of Edina, Minnesota
Edina Public Works - Multi-purpose room

Thursday, September 23, 2021
4:30 PM

- I. Call To Order
- II. Roll Call: Amlaw, Anand, Chandler, Fram, Johnson, Rubin, Shen, Sorensen, Stemmler, Suckow, Westlund
- III. Approval Of Meeting Agenda: Amlaw, Chandler, Fram, Johnson, Rubin, Sorensen, Stemmler, Suckow, Westlund
- IV. Approval Of Meeting Minutes: Amlaw, Chandler, Fram, Johnson, Rubin, Sorensen, Stemmler, Suckow, Westlund
 - A. Minutes: Arts & Culture Commission August 26, 2021
- V. Special Recognitions And Presentations
 - A. Welcome new student member to the Arts and Culture Commission
- VI. Community Comment

During "Community Comment," the Board/Commission will invite residents to share relevant issues or concerns. Individuals must limit their comments to three minutes. The Chair may limit the number of speakers on the same issue in the interest of time and topic. Generally speaking, items that are elsewhere on tonight's agenda may not be addressed during Community Comment. Individuals should not expect the Chair or Board/Commission Members to respond to their comments tonight. Instead, the Board/Commission might refer the matter to staff for consideration at a future meeting.
- VII. Reports/Recommendations
 - A. 2021 Work Plan Updates
 - B. 2022 Work Plan Submission
- VIII. Chair And Member Comments
- IX. Staff Comments
 - A. Upcoming Meetings and Events
 - B. Recognize Edina Art Center General Manager Susan Tarnowski
- X. Adjournment

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.



CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

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Date: September 23, 2021

Agenda Item #: IV.A.

To: Arts and Culture Commission

Item Type:

Minutes

From: Susan M Tarnowski, General Manager

Item Activity:

Subject: Minutes: Arts & Culture Commission August 26,
2021

Action

ACTION REQUESTED:

Request approval of the Minutes of the Arts & Culture Commission Meeting of August 26, 2021.

INTRODUCTION:

ATTACHMENTS:

Minutes: Arts & Culture Commission August 26, 2021



Minutes
City of Edina, Minnesota
Edina Arts & Culture Commission
HYBRID MEETING
August 26, 2021
4:30 p.m.

I. Call to Order

Chair Sorenson called the meeting to order at 4:32 p.m.

II. Roll Call

Answering roll call were Commissioners Amlaw, Chandler, Fram, Johnson, Rubin, Sorenson, Stemmler, Suckow, Westlund

Absent was Student Commissioner Shen

Staff present: Parks and Recreation Director Perry Vetter, Assistant Recreation and Facilities Director Tracy Petersen, Art Center General Manager, Susan Tarnowski

III. Approval of Meeting Agenda

***Motion made by Rubin to approve the meeting agenda. Motion seconded by Amlaw.
Roll call vote. Motion carried.***

IV. Approval of Meeting Minutes

Motion made by Rubin to approve the June 24, 2021 minutes. Motion seconded by Westlund. Roll call vote. Motion carried.

V. Community Comment

Community member Megan Feeny addressed the Commission on potential revitalization of the Edina Theater and the role of the Commission and City in community programming. Members thanked Feeny for updating the Commission on current thinking for the space.

VI. Reports/Recommendations

A. 2021 Work Plan Updates

Initiative #1 – Commissioners Fram and Stemmler reported

- Development of a marketing poster for the virtual gallery with a QR code
- Booth at the *Fall Into the Arts Festival*: virtual gallery as a looped presentation; posters banner; interactive engagement will be a ribbon tree/Wishing Tree
- Some student performances at Nolan Mains recorded and included in virtual gallery
- One way to bring the virtual project into physical space
- Future project: home page for ACC on the Edina website

Initiative #2 - Commissioners Fram and Stemmler reported

- Reviewing available data from analytics
- Outcome has met the proposed initiative
- How does the result inform future projects?

Initiative #3 - Commissioner Rubin Reported

- Staff Report will be written to accompany a submission to Council following a vote on the written report drafted by Commissioner Rubin

Initiative #4 – Director Vetter reported

- Consultant for a new pottery and 3D space has reviewed financials, registrations, class offerings, equipment reports, and will soon review previous reports on the project
- Consultant continues to visit other organizations/facilities to determine market position

B. 2021-2022 Work Plan Development

Timeline: August – strong recommendations; September – vote by Commission

October 5th or 6th – presentation to City Council by Chair Sorenson

- Director Vetter presented the current financial status of the Public Art Fund and encumbrances including the “I” in Edina Sculpture rebuild, and repair of current city-owned sculptures; balance - \$64,395
- Discussion
 - Healing theme for 2022
 - Ideas for collaborations with Edina Public Schools/Edina Education Foundation
 - Move from digital to physical space
 - Ideas: mandala project as a framework for creating art; art projections on buildings; sandblasting text/poetry into the sidewalks; collaboration with EEC and PRC on climate change awareness activity; weaving project; racial equity & justice focus
 - Micro-grants from the City to develop ways of allowing Edina residents to make suggestions; this is another opportunity to serve in an advisory capacity for Council; could be a stand-alone initiative

Draft initiatives

1. Continue Initiative #1 - Public Art Plan initiative for Year 2 - Art collaboration with Edina Public Schools; language to be drafted by Fram, Sorenson, and Stemmler
2. Continuation of Initiative #3 – Commission as advisory to City Council for enhancing planning for art in City development; Rubin will draft language
3. Micro-grant to create a mechanism for working with and gaining support from City departments to enable community involvement; Suckow will develop language
4. Earth Day collaboration with Edina Public Schools and the Environment and Energy Commission: Sorenson will draft language
5. Continuation of #4 - new Art Center planning; Westlund will develop language

Motion made by Rubin to approve accepted draft initiative for the 2022 Arts & Culture Commission Workplan, with language to be developed by identified Commissioners. Motion seconded by Sorenson. Roll call vote. Motion carried.

VII. Chair and Member Comments

All comments covered under previous agenda items.

VIII. Staff Comments

A. Informational items

- Assistant Director for Parks & Recreation Petersen announced the hiring of Laura Fulton as the new Recreational Supervisor to lead arts programming; currently, Laura is the Assistant Manager for Centennial Lakes Park with 15 years of experience at the City of Edina
- Programming will continue to be decentralized as plans for an art space develop; one level of the current art facility will be used in addition to space at the Senior Center
- In addition to currently planned classes, staff will explore different types of programming for youth, per Council directive, and pop-up events
- Programming will focus on more introductory activities to expand the demographic that may be interested in art experiences
- Laura will begin on October 11, 2021

B. Upcoming Meetings and Events

- Reminder that this meeting was the last hybrid meeting; the September meeting will be held at the Edina Public Works Facility – 7450 Metro Blvd.
- Commissioners will receive invitations to the October 4, 2021 dedication of Yancey Park
- Manager Tarnowski updated the Commissioners on the 2021 *Edina Fall Into the Arts Festival*: 195 artists, 16 food vendors, sponsors, Commission booth, Crime Prevention Fund booth; Festival benefits the Crime Prevention Fund, which donates funds to Police Department, the Art Center, and Centennial Lakes Park

IX. Adjournment

Motion made by Amlaw to adjourn the August 26, 2021 meeting of the Arts & Culture Council at 6:31. Motion seconded by Stemmler. Roll call vote. Motion carried.



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Date: September 23, 2021

Agenda Item #: V.A.

To: Arts and Culture Commission

Item Type:

Other

From: Perry Vetter, Parks and Recreation Director

Item Activity:

Subject: Welcome new student member to the Arts and Culture Commission

Information

ACTION REQUESTED:

None, informational only.

INTRODUCTION:

Welcome student commissioner Reeya Anand to the Edina Arts and Culture Commission.



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Date: September 23, 2021

Agenda Item #: VII.A.

To: Arts and Culture Commission

Item Type:

Report and Recommendation

From: Perry Vetter, Parks and Recreation Director

Item Activity:

Subject: 2021 Work Plan Updates

Discussion, Information

ACTION REQUESTED:

Provide available updates to the 2021 Arts and Culture Commission Work Plan.

INTRODUCTION:

Discuss and provide any updates to the 2021 Work Plan.

ATTACHMENTS:

2021 ACC Work Plan



Commission: Arts and Culture 2021 Annual Work Plan

Initiative #1	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input checked="" type="checkbox"/> 4 (Review & Decide)		
Implement at least one event in Year 1 of the Edina Public Art Plan: Art & Healing Virtual Art Gallery.	Deliverable: Implement virtual art gallery.	Leads Alyssa Fram Susan Johnson Rebecca Sorensen Brian Stemmler Tiffany Shen (S)	Target Completion Date: Dec. 2021
Budget Required: Funding available through the Public Art budget			
Staff Support Required: Communications & IT			
Progress Q1: The virtual gallery has launched on Better Together, with submissions received and displayed. Commissioners continue to work with MOSAIC. Leads are reviewing additional digital/social media marketing platforms and community activities to increase exposure to drive greater participation. Commissioner assignments updated.			
Progress Q2: Work continues to promote the VG and receive submissions. Commissioners entered a float in the Fourth of July parade to highlight the gallery and the commission, work continues to promote the VG at the Performances on the Plaza at 50 th & France, and have decided to implement additional recommendations on the marketing. Plan.			
Progress Q3:			
Progress Q4:			

Initiative #2	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input checked="" type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Conduct an evaluation for the public art event [initiative #1]. This evaluation will inform the commission on a possible second public art event.	Deliverable: Evaluation report to commission	Leads Alyssa Fram Brian Stemmler	Target Completion Date: Dec. 2021
Budget Required: Funding available through the Public Art budget			
Staff Support Required: Communications			
Progress Q1: Evaluation will include a review of the rubric and a gauge on communities reached during the gallery process. Commissioner assignments updated.			

Progress Q2: Commissioners have been further trained on the Better Together Edina platform.
Progress Q3:
Progress Q4:

Initiative #3	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input checked="" type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Study and report on potential incentives or procedures to include art and décor elements when opportunities arise in public and commercial projects.	Deliverable: Report to City Council	Leads Rebecca Sorensen Russ Rubin Susan Johnson	Target Completion Date: December 2021
Budget Required: None required			
Staff Support Required: None.			
Progress Q1: Initiative group will review other communities that have public art programs to identify how public and private entities work together. This initiative will focus on fact finding, collaborations, and what roles commissions play to increase success. Commissioner assignments updated.			
Progress Q2: Draft report has been completed and was discussed at the July 22 meeting.			
Progress Q3:			
Progress Q4:			

Initiative #4	Initiative Type <input type="checkbox"/> Project <input checked="" type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input type="checkbox"/> 1 (Study & Report) <input checked="" type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
As a new art space is pursued, the commission will provide community perspective to the planning process.	Deliverable: City staff will define a role for the commission when the time approaches.	Leads Susan Chandler Steve Suckow Laura Westlund Kathy Amlaw	Target Completion Date: TBD by Staff
Budget Required: None.			
Staff Support Required: TBD			
Progress Q1: Staff provided an update on the results of the City Council retreat. Next steps are for staff to establish a scope and roles for the process to provide an alternate space for pottery use and continue to decentralize classes until a long term solution to programming space is found, possibly at the Braemar Park area. Commissioner assignments updated. Group met on June 3 with the staff and consultant.			
Progress Q2: Consultant is continuing research and market analysis. This includes a financial budget history, memberships and registration analysis. Staff will reconvene assigned members as consultant pulls together final conclusions.			
Progress Q3:			
Progress Q4:			



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Date: September 23, 2021

Agenda Item #: VII.B.

To: Arts and Culture Commission

Item Type:

Report and Recommendation

From: Perry Vetter, Parks and Recreation Director

Item Activity:

Subject: 2022 Work Plan Submission

Action, Discussion

ACTION REQUESTED:

Discuss submitted 2022 Work Plan prior to final presentation to the Edina City Council on October 5.

INTRODUCTION:

The Edina Arts and Culture Commission has established work plan initiatives for 2022. Commissioners should discuss those initiatives prior to the presentation on October 5 by Chair Sorensen.

ATTACHMENTS:

2022 Commission Draft Work Plan

Proposed Arts and Culture Commission 2022 Initiatives



Commission: Arts and Culture Commission 2022 Annual Work Plan Proposal

Initiative # 1	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input checked="" type="checkbox"/> 4 (Review & Decide)		
Mandala Digital Public Art Project	Deliverable Display artwork submissions within public and school locations throughout Edina. Suggested Centennial Lakes Park sculpture garden as a natural place to project ACC selected Mandala submissions and could be an excellent supplement to displays on school buildings.	Leads	Target Completion Date
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Liaison Comments:			
City Manager Comments:			

Initiative # 2	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input checked="" type="checkbox"/> 4 (Review & Decide)		
Empower and Support Community Driven/Grassroots Arts and Culture Activity with Microgrant Process	Deliverable 1) Investigate the feasibility of a central place to facilitate community driven requests for support of arts and culture activities/events. 2) Report results of feasibility and design work and request budget to launch program. Launch program. Communicate. 3) Evaluate funding requests (ongoing)	Leads	Target Completion Date
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Liaison Comments:			
City Manager Comments:			

Initiative # 3	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input checked="" type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Report and Advise on Potential Incentives and Procedures to include art and décor elements when opportunities arise in Edina public and commercial projects.	Deliverable Provide a set of Best Practices as it pertains to commercial development and public art. For example, the ACC would serve in an advisory role to City Staff when commercial development projects are proposed to create public art opportunities within the City.	Leads	Target Completion Date
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Liaison Comments:			
City Manager Comments:			

Initiative # 4	Initiative Type <input type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Expanded ACC Advisory Role in the Edina Art Center and Edina Cultural Programming	Deliverable This would open the ACC up to opportunities to be involved in planning how other collaborative spaces might be deployed to offer arts programming. For example, serving as advisors to the future Fall into the Arts Festival and Edina Art Fair.	Leads	Target Completion Date
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Liaison Comments:			
City Manager Comments:			

Initiative # 5	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Climate Change Public Art in the Parks for Earth Day 2022	Deliverable The Arts and Culture Commission would support an effort to sandblast climate change messaging into the	Leads Cross Commission work with the Energy	Target Completion Date

	sidewalks of Edina parks timed to an Earth Day unveiling.	and Environment Commission.	
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Liaison Comments:			
City Manager Comments:			

Initiative # 6	Initiative Type <input type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input checked="" type="checkbox"/> Event Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input checked="" type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Joint Sponsorship of <i>Performances on the Plaza</i> Summer Concert Series 2022	Deliverable Sponsorship allows the Arts and Culture Commission to publicize initiatives and raise awareness about the ACC in the community.	Leads	Target Completion Date
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Liaison Comments:			
City Manager Comments:			

DRAFT: Proposed Arts and Culture Commission 2022 Initiatives
Submitted on behalf of the ACC by Rebecca Bell Sorensen, Chair

Initiative 1: Mandala Digital Public Art Project

Potential Project Partners: Mandala Community Art Project is a community engagement project coordinated through Edina Arts & Culture Commission, City of Edina Parks & Recreation, Edina Public Schools, Edina Education Fund, and Mosaic. *(ACC would plan to also coordinate involvement with Mosaic student organization and other student groups which are represented by ACC teen commissioners for the 2022 school year).*

Introduction: In 2021, City of Edina's Arts & Culture Commission (ACC) and Mosaic, a student group at Edina High School co-produced a virtual art gallery, "From Struggling to Healing: A Continuum". Whether it is through visual or performance art - painting, sculpture, photography, speech, music, spoken word, dance - submissions are open to all mediums that express the journey from struggling to healing during the upheaval of 2020 and beyond. Looking forward to 2022, ACC wants to continue the discussion from struggling to healing in our community and focus this discussion on youth and mental health. ACC has been brainstorming potential community art projects and would like to propose one inspired by the art of Mandalas and utilizing the concept for art therapy. Mandala is a spiritual and ritual symbol in Hinduism and Buddhism, representing the universe. The circular designs symbolize the idea that life is never ending and everything is connected. The mandala also represents spiritual journey within the individual viewer and can provide art therapy to its creators. With guidance from Edina Public School art educators and Mandala artists, ACC would request student (grades K-12) artwork submissions inspired by the art of Mandalas. Student artwork submissions would be coordinated through the Edina Education Fund and Edina Public Schools (EPS) teachers and reviewed by ACC. ACC would select Mandala submissions and hire a local digital artist to create a digital public art installation which would be displayed in a City of Edina park and an EPS site. ACC commission members reached out to a local video artist who specializes in digital mapping, Boo McCaleb. Boo, also known as Booscapes, is a video artist, builder, and designer. With a passion for creative design to facilitate connection and healing found in sensory experiences, moving images, and immersive environments. Currently they are working with Public Arts Saint Paul in creating a public-facing digital media experience in their pilot program, "Night Light" (scheduled for late September 2021). This project aims to offer new approaches to public art and community engagement by focusing on the mesmerizing video technique known as projection mapping. Projection mapping offers a nexus of art installation and technology that enhance and promote our natural landscapes, exteriors, and allow for the expansion of our storytelling. Boo suggested Centennial Lakes Park sculpture garden as a natural place to project ACC selected Mandala submissions and could be an excellent supplement to displays on school buildings.

The National Alliance on Mental Illness (www.nami.org) recognizes May as Mental Health Awareness Month. Mental Health Awareness Week 2022 is May 10 – 16, 2022. These artwork installations could be displayed starting this week.

Objectives: The main objectives of the Mandala Art Project are as follows: (1) provide educational opportunities to both students and community members about Mandala art, (2) utilize the concept of Mandala to provide art therapy to both students and community members during 2022 continued community healing process through school art project, other community events (3) display artwork submissions within public and school locations throughout Edina.

With these objectives in mind, ACC has created underlying goals for this project:

- Raise awareness regarding youth and mental health, guided art projects and how they can help with the healing process.
- Create aesthetically pleasing works of art which serve to relay a message and spark conversation within the community.
- Engage students and other community members/groups by providing opportunity for involvement in the creation process.

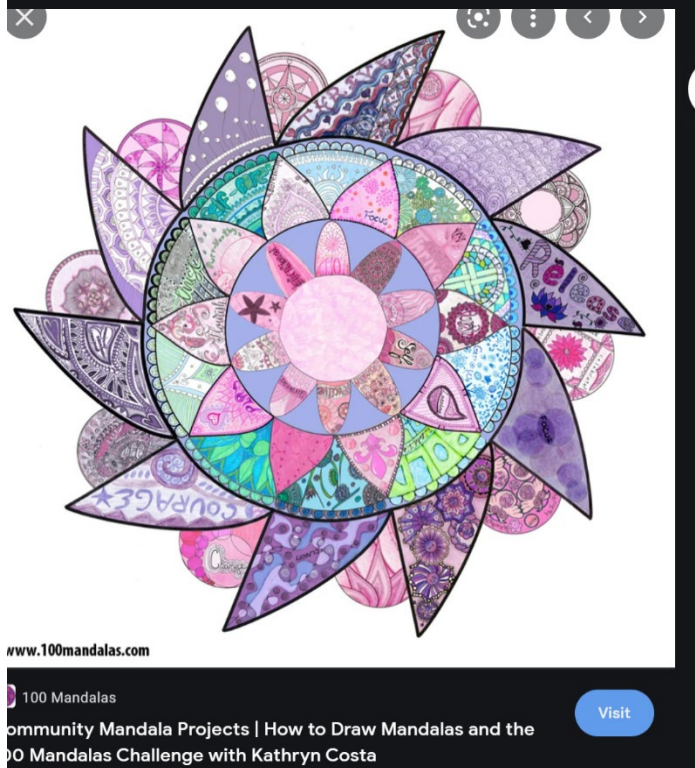
Project Timeline:

- Fall 2021 – reach out to EPS and Mandala artists and develop student artwork application process.
- January 2022- EPS educators begin art project with students and education on the art of Mandalas.
- March 2022 – EPS coordinates student artwork submissions to ACC.
- April - May 2022 – ACC reviews student submissions and coordinates public displays.

Project Cost:

- Speakers/Educators – ACC works with Mandala artist/educator to schools (Normandale Head Art Teacher Leanne French Amara and Assistant Art Teacher Corral Johns have been identified as trained in mandalas).
- Video Artist/Digital Project – for public displays through video artist Boo McCaleb

Examples of Mandala Community Art Projects and Art Therapy Blog – Community Mandala Project



Initiative 2: Empower and Support Community Driven/Grassroots Arts and Culture Activity with Microgrant Process

Objective: to create an *easily accessible* opportunity for Edina residents to request and obtain city resources to support and present arts and culture activity/events within Edina.

Resources to be offered/included;

- venues (parks, public plazas, auditoriums, etc) - possible opportunity for other community organizations to offer their spaces through this portal
- permits (or at least links to permit sites), if necessary
- communications/promotion (social media- Better Together and other city communications),
- coordinate with City (for access, set up, equipment, clean up)
- funding (\$100 to \$500 cash or in kind)

Stage 1. In collaboration with City staff, investigate the feasibility of a central place to facilitate community driven requests for support of arts and culture activities/events. Goal is not to create new but leverage and coordinate existing resources **and** also develop criteria so Edina residents could request modest funding for activity and events. Funding will need to assess both governing laws and regulations and attributes necessary to provide financial or in kind support.

Stage 2. Report results of feasibility and design work and request budget to launch program

Stage 3. Launch program. Communicate. Evaluate funding requests (ongoing)

Initiative #3: Report and Advise on Potential Incentives and Procedures to include art and décor elements when opportunities arise in Edina public and commercial projects.

In 2021, the ACC presented our list of Best Practices to City Staff and Council (see below). In 2022, we propose a continuation of this initiative to provide a set of Best Practices as it pertains to commercial development and public art. For example, the ACC would serve in an advisory role to City Staff when commercial development projects are proposed to create public art opportunities within the City.

Current Initiative #3 2021 and Best Practices Document presented to Staff and Council:

Resources

Past Edina analyses/consultant reports
Edina Economic Development Director
St. Louis Park Planning Director
Various Hennepin County websites/documents
Local consultants and gallery operators

Recommended Best Practices

1. Clear objectives – scope and role of Public Art
 - Include all developments – commercial or public
 - Existing Public Art – Conservation and maintenance
 - More than visual art
2. Leadership

- City staff – Primary Authority
 - i. Planning Dept.
 - ii. Parks and Rec
 - Parallel organization – 501c3/Foundation or
 - Arts and Culture Commission – advisory role
3. Defined procedures
- Commercial projects above certain ‘size’ (\$, area)
 - i. Developers given set of must haves/nice to haves - \$, scope, ongoing activity
 - ii. Used to evaluate project proposals
 - iii. Commitments and compliance
 - Public projects (roads, facilities, green space)
 - i. Each project to contain an opportunity to include PA
 - ii. Members of ACC to advise on key projects
 - Maintenance and conservation
 - Community Feedback and Input
4. Budget
- Staffing to support above
 - Consultant to develop next steps for 501c3
 - Ongoing capital budget
5. Create parallel organization designed to support Public Art
- Friends of Edina Arts for the Public

It is the ACC’s strong belief that public art include not only sculpture and traditional visual arts but performance, community events, grants and a broader definition of culture that enhances community life and elevates the city of Edina as a premiere arts destination in the Midwest. As the Comprehensive Plan states: Edina will be known as a community that embraces arts and culture, weaving it into all aspects of daily life.

Initiative #4: Expanded ACC Advisory Role in the Edina Art Center and Edina Cultural Programming

The ACC would like to remain involved with community perspective as it relates to the Art Center but would like to expand the current definition for 2022 to read:

“The Commission will provide community perspective to the process to identify and plan spaces, with a primary focus on a new art space to deliver arts and cultural programming in Edina.”

This would open the ACC up to opportunities to be involved in planning how other collaborative spaces might be deployed to offer arts programming. For example, serving as advisors to the future Fall into the Arts Festival and Edina Art Fair.

Initiative #5: Climate Change Public Art in the Parks for Earth Day 2022

Objective: A public art initiative between the City of Edina Arts and Culture Commission, Parks and Rec and the Edina High School environmental club Project Earth with an advisory role with the City of Edina Energy & Environment Commission timed to Earth Day 2022. The Arts and Culture Commission would support a Project Earth-led effort to sandblast climate change messaging into the sidewalks of Edina parks timed to an Earth Day unveiling. The messages in the form of poetry, slogans and phrases, created by the student climate change activists as well as a public process for community engagement, would build awareness of the ongoing climate crisis. A public unveiling and dedication ceremony would be held on or around Earth Day (April 22nd) complete with Project Earth-led speakers, community activities and representation at the event by Edina leadership.

Proposed Timeline:

January 2022: ACC, Parks and Rec and Project Earth meet to discuss the project and process for implementation. Announce initiative and begin awareness campaign. Advise Project Earth students to create and compile messaging ideas for the project. Create a public process (example below) with the City Communications Dept to encourage community engagement and submissions to the project. Determine the appropriate number of submissions to accept for the project.

February – March 1, 2022: Marketing campaign to announce the project to the public, select Edina participating parks for sandblasting, work on dedication ceremony with Project Earth and determine city leadership. March 1 deadline for entry.

March – April 1, 2022: Select work and match to participating park entrances. Finalize programming.

Sandblasting schedule to be determined.

April 23, 2022: Dedication ceremony at park location TBD to unveil the Project Earth Climate Change initiative, open to the public. The City would create a process to request submissions, promoted in part by the students in conjunction with the City of Edina. The climate change-related language would be sand blasted into the sidewalks of select Edina park(s).

Possible Promotional Language for Edina:

Be a part of Climate Change awareness by submitting your poetry, slogans, and words to be a part of public art in Edina parks!

The City of Edina invites you to help raise awareness about the climate change challenges facing our community and globally with messages to inspire change including poetry, slogans and words to be sandblasted into local public sidewalks to area parks. Students of all ages, residents

and anyone connected to Edina are eligible to submit verbiage to be sandblasted into sidewalks in the Edina park entrances including TBD.

Deadline to submit is March 1 at 12 pm.

The language for potential sandblasting in the parks are asked to address the following themes:

- Climate change activism
- Sense of location and local identity
- Care for nature and the environment
- Sustainability

Climate Change messaging requirements

- Maximum length allowed is 5 lines, including title (if there is one)
- Maximum of 26 characters per line
- Text and subject matter must be appropriate for the public
- Messaging in all languages welcome

How to Submit

Those interested in submitting their original writing should complete the online form by 12 p.m. on March 1, 2022. There is no submission fee and no compensation is given. Up to two original submissions will be accepted per person. All ages invited to participate.

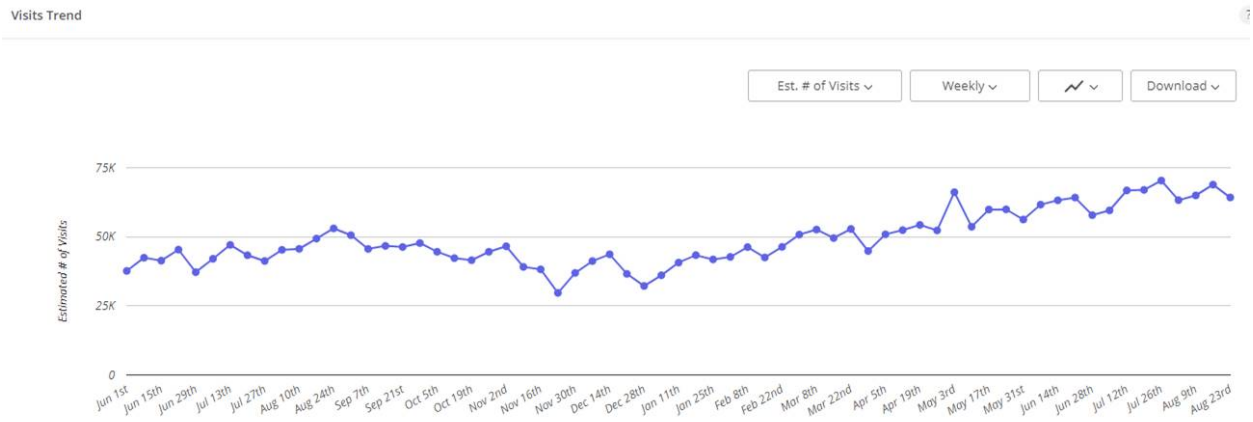
Selection process

A jury made up of Project Earth advisor and City of Edina Arts and Culture and Energy and Environment Commissioners will hold a blind judging process, without names attached to the submittals. Selected slogans will be announced the first week of April, and they will be placed in the sidewalks in time for the dedication on April 23, 2022.

Initiative 6: Joint Sponsorship of *Performances on the Plaza* Summer Concert Series 2022

In collaboration with Edina Liquor and Buhl Investors, the City of Edina Arts and Culture Commission would like to continue to co-sponsor the popular *Performances on the Plaza* Concert Series to lift up diverse Twin Cities performances including intermissions featuring emerging talent by area high school students and provide innovative summer programming in the heart of downtown Edina in the Nolan Mains Plaza. A proposed Edina Liquor sponsorship allows the Arts and Culture Commission to publicize initiatives and raise awareness about the ACC in the community. The concert series was introduced to Buhl Investors when they approached the ACC about creating innovative cultural programming on their new plaza. The programming was embraced with over 70,000 visits the last week of July and an average of 66,000 visits for the last six weeks. For context, the Art Fair in 2017 and 2018 represented 77,757 and 76,314 respectively. These were traffic trends even with the closure of several retail

spaces. The following link:<https://vimeo.com/587224626> shows the popularity of the concert series.





CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

www.edinamn.gov

Date: September 23, 2021

Agenda Item #: IX.A.

To: Arts and Culture Commission

Item Type:

Other

From: Perry Vetter, Parks and Recreation Director

Item Activity:

Subject: Upcoming Meetings and Events

Information

ACTION REQUESTED:

Upcoming Arts and Culture Commission meeting and events.

INTRODUCTION:

None, informational only.

ATTACHMENTS:

Upcoming 2021 Meetings and Events

STAFF REPORT



Date: September 23, 2021

To: Arts and Culture Commission

From: Perry Vetter, Parks & Recreation Director

Subject: Upcoming 2021 Meetings and Events

Date	Meeting	Time	Location
Thurs. Sept. 23	Regular Meeting	4:30 pm	*Edina Public Works
Oct. 1	Quarter 3 Work Plan Progress Due	-	-
Tues. Oct. 5	2022 Work Plan Review w/ Council (Chair only)	5:30 pm	Edina City Hall
Thurs. Oct. 28	Regular Meeting	4:30 pm	*Edina Public Works
**Thurs. Nov. 18	Regular Meeting	4:30 pm	*Edina Public Works
**Thurs. Dec. 16	Regular Meeting	4:30 pm	*Edina Public Works
TBD	Commission Member Annual Reception	-	TBD
Date	Upcoming Events	Time	Location
Oct. 4	Yancey Park Dedication Event	4:30 pm	Yancey Park

* Location change – Commission meetings have been relocated to accommodate greater social distancing. Meetings will now be held at Edina Public Works – Multi-purpose room at 7450 Metro Blvd. The city no longer has the authority to offer hybrid or virtual meetings.

** Meetings adjusted due to holiday conflicts.

Yancey Park Dedication Event will be held at the park on Monday October 4, 2021, at 4:30 p.m. Race and Equity Task Force Co-Chairs James Pierce and Jessi Kingston and Human Rights and Relations Commissioner Jasmine Stringer Moore will honor the family and tell the renaming story. While this is not a formal meeting and does not impact commission attendance, we hope you are able to attend this important event to honor the Yancey family.



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Date: September 23, 2021

Agenda Item #: IX.B.

To: Arts and Culture Commission

Item Type:

Other

From: Perry Vetter, Parks and Recreation Director

Item Activity:

Subject: Recognize Edina Art Center General Manager Susan Tarnowski

Information

ACTION REQUESTED:

Recognize Susan Tarnowski, General Manager of the Edina Art Center.

INTRODUCTION:

Susan Tarnowski, General Manager for the Edina Arts Center, is ending her service with the City of Edina on October 1, 2021.

Her dedication and contributions to the arts have been a great value and her service to the community of Edina and beyond will surely be missed. We wish her well and our best on her next set of adventures.