

Agenda
Arts and Culture Commission
City Of Edina, Minnesota
Virtual Meeting: WebEx

This meeting will be held electronically using Webex software. The meeting will be streamed live on the City's YouTube channel, [YouTube.com/EdinaTV](https://www.youtube.com/EdinaTV) or you can listen to the meeting via telephone by calling 1-415-655-0001, access code 2458 022 6082

Thursday, January 27, 2022

4:30 PM

- I. Call To Order
- II. Roll Call
- III. Approval Of Meeting Agenda
- IV. Approval Of Meeting Minutes
 - A. Minutes: Arts and Culture Minutes December 16, 2022
- V. Reports/Recommendations
 - A. 2021 Work Plan: Review and Evaluation of Virtual Gallery
 - B. 2022 Work Plan
- VI. Chair And Member Comments
- VII. Staff Comments
 - A. Upcoming Meetings and Events
- VIII. 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

www.edinamn.gov

Date: January 27, 2022

Agenda Item #: IV.A.

To: Arts and Culture Commission

Item Type:

Minutes

From: Laura Fulton, Recreation Supervisor

Item Activity:

Subject: Minutes: Arts and Culture Minutes December 16,
2022

Action

ACTION REQUESTED:

Receive and approve the meeting minutes from the December 16, 2021 Arts and Culture Commission meeting.

INTRODUCTION:

ATTACHMENTS:

Minutes: Arts and Culture Commission, December 16, 2022



Minutes
City Of Edina, Minnesota
Arts and Culture Commission
Edina Public Works Multi-purpose Room
Thursday, December 16, 2021

I. Call To Order

Chair Sorensen called the meeting to order at 4:31 p.m.

II. Roll Call

Answering roll call were Commissioners Amlaw, Chandler, Rubin, Johnson and Westlund; Student Commissioner Anand; and Chair Sorensen

Staff Present: Parks and Recreation Director, Perry Vetter, Recreation Supervisor, Laura Fulton.

III. Approval Of Meeting Agenda

Motion made by Chandler to approve the December 16, 2021 meeting agenda, seconded by Amlaw. Motion carried.

IV. Approval Of Meeting Minutes

Motion made by Rubin to approve the November 18, 2021 meeting minutes, seconded by Johnson. Motion carried.

V. Community Comment

none

VI. Reports/Recommendations

A. 2021 Work Plan Updates –

Initiative #3: Study and report on potential incentives and procedures to include art and décor elements when opportunities arise in public and commercial projects. – Director Vetter reported.

- City Attorney is reviewing document and will report in Q1 of 2022.

Initiative #4: Art Center

- Commissioner Westlund summarized consultant meeting held December 15, 2021.
- Commissioner Chandler discussed financial background of consultant report.
- Commissioner Amlaw discussed pottery forward facility concept.
- Next meeting scheduled for January to discuss more details of consultant report.

B. Virtual Art Gallery Update

Initiative #1: Virtual Art Gallery – Recreation Supervisor Fulton presented

- Commission discussed hosting a virtual gallery exhibit and gallery opening in February.

C. 2022 Work Plan

Commissioners volunteered to act as leads for 2022 Work Plan initiatives.

- Initiative #1: Implement Year 2 of the Public Art Plan: the Mandala Digital Public Art Project and digital mapping
 - Leads are Commissioners Fram and Stemmler; Student Commissioners Shen and Anand; and Chair Sorenson
- Initiative #2: Research and make a recommendation for a microgrant process for community driven Arts & Culture
 - Leads are Commissioners Suckow, Amlaw and Chandler.
- Initiative #3: As a new art space is pursued, the commission will provide the community perspective to the planning process.
 - Leads are Commissioners Westlund, Chandler and Amlaw
- Initiative #4: Climate Change Public Art in the Parks for Earth Day 2022
 - Leads are Commissioner Johnson, Student Commissioners Shen and Anand and Chair Sorenson
- Initiative #5: Joint Sponsorship of Performances on the Plaza Summer Concert Series 2022
 - Leads are Commissioner Johnson, Student Commissioners Shen and Anand and Chair Sorenson
- Initiative #6: Review and comment on art and décor elements & programming for the Edina Theatre.
 - Leads are Commissioners Rubin and Westlund; and Chair Sorenson

VII. Chair And Member Comments

- Chair Sorenson reminded public that commissioner applications are now being accepted.

VIII. Staff Comments

- 2022 Meeting dates were presented.

IX. Adjournment

Motion was made by Rubin to adjourn the December 16, 2021 meeting of the Arts and Culture Commission, seconded by Westlund. Motion carried.

Meeting adjourned at 5:50 p.m.



CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

www.edinamn.gov

Date: January 27, 2022

Agenda Item #: V.A.

To: Arts and Culture Commission

Item Type:

Report and Recommendation

From: Commissioner Fram and Commissioner Stemmler

Item Activity:

Subject: 2021 Work Plan: Review and Evaluation of Virtual Gallery

Discussion

ACTION REQUESTED:

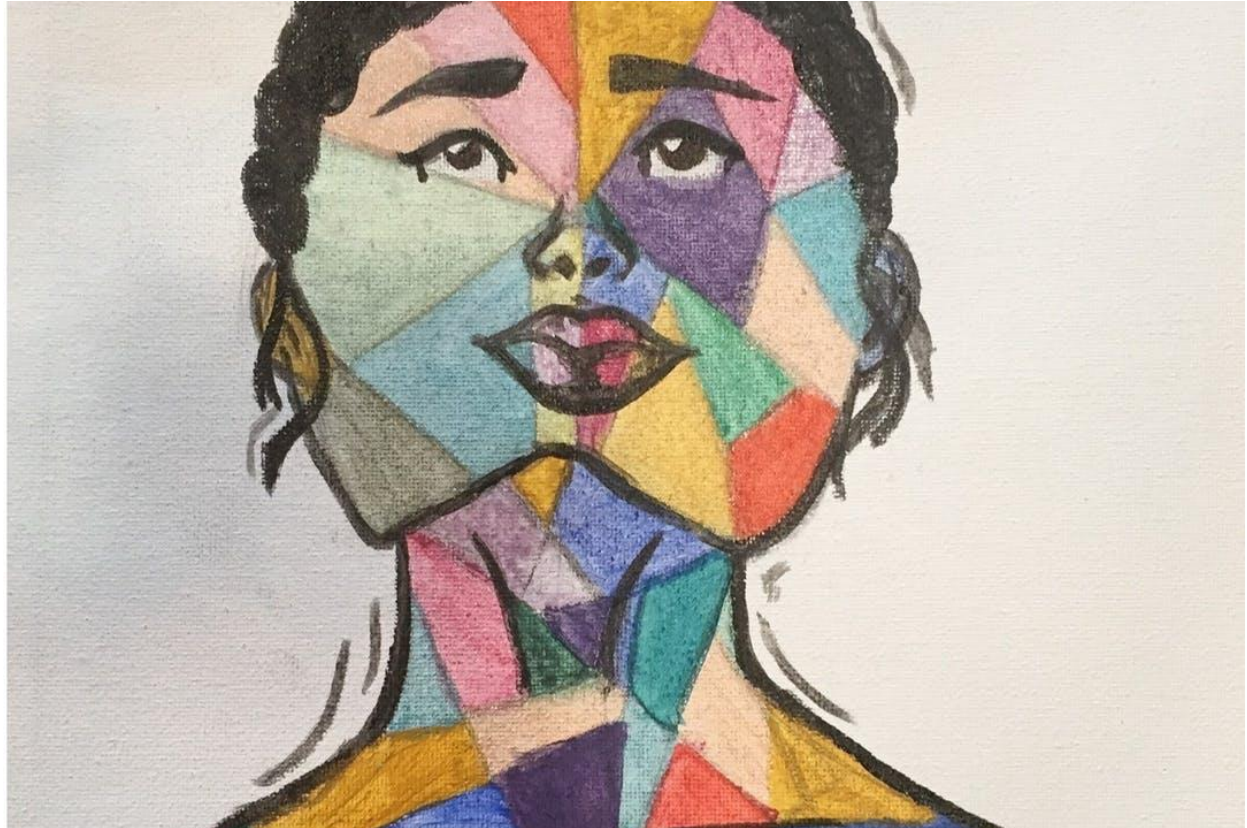
None, for discussion purposes.

INTRODUCTION:

Attached is an evaluation report of the virtual gallery, From Struggling to Healing: A Continuum. Commissioner's Fram and Stemmler will present on their evaluation work.

ATTACHMENTS:

Commission Member Review of Virtual Gallery



Virtual Art Gallery

Project Review

01.24.2022

—

Prepared by:

BRIAN STEMMLER

ALYSSA FRAM

Overview

The Virtual Art Gallery titled “From Struggling to Healing - A Continuum” was an initiative launched in March of 2021 by the City of Edina’s Arts and Culture Commission. This was the first of a three year Public Art Plan to launch one public art event each year, with this first project acting as a framework for planning future projects. Due to the Pandemic, the decision was to have this first public art project be virtual. In response to current events, the Commission decided to theme the Gallery “From Struggling to Healing - A Continuum” and promote it as a platform for Artists to share artwork which fit this theme.

Specifications

Members of the community were invited to submit art which fit the criteria of the Virtual Gallery. It was encouraged that submitting Artists either reside in Edina or have some sort of connection to the local community. Submissions were reviewed using the Human Rights and Relations Rubric and featured under the following categories: representation, gender inclusion, race/ethnicity inclusion, accuracy and feeling. Artwork created by individuals under 18 was required to be submitted by a parent or legal guardian.

Talents and skills of all ages, backgrounds and experiences were welcomed. Both visual or performance art - painting, sculpture, photography, speech, music, spoken word, dance were accepted forms.

The submission period ran from March through December, 2021.

Goals

1. To create a venue for members of the community to share their art and view the art created by others.
2. To raise awareness of the Arts and Culture Commission’s presence in the community.
3. To build community by engaging other organizations to partner with the Commission on this public art initiative.

Implementation

I. Platform

1. The gallery was presented on the “Better Together Edina” website. This website is connected to the City of Edina’s Government website, but is hosted on a proprietary platform separate from the Government website. The website is hosted on a platform called “Bang the Table Engagement HQ”. The platform is designed for City Governments to share timely information with the public and build community engagement.
2. The website layout presents City initiatives as “projects”. Within each project, information is presented in linear fashion as “posts”. Artwork submissions were presented on this platform as posts. The “comments” feature on individual posts was disabled, however there was space for viewers to add comments or questions on the main page. This page was managed by members of City Staff and the Arts and Culture Commission.

II. Partnerships

1. MOSAIC

Members of the Arts and Culture Commission collaborated with members of the MOSAIC Organization to help spread the word.

2. Nolan Mains Concert Series

A weekly concert series was held at the Nolan Mains Commons over the Summer months. Each week, the Virtual Gallery was promoted by the Master of Ceremonies. Edina High School students were recruited to perform as part of this initiative. These student performances were often filmed and the participants were encouraged to submit their performances to the Virtual Gallery.

III. Paid Advertising (Appendix A)

1. A budget was allocated by the City and City Employees placed paid advertising with the following media outlets
 - a. Star Tribune
 - b. Facebook

c. MPR

2. A short run of posters were printed for Commissioners to post with local businesses.

IV. Organic Marketing

1. Edina Magazine published a thorough article on the Virtual Art Gallery, the Arts and Culture Commission and our Student Outreach initiatives.
2. Members of the Arts and Culture Commission participated in a 4th of July Parade float, promoting the Commission and the Virtual Gallery.
3. Members of the Arts and Culture Commission participated in operating a booth at the Annual "Fall into Arts" Festival. The booth featured a digital display of the Virtual Gallery and information about the Gallery was made available to the public at the booth.

Achievements

1. The Virtual Gallery was a viable platform for members of the community to share their art and view the art created by others.
2. At the end of the submission period, the Gallery exhibited 60 pieces of artwork.
3. The initiative provided a resource of locally created artwork which could then be converted to a physical exhibit.
 - a. The Commission reviewed the final submissions and chose 10 pieces to be displayed in a physical exhibit. Pieces from this final selection may be chosen to be placed as permanent installations in a City owned property.

Final Results (Appendix B)

- Dates of Exhibit - March through December, 2021
- Total Number of Exhibitors – 28
- Total Number of Art Pieces – 60
- Site Traffic - 2,600 Total Visits
 - 83 Max Visitors per day
- Dates of Maximum Traffic - May through July, 2021
- Community Posted Comments or Questions – 4

Key Takeaways

As with many aspects of our lives over the past two years, the Pandemic provided an opportunity to try new strategies, and presented new challenges to the implementation of our first Public Art Initiative. As the world has discovered by being forced into conducting a greater percentage of daily life online, online experiences vs. physical world experiences are two separate venues. While the lines between how we live via the virtual and physical worlds continue to blur, it is important for event producers to understand the platforms they are considering using. In the physical world, event producers scout locations and pick the right venue which suits the needs for the event they are holding. In considering the “User Experience” with online events, the same process should be conducted prior to implementation.

Since this was the “pilot initiative” of the ACC’s 3 year public art plan, it was the intent of the Commission to have this first initiative establish a framework in which future public art initiatives could be structured. Due to the historic challenges faced by our community the past year, this first initiative was not immune to the disruptions. Turnover of the workgroup leadership and disruptions with the EHS schedule made it difficult for our Student Commissioners and members of MOSAIC to fully participate. The lack of a written “action plan” made it difficult for new initiative leaders to take over the project from their predecessors.

Recommendations

1. It is recommended to extend the goals and tasks set forth in the Public Art Plan for the 2021 Public Art Initiative to include the 2022 Public Art Initiative. Extending the study to two years will present a more solid foundation with which to develop a permanent framework for future public art initiatives.
2. With regard to future public art initiatives, it is recommended to focus on implementing events that initially take place in the physical realm, while using the virtual realm as a secondary tool for sharing the event with the greater community.
3. Once a public art initiative is approved by the City Council, it is recommended that the working group create and present a plan for implementation to the Commission. Having an approved “action plan” can help the working group stay organized and better collaborate with the City, other Commissions and Partner Organizations.
4. If a Virtual Gallery or other online public art event is considered in the future, it is recommended that the Working Group consult with Vendors who specialize in this sort of project and consider strategies for more effective community engagement on whatever platform hosts the event.



Arts and Culture Commission From Struggling to Healing: A Continuum Virtual Gallery Analytics

Virtual Art Gallery



The CITY of
EDINA

From Struggling to Healing: A Continuum, explored how our community has experienced the challenges and mending of this past year.

Through visual or performance art - painting, sculpture, photography, speech, music, spoken word, dance – submissions were open to all mediums that express the journey from struggling to healing during the upheaval of 2020 and beyond.

The exhibition was co-produced by the City of Edina's Arts & Culture Commission and Mosaic, a student group at Edina High School focused on creating an inclusive school culture.

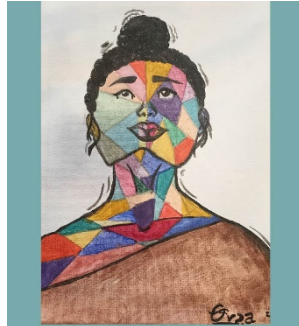
Gallery Creative



The CITY of
EDINA



Call for Submissions
**VIRTUAL
ART
GALLERY**



Call for Submissions
VIRTUAL ART GALLERY



Call for Submissions
**VIRTUAL
ART
GALLERY**



**Call for Submissions
VIRTUAL ART GALLERY**



ARTS & CULTURE
COMMISSION

Recommended Tactics



The CITY of
EDINA

- StarTribune.com geared toward arts enthusiasts entering StarTribune.com
- MPR live radio spots during the “Art Hounds” weekly segment
- MPR’s TheCurrent.com banner ads
- Social Media Campaign, 2-3 months
- Northeast Minneapolis Arts Association Membership (to use to promote Arts and Culture events, including the gallery. This was a year-round benefit)

Executed Tactics



The CITY of
EDINA

- StarTribune.com geared toward arts enthusiasts entering StarTribune.com
- Social Media Campaign, 2-3 months
- disclaimer: commissioners did approve the spend on MPR's "Art Hounds" weekly segment but by the time it was decided to move forward with it, the segment had moved to a morning drive spot which created a change in pricing and time did not allow for adaptation.

Tactic Results



The CITY of
EDINA

Social Media

- **Amount Spent: \$214.99**
- 75,622 impressions
- 26,425 people reached
- 977 clicks

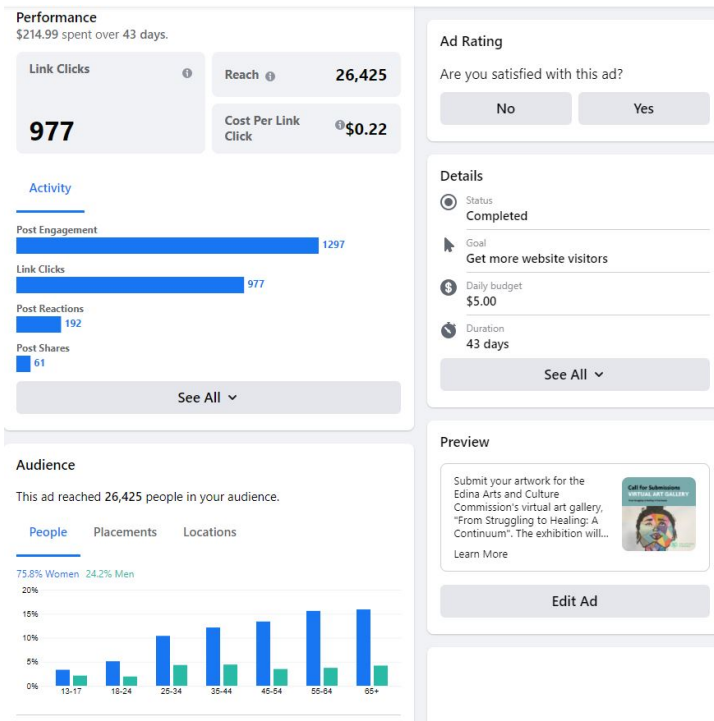
Startribune.com

- **Amount Spent: \$1,200**
- Impressions: 171,500
- Clicks: 82

Social Ad Results



The CITY of
EDINA



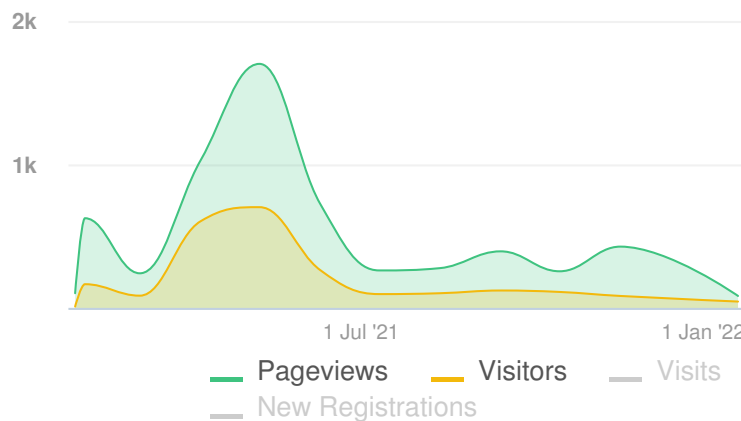
Project Report

30 January 2019 - 31 December 2021

Better Together Edina Virtual Art Gallery



Visitors Summary



Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
2.6 k	83	
NEW REGISTRATIONS		
0		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
34	536	1.9 k

Aware Participants	1,857	Engaged Participants	34		
Aware Actions Performed	Participants	Engaged Actions Performed	Registered	Unverified	Anonymous
Visited a Project or Tool Page	1,857				
Informed Participants	536	Contributed on Forums	0	0	0
Informed Actions Performed	Participants	Participated in Surveys	3	1	24
		Contributed to Newsfeeds	1	0	0
Viewed a video	0	Participated in Quick Polls	0	0	0
Viewed a photo	0	Posted on Guestbooks	0	0	0
Downloaded a document	54	Contributed to Stories	5	0	0
Visited the Key Dates page	0	Asked Questions	1	4	0
Visited an FAQ list Page	0	Placed Pins on Places	0	0	0
Visited Instagram Page	0	Contributed to Ideas	0	0	0
Visited Multiple Project Pages	395				
Contributed to a tool (engaged)	34				

TRAFFIC SOURCES OVERVIEW

Appendix B

REFERRER URL	Visits
m.facebook.com	807
www.google.com	246
l.facebook.com	100
www.edinamn.gov	100
edinaschools.schoology.com	35
www.startribune.com	23
instagram.com	18
search.yahoo.com	14
www.bangthetable.com	13
partner.googleadservices.com	12
docs.google.com	11
m.startribune.com	10
patch.com	10
l.instagram.com	7
android-app	7

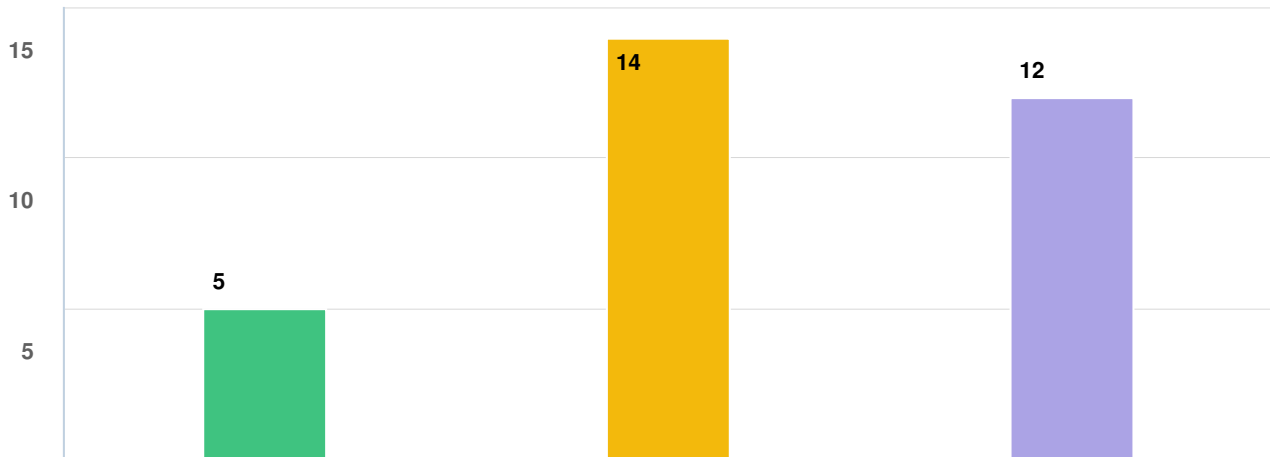
ENGAGEMENT TOOL: SURVEY TOOL

Appendix B

Call for Submissions - From Struggling to Healing: A Continuum

Visitors 326	Contributors 28	CONTRIBUTIONS 31
---------------------	------------------------	-------------------------

Age



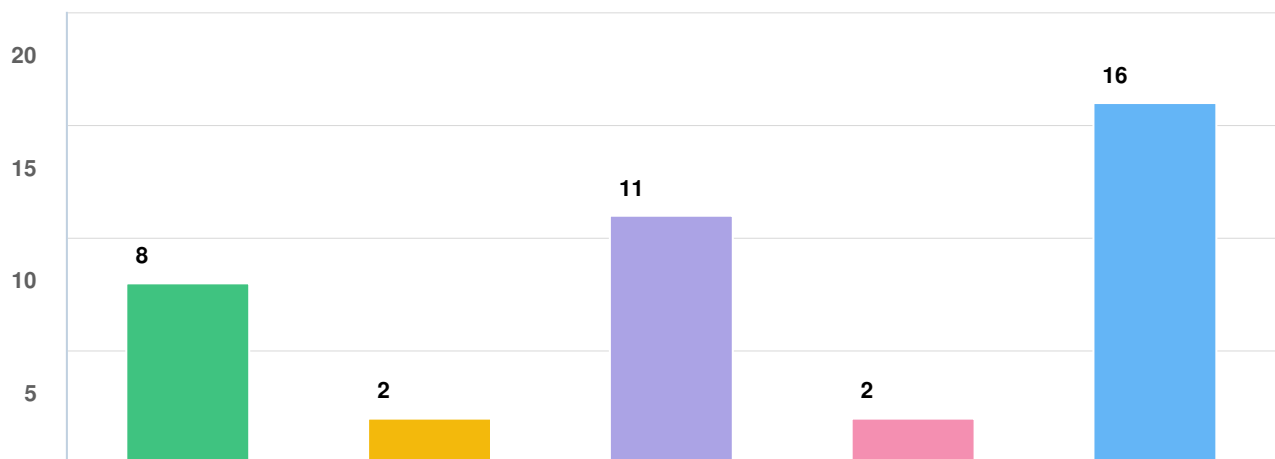
Question options

● Under 18 ● 18-54 ● 55+

Mandatory Question (31 response(s))

Question type: Checkbox Question

Select a Category That Best Represents Your Artwork and Review the Artwork & Décor Rubric for Guidance (PDF).



Question options

● Representation ● Gender Inclusion ● Race/Ethnicity Inclusion ● Accuracy ● Feeling

Mandatory Question (31 response(s))

Question type: Checkbox Question



CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

www.edinamn.gov

Date: January 27, 2022

Agenda Item #: V.B.

To: Arts and Culture Commission

Item Type:

Report and Recommendation

From: Laura Fulton, Recreation Supervisor

Item Activity:

Subject: 2022 Work Plan

Discussion

ACTION REQUESTED:

Commissioners should begin by discussing the scope and roles for initiative members and further define each item. This could include next steps, external partners, key dates and items that staff would need to be aware to provide support.

INTRODUCTION:

2022 Arts and Culture Commission Workplan has been approved by the Edina City Council and is attached for review and implementation discussion.

ATTACHMENTS:

2021 ACC Work Plan



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)		
Implement Year 2 of the Public Art Plan: The Mandala Digital Public Art Project and digital mapping	Deliverable Display artwork submissions within public locations throughout Edina.	Leads Fram, Stemmler, Sorensen, Shen (s), Anand (s)	Target Completion Date
Progress Q1:			

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 checked="" type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Research and make a recommendation for a microgrant process for community driven Arts & Culture	Deliverable Report to City Council.	Leads Suckow (lead), Chandler, Amlaw	Target Completion Date
Progress Q1:			

Initiative #3	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 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 the community perspective to the planning process.	Deliverable City staff will continue to provide a role for the commission on the pursuit of art space.	Leads Chandler, Westlund, Amlaw, Suckow	Target Completion Date
Progress Q1: Feedback from initiative leads received in January. Program Study will be discussed at the February 24 ACC meeting. Program summary will then be discussed at the March 22 City Council Work Session.			

Initiative # 4	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)		
Climate Change Public Art in the Parks for Earth Day 2022	Deliverable Climate change messaging at Edina Parks timed to Earth Day	Leads Sorensen (lead), Anand (s), Johnson	Target Completion Date
Progress Q1:			

Initiative # 5	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 checked="" type="checkbox"/> 4 (Review & Decide)		
Joint Sponsorship of <i>Performances on the Plaza</i> Summer Concert Series 2022	Deliverable Advertise AAC initiatives or table at the concerts.	Leads Sorensen (lead), Anand (s), Johnson	Target Completion Date
Progress Q1:			

Initiative # 6	Initiative Type <input type="checkbox"/> Project <input 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)		
Review and comment on art and décor elements & programming for the Edina Theatre.	Deliverable Provide feedback on art elements using the Art and Décor rubric.	Leads Sorensen, Rubin, Westlund	Target Completion Date
Progress Q1:			

Parking Lot: (These items have been considered by the BC, but not proposed as part of this year's work plan. If the BC decides they would like to work on them in the current year, it would need to be approved by Council.)			
<ul style="list-style-type: none"> - Implement microgrant process for community driven Arts & Culture if recommendation is approved by Council. - Report and advise on procedures to include art and décor elements when opportunities arise in Edina public and commercial projects. 			



CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

www.edinamn.gov

Date: January 27, 2022

Agenda Item #: VII.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:

None, informational only.

INTRODUCTION:

Upcoming meetings and events for the Arts and Culture Commission.

ATTACHMENTS:

Upcoming 2022 Meetings and Events

STAFF REPORT



Date: January 27, 2022

To: Arts and Culture Commission

From: Laura Fulton, Recreation Supervisor

Subject: Upcoming 2022 Meetings and Events

Date	2022 Meetings	Time	Location
*Thurs. Feb. 24	Regular Meeting	4:30 pm	Virtual Meeting
Thurs. March 24	Regular Meeting	4:30 pm	TBD
Tues. April 19	Joint City Council and ACC Work Session	5:30 pm	TBD
Thurs. April 28	Regular Meeting	4:30 pm	TBD
Thurs. May 26	Regular Meeting	4:30 pm	TBD
Thurs. June 23	Regular Meeting	4:30 pm	TBD
Thurs. July 28	Regular Meeting	4:30 pm	TBD
Thurs. Aug. 25	Regular Meeting	4:30 pm	TBD
Thurs. Sept. 22	Regular Meeting	4:30 pm	TBD
Thurs. Oct. 27	Regular Meeting	4:30 pm	TBD
**Thurs. Nov. 17	Regular Meeting	4:30 pm	TBD
**Thurs. Dec. 15	Regular Meeting	4:30 pm	TBD

* Location change – Commission meetings have been assigned to virtual meetings during the months of January and February due to the increasing pandemic cases. The City Council will reevaluate in February.

** Meetings adjusted due to holiday schedule.