

**Agenda**  
**Arts and Culture Commission**  
**City Of Edina, Minnesota**  
**Edina City Hall: Community Room**

**Thursday, July 28, 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 June 23, 2022
- V. Special Recognitions And Presentations
  - A. Edina Asian American Alliance Presentation
- 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. 2022 Arts and Culture Commission Work Plan Update
  - B. 2023 Arts and Culture Commission Work Plan Development
- VIII. Chair And Member Comments
- IX. Staff Comments
  - A. Upcoming Meetings and Events
- 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:** July 28, 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 June 23, 2022

Action

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### **ACTION REQUESTED:**

Approve meeting minutes from the June 23, 2022 Arts and Culture Commission meeting.

### **INTRODUCTION:**

Please receive and review the meeting minutes from the June 23, 2022 ACC meeting.

### **ATTACHMENTS:**

Arts and Culture Minutes June 23, 2022



Minutes  
City Of Edina, Minnesota  
Arts and Culture Commission  
Edina City Hall Community Room  
Thursday, June 23, 2022

**I. Call To Order**

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

**II. Roll Call**

Answering roll call were Commissioners Westlund, Rubin, Stemmler, Zbaren and Chair Sorensen.

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

**III. Approval Of Meeting Agenda**

***Motion made by Westlund to approve the June 23, 2022 meeting agenda, seconded by Rubin.  
Motion carried.***

**IV. Approval Of Meeting Minutes**

***Motion made by Stemmler to approve the May 26, 2022 meeting minutes, seconded by  
Zbaren. Motion carried.***

**V. Special Recognitions and Presentations**

**A. 2023 Work Plan Development Discussion**

- Staff member MJ Lamon presented to the Commission. Lamon discussed the process the Commission will take when creating the 2023 Workplan.
- July's Commission meeting will be a time to brainstorm ideas. Staff member Fulton will request Commission members email ideas prior to the July meeting so Commission is able to discuss in July.

**B. Edina Community Foundation Presentation**

- Edina Community Foundation Director Dick Crockett presented to the Commission.
- Commission discussed utilizing the Edina Community Foundation to assist with Initiative #2 to establish and accept applications for microgrant process.

**VI. Reports/Recommendations**

**A. 2022 Work Plan Updates**

- Initiative #1: Implement Year 2 of the Public Art Plan: Healing Circles
  - Commissioner Stemmler reported on initiative #1. Members of Initiative #1 are working to get cost estimate from the artist for the project. There may be an opportunity to work with the school and theater department to procure equipment and project the circles as well.
  - A promotional video is being created thru the City and will be released through Edina TV. Edina Magazine will publish an article about the event.

- Initiative #3: As a new art space is pursued, the Commission will provide the community perspective to the planning process
  - Commissioner Westlund presented the draft report to the Commission for comment. Fulton will collect feedback and a final document will go to Council on July 19.
  - Sorensen and Westlund reported that they met with Mayor Hovlund to discuss plans for a new art facility.
- Initiative #4: Public Art Poetry in the Parks 2022
  - Chair Sorensen mentioned that students will march in Edina's 4<sup>th</sup> of July Parade. Requested staff to procure banners. Vetter mentioned splitting poetry into phases due to increased cost. Commission agreed.
- Initiative #5: Joint Sponsorship of Performances on the Plaza Summer Concert Series 2022
  - Chair Sorensen discussed the upcoming season. Student Commissioner Shen will perform July 1 at the POP concert.
- Initiative #6: Edina Theater
  - Chair Sorensen mentioned that the Edina Theater has begun the process to restore the marquee.

B. Special Election of Vice Chair

- With the announcement of Rubin's resignation from the Commission effective August 1, a special election was held to replace him as Vice-Chair of the Arts and Culture Commission.

***Motion was made by Rubin to elect Westlund to serve as Vice-Chair of the Arts and Culture Commission, seconded by Stemmler. Motion carried.***

**VII. Chair And Member Comments**

- Chair Sorensen invited commissioners to march in the July 4 Parade to support the Poetry in the Parks initiative

**VIII. Staff Comments**

- Updated 2022 Meeting dates were presented.
- Staff member Fulton presented upcoming City programming.

**IX. Adjournment**

***Motion was made by Westlund to adjourn the June 26, 2022 meeting of the Arts and Culture Commission, seconded by Rubin. Motion carried.***

**Meeting adjourned at 6:13 p.m.**



## CITY OF EDINA

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**Date:** July 28, 2022

**Agenda Item #:** V.A.

**To:** Arts and Culture Commission

**Item Type:**

Other

**From:** Laura Fulton, Recreation Supervisor

**Item Activity:**

**Subject:** Edina Asian American Alliance Presentation

Information

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### **ACTION REQUESTED:**

no action required

### **INTRODUCTION:**

The Edina Asian American Alliance will discuss a project they are interested in collaborating on with the Edina Arts and Culture Commission.

### **ATTACHMENTS:**

AAPJ Heritage Month Art Installation

# AAPI Heritage Month Art Installation



Edina Asian American Alliance



# Who We Are

- EAAA was formed in April of this year, following the release of a racist and anti-Asian video at EHS
- Edina Asian American Alliance (EAAA) is an intergenerational, grassroots coalition of students, parents, and community members allied in deep commitment to our Asian and Asian American youth in Edina Public Schools (EPS) and the broader Edina community.

# The Proposal

- A mural, sculpture, or other permanent piece of art representing the Asian American experience, to be displayed in Edina
- Designed by a MN based, Asian American artist
- Unveiled in May of 2023, in accordance with AAPI Heritage Month
- Created in collaboration with at least 3-4 EAAA members on the commission committee



# Why the Installation is Important

- Asians account for 6.5% of Edina residents, behind white residents (85.6%)
- An increase in Anti-Asian rhetoric creates an unsafe environment and community (March 2022 EHS video and July 2022 anti-Asian slurs on Edina tennis courts)
- Historically, AAPI Heritage month has gone without celebration or additional attention by the city

# Next Steps

- Seek Minnesota-based Asian American artist to advise and/or create the artwork and establish a budget for the piece
- Secure a location in Edina (Centennial Lakes, etc), and create a work plan committee, with members of the ACC and EAAA



## CITY OF EDINA

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**Date:** July 28, 2022

**Agenda Item #:** VII.A.

**To:** Arts and Culture Commission

**Item Type:**

**From:** Laura Fulton, Recreation Supervisor

**Item Activity:**

**Subject:** 2022 Arts and Culture Commission Work Plan  
Update

Discussion, Information

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### ACTION REQUESTED:

None

### INTRODUCTION:

The Commission will discuss updates to the 2022 Work Plan.

### ATTACHMENTS:

2022 Arts and Culture Work Plan Updated



## Commission: Arts and Culture Commission

### 2022 Annual Work Plan Proposal

<b>Initiative # 1</b>	<b>Initiative Type</b> <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event <b>Council Charge</b> <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: Healing Circles Digital Public Art Project and digital mapping	<b>Deliverable</b> Display artwork submissions within public locations throughout Edina.	<b>Leads</b> Fram, Stemmler, Sorensen, Shen (s), Anand (s)	<b>Target Completion Date:</b> October 3-7, 2022
Progress Q1: ACC has met with Edina Public Schools and established a timeline and project outline. The initiative has been renamed "Healing Circles" by both parties.			
Progress Q2:			

<b>Initiative # 2</b>	<b>Initiative Type</b> <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event <b>Council Charge</b> <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	<b>Deliverable</b> Report to City Council.	<b>Leads</b> Chandler, Amlaw, Zbaren	<b>Target Completion Date</b>
Progress Q1: Compiling research of other programs throughout the metro			
Progress Q2:			

<b>Initiative #3</b>	<b>Initiative Type</b> <input type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input checked="" type="checkbox"/> Event <b>Council Charge</b> <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.	<b>Deliverable</b> City staff will continue to provide a role for the commission on the pursuit of art space.	<b>Leads</b> Chandler, Westlund, Amlaw, Zbaren	<b>Target Completion Date</b>
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.			
Progress Q2:			

<b>Initiative # 4</b>	<b>Initiative Type</b> <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event <b>Council Charge</b> <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)		
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Climate Change Public Art in the Parks	<b>Deliverable</b> Climate change messaging at Edina Parks	<b>Leads</b> Sorensen (lead), Anand (s), Johnson	<b>Target Completion Date:</b> <b>August 2022</b>
<b>Progress Q1: Representatives from ACC presented project during the EHS Climate Summit. Poetry has been selected; Parks have been selected. Contract is under negotiation. First sandblast will occur by the end of May at the Edina High School.</b>			
<b>Progress Q2:</b>			

<b>Initiative # 5</b>	<b>Initiative Type</b> <input type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input checked="" type="checkbox"/> Event <b>Council Charge</b> <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	<b>Deliverable</b> Advertise AAC initiatives or table at the concerts.	<b>Leads</b> Sorensen (lead), Anand (s), Johnson	<b>Target Completion Date</b>
<b>Progress Q1: Two new proposals have been submitted from Musikant and are under review by staff. Tabling options will be available.</b>			
<b>Progress Q2:</b>			

<b>Initiative # 6</b>	<b>Initiative Type</b> <input type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event <b>Council Charge</b> <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.	<b>Deliverable</b> Provide feedback on art elements using the Art and Décor rubric.	<b>Leads</b> Sorensen, Rubin, Westlund	<b>Target Completion Date</b>
<b>Progress Q1: Theater project has been delayed. ACC has been in contact with owners and will collaborate when opportunities arise.</b>			
<b>Progress Q2:</b>			

<b>Parking Lot:</b> (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.)			
- 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

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**Date:** July 28, 2022

**Agenda Item #:** VII.B.

**To:** Arts and Culture Commission

**Item Type:**

**From:** Laura Fulton, Recreation Supervisor

**Subject:** 2023 Arts and Culture Commission Work Plan  
Development

**Item Activity:**  
Discussion

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### **ACTION REQUESTED:**

No action requested

### **INTRODUCTION:**

Continue discussion on the 2023 Arts and Culture Commission Work Plan.

### **ATTACHMENTS:**

Comprehensive Plan for Arts in Edina

2023 Work Plan Template

Commission Work Plan Guide

2023 Work Plan Idea Compilation

## 14. Arts and Culture

### Chapter Highlights

This chapter looks at: 1) arts, creative expression, and culture in the City of Edina and 2) the Arts and Culture Commission's efforts to tie these to the community in ways that will enrich residents and visitors and contribute to a high quality of living. In this sense, arts and culture are not to be viewed as isolated and abstract things and events but, instead, elements that are woven into the fabric of the community and linked to as many aspects of the community and life as possible. It is these linkages (some obvious, and others not so obvious) that will contribute to a community where arts and culture are always visible and in the consciousness of observers.

This chapter discusses:

- Historical contexts and inventory of the City's arts and cultural events
- Direct benefits of arts and culture to a City's image and livability
- The future vision for arts and culture
- The City's venues for artistic expression
- Trends and challenges
- Goals and objectives

Six goals developed for this chapter are summarized below. Together, with policies developed for this chapter, the six goals will serve to inform the development of the Arts and Culture Commission's annual work plans for the next ten years.

**Goal 1:** Distribute and promote arts and culture across all of Edina to provide opportunities for people to come together in the creation and celebration of art and culture, building inclusive communities.

**Goal 2:** Leverage the Edina Arts and Culture Commission (ACC) to form strong and enduring collaborative partnerships between the ACC and other Edina commissions and associations to incorporate arts and culture into planning and implementation processes.

**Goal 3:** Improve and maintain dedicated spaces and venues for arts and culture; activate each with dynamic programming that includes a broad array of art forms and expressions accessible to all.

**Goal 4:** Expand and continue to drive awareness of and participation in Edina's Public Art program and art collection..

### Vision and Challenges

Vision – Edina will be a community where:

- Everyday life is integrated with art, culture, expression, and creativity.
- Community growth is coupled with arts and culture.
- The number of people who appreciate, engage with and create art is increased.
- Arts and culture are accessible and inclusive of all members of the community.
- High value is demonstrated on arts and culture.
- As a “creative city,” arts and culture positively impact livability, diversity, inclusion, and economic development.

Challenges:

- Demographic changes within the community.
- Capture opportunities to integrate life-long learning and appreciation of the arts.
- Demand for arts and culture experiences has currently out-paced the supply.
- Need for a new Edina Art Center to accommodate the City's growing demand for artistic and cultural activities.
- Resistance to change.
- Funding availability.



**Goal 5:** Establish a formal role for artists and other creative thinkers to participate in forward-looking plans for Edina.

**Goal 6:** Research, decide on, and implement the necessary funding and governance plans for supporting arts and culture in Edina.

## Introduction

The City of Edina is well-known for excellence in quality of life, education, and parks and recreational facilities. In Edina and similar communities, there is a growing expectation that arts, culture, and creative expression are equally important to a vibrant and strong community. As highly-valued aspects of everyday life, arts and culture make substantial contributions to livability, the local economy, and cultural industry competitiveness. Toward these ends, the Edina Comprehensive Plan 2018 includes - for the first time - a stated commitment to arts and culture as part of the essential objectives for the City of Edina.

As Edina moves into the next ten years, facing myriad changes in demographics and shifts in economic realities, the community can build cohesion and resilience based in part on the positive impact of arts and culture



The highest-priority objectives for arts and culture are:

1. Incorporate arts and culture across all of Edina to provide opportunities for people to come together, share experiences, and build an inclusive and cohesive community.
2. Improve and maintain dedicated spaces and venues for arts and culture; activate each with dynamic programming that includes a broad array of art forms and expressions that are accessible to all.





3. Incorporate arts and culture into Edina's planning and implementation processes through strong collaborative partnerships.

The City of Edina, during the life of this Comprehensive Plan, stands to benefit immensely from an intentional and deliberate approach to weave arts and culture into the very fabric of the community; and thus, engage as many people as possible and help the City reach its overall strategic goals.

## Current Conditions: Historic Contexts and Inventory

The City of Edina's vision statement (*Vision Edina*, 2015) describes the community as a "... preeminent place for living, learning, raising families, and doing business." It also speaks to a "livable environment" as a distinguishing hallmark not only for our residents but also for those who work here and those who choose Edina as an entertainment destination. <https://www.edinamn.gov/DocumentCenter/View/1629/Strategic-Vision-and-Framework-PDF?bidId=>

During the past 10 years covered by the most-recent comprehensive plan (2008- 2018), the City of Edina has moved well beyond its basic role of providing residential neighborhoods with high quality and effective urban services. In fact, Edina has steered toward innovative growth enabling the development of:

- Commercial areas that offer more dining options
- New entertainment venues and unique shopping zones
- Places to relax, exercise, and enjoy our best-in-class lifestyle, including excellent parks, trails and green spaces

Moving into the next decade, Edina is poised to build on these accomplishments while at the same time continuing to increase the quality of its livable environment. One of the most-impactful ways to do this is to weave arts and culture into the fabric of the community.

Interestingly, it's getting more difficult to define "arts and culture" as we move into the 21st Century. The national strategy firm LaPlaca Cohen conducts an ongoing longitudinal study called Culture Track, which is a national survey of people's attitudes, motivators, and barriers to taking part in cultural experiences. Over time, respondents have demonstrated a vastly expanded definition of culture, which now includes not only traditional art forms, (e.g., opera, symphony concerts, ballet, and art museums) but also street fairs, food trucks, culinary arts, and popular music festivals. Audiences now describe culture as any activity that "... questions what you already know; brings people who may not think they have much in common together; and broadens horizons, understanding of life situations and helps me learn about other peoples in the world."

When discussing the value of arts and culture, at both a community-level and to wider society, people typically begin with its intrinsic value: how arts and culture illuminate our inner lives and enrich our emotional world. In addition, it is understood that arts and culture have a wider impact on our economy, education, health and well- being, and community-building. In fact, arts and culture are valuable strategic resources, and Edina has an opportunity to apply those resources in exciting and effective ways.



In the white paper titled “Creative Placemaking,” commissioned by The Mayors’ Institute on City Design, co-authors Markuson and Gadwa report on the results of extensive research on placemaking that is led by arts and culture. Their findings are outlined below:

- Cities and neighborhoods no longer compete for major infrastructure commitments nor aspire to move up an urban hierarchy of look-alikes. Instead, they look beyond physical alterations and pay more attention to the animation of places with cultural and economic activity.
- Significant arts and cultural investments revitalize local economies, create and provide jobs, nurture local businesses, and stabilize neighborhoods.
- Arts-anchored revitalization encourages families and companies—even those without ties to the arts—to commit to place and to participate actively in remaking where they live and work.
- Local arts offerings—public art, murals, art parades, art fairs and crawls, museums, performances, and open studio nights—offer people an opportunity to enjoy and participate.
- Federal research shows arts and cultural participants are more likely to be civically engaged in their communities than non-participants, even after controlling for other factors (2006, National Endowment for the Arts).
- A culture-based initiative is best when it is appropriate to local circumstances, not simply a replica of what other cities and towns are doing. The best projects nurture distinctive qualities and resources that already exist in a community and can serve community members while also drawing in visitors and new businesses.

The role of arts and culture in this broad context is to increase the value of living in, working in, and exploring Edina, from the perspective of personal and communal experiences, as well as economic impact. By taking an informed and strategic approach to incorporating arts and culture even more deeply into the community, Edina has an opportunity to build upon its strengths and achieve its aspirational vision.



## **Arts and Culture in the Comprehensive Plan**

There are two significant reasons for incorporating arts and culture into the City of Edina's 2018 comprehensive plan: direct benefits to the community and positive economic impact.

### ***Arts and Culture Offer Direct Benefits to a Community***

Research has demonstrated many benefits to a community and its citizens when the arts and art centers are present and readily accessible. Arts and culture can:

- Build community identity, pride, and status
- Activate a vibrant community, where people of all ages are connected to one another
- Increase the sense of welcoming, promote neighborhood cultural diversity, and create inclusive communities
- Improve people's sense of belonging to a community
- Bring people together who might not otherwise come into contact with each other, increasing empathy and tolerance of others, and building social networks
- Increase livability, which attracts people (especially visitors and highly-skilled workers)
- Reduce stress, improve happiness, increase physical health
- Attract businesses and increase economic investment

Source: Joshua Guetzkow, *How the Arts Impact Communities*, 2002, Princeton University Center for Arts and Cultural Policy Studies.





#### ***Arts and Culture Drive Positive Economic Impact***

Arts and culture have been shown to contribute to the economic vitality of a community. Studies have shown the positive impact that a strong portfolio of arts-related activities and destinations has on other businesses, including retail, hospitality and services. For example:

- In a 2015 study completed by the Washington, DC organization Americans for the Arts, data demonstrated that the nonprofit arts and culture sector is "... a substantial industry in the State of Minnesota generating \$1.2 billion in total economic impact annually."
- Creative MN has reported that the total economic impact of arts and culture on the City of Minneapolis alone totals \$541 million, a number which includes both direct expenditures by arts organizations along with spending by audiences.
- When a community attracts cultural tourists, it harnesses significant economic rewards.

Researchers from Americans for the Arts estimate that 85.6 percent of the City of Minneapolis' 7.8 million nonprofit arts attendees were residents of the Seven-County Twin Cities Metro Area, with 14.4 percent were non-residents. Non-resident attendees spend an average of 52 percent more per person than local attendees (\$39.16 vs. \$25.82) as a result of their attendance to cultural events. As would be expected from a traveler, higher spending was typically found in the categories of lodging, meals, and transportation.

The data indicate that a vibrant arts community not only keeps residents and their discretionary spending close to home, it also provides jobs and attracts visitors who spend money and help local businesses thrive.

## **Vision for Arts and Culture in Edina**

In taking the long view, the opportunity to deeply embed arts and culture into the Edina community inspires a vision of the future, so that in ten years' time:

Edina will be known as a community that embraces arts and culture, weaving it into all aspects of daily life.

- The experience of living in Edina will be integrated with art, culture, expression, and creativity.
- As it applies within the community, Edina will have expanded upon the meaning and impact of arts and culture.
- Edina will have significantly increased the number of people who appreciate, engage with, and create arts and culture.
- Arts and culture in Edina will be accessible and inclusive of all members of the community, playing an important role in building bridges to create stronger, more collaborative, and diverse communities.
- Edina will demonstrate that it places a high value on arts and culture through prioritization and provision of sustainable funding streams.
- Edina will be seen as a “creative city,” where arts and culture positively impact livability, diversity, inclusion, and economic development. In addition, arts and culture will contribute to increased safety, aesthetics, expressiveness, and environmental stewardship, all to the benefit of the people who live, work, and visit.



Edina has a strong history of arts and cultural activities that represent a wide array of experiences, including:

- Edina Art Center
- Public Art Edina
- The annual Edina Art Fair
- The John Philip Sousa Memorial Band concerts



- The annual Edina Fall into the Arts Festival
- The Edina Historic Museum in Arneson Acres Park
- Edina Reads program
- Edina High School plays and concerts (such as the annual Pops concert)
- Morningside After Dark poetry and music events
- The Edina Theater
- Centennial Lakes Park summer concerts
- Edina Student Art Show at the Edina Library
- The Edina High School Teen Art Salon at the Edina Art Center
- Edina's collection of award-winning artworks

Other arts and cultural activities in Edina contribute more subtly, such as: requirements for design elements in new buildings, the historic preservation of the Edina Country Club District, and city-wide signage. Our parks, trails and green spaces also contribute to the beauty and artistic impact the City offers. As a community, we recognize the need to create visual appeal throughout our City's tangible assets and enliven our public spaces with performances, art installations, and participatory activities for all ages and abilities.



## Dedicated Venues and Spaces

The City of Edina is fortunate to have several venues that currently offer opportunities to experience and participate in arts and culture activities, including: The Edina Promenade, Centennial Lakes Park, Edina Art Center, Braemar Park, and the 50<sup>th</sup> and France Business District. Moving forward, Edina will benefit from further development and activation at each of these venues as designated and recognized centers of art and culture activities. Edina can also explore the potential of identifying and creating additional venues for arts and culture, particularly alongside real estate development initiatives. In this way, Edina can increase the visibility and participation rate in arts and culture activities by utilizing and re-purposing the significant amount of public and park space already at our disposal.

### *The Edina Art Center*

Perhaps most-recognizable among the venues dedicated to arts and culture in our community is the Edina Art Center (EAC). The EAC opened in 1976 with classrooms, studios and two small display galleries. The





EAC is open 52 weeks per year. It currently serves 2,800 people annually with over 230 different class offerings, more than a dozen exhibitions, and nearly 100 different summer camps for children. In addition, 27 events are programmed by the EAC that are held outside the facility draw an estimated 33,000 additional participants per year.



*Edina Art Center at 4701 W 64th St, Edina, MN 55435*

The EAC is one of six enterprise facilities owned and operated by the City of Edina within the Parks and Recreation Department, along with the Braemar Golf Course and Dome, Edinborough Park and Aquatic Center, Braemar Ice Arena, Centennial Lakes Park, and the Senior Center. The EAC is considered to be an 'arts affiliate', owned by the City of Edina - a municipality that operates under the Plan B form of government. As such, the EAC has benefitted from years of stable financial support and has not had to carry the overhead costs and intensive work effort of independent fund-raising activities. At present, the EAC is not proposing any changes to this arrangement (i.e., no shift to another governance model, such as a 501(c)(3) nonprofit organization) without first conducting extensive research and planning.



For the last 40+ years, the Edina Art Center has served people of all ages and abilities with exhibitions and classes in the fine arts, including pottery and clay sculpture, watercolor, drawing, painting, jewelry, photography, printmaking, and classes for youth. The EAC has an outstanding reputation for arts-making experiences, with the pottery and ceramics classes considered especially top-notch and popular. Available classes and camps are typically sold out rapidly, often with a waiting list of eager prospective participants.



Three separate, independent studies conducted within the past six years all concluded that an improved EAC is vital to the City of Edina:

- 2012 Sutton Report found that the Edina Art Center was a cherished community asset but had challenges to remain competitive in the market, including building design and size, ADA compliance issues, circulation, and location. Two outcomes of the Sutton Report were the formation of the Arts and Culture Commission and the hiring of a full-time Edina Art Center director.
- 2014 Schuler Shook analysis of physical space found that the Edina Art Center lacked sufficient size to meet its needs or allow for growth.
- 2016 Grandview Task Force proposed to build a community center on the 3.3 acre Grandview site. That project featured a new and larger art center, along with a senior center, recreation spaces and underground parking. While the final proposed cost was significant, the proposal clearly indicated the viability and potential of a new art center.



The current Edina Art Center is facing several challenges, all related to the limitations of the existing facility.

1. The EAC sits within a building that was originally designed as a residential dwelling. Through the years, the EAC has been modified to the extent possible in order to provide the space and facilities required for a functioning art center. Additional modifications are neither prudent financially nor feasible structurally.
2. The size of the facility is small and inflexible. As a result, the class and studio offerings are neither able to meet current demand nor adapt to future growth.
3. The facility is not compliant with the Americans with Disabilities Act. Individuals with physical disabilities, whether temporary or permanent, cannot fully navigate the space.
4. The location is secluded, not on or near public transit routes, and can be difficult to find. The surrounding area has very little foot traffic, and no nearby businesses or amenities.
5. Supply of available classes and camps - limited by the constraints listed above - is unable to meet demand, which decreases potential earned revenue.





More than 2,800 participants use the EAC facilities each year; approximately 65 percent of whom reside outside of Edina. By developing a new EAC, there is an opportunity to grow the number and percentage of Edina residents taking part. With just under 1,000 Edina residents actively using the EAC each year, it currently attracts less than 2 percent of the community. Increasing that percentage is an achievable goal for a new, improved, and more accessible EAC with a greater number of offerings.



### Art and Artists in Edina

The City of Edina owns a collection of original works of art, referred to as the Public Art Edina Permanent Collection. The collection originated in the early 1990s as part of the activities of the Edina Public Art Committee (now called Public Art Edina). With assistance from the Edina Community Foundation and oversight provided by the Edina Arts and Culture Commission, works of art are submitted for review and approval by the Edina City Council for acceptance in the Collection.



The Public Art Edina Permanent Collection includes a variety of objects, including: stained glass (2 story window at Edina City Hall), sculpture (glass, steel, bronze, rock, marble and limestone, Black Belgian marble, ceramic), photographs, watercolors, pastels, mixed media, and oil paintings. The Collection is displayed throughout Edina: City Hall, Edina Senior Center, Edina Art Center, Hennepin County Library Edina Branch, Edina Promenade, Centennial Lakes Park, 50th & France Business District, Grandview Square Park, and Southview Middle School gymnasium.



There are currently 40 works of art in the Public Art Edina Permanent Collection. The Collection is documented at the Edina Art Center (in a binder of information about each work of art in the collection) and information shared with the public on the Edina Art Center portion of the City of Edina website.

Future use of this valuable collection will provide for greater exposure and appreciation across Edina. Adding works of art to areas of high traffic in commercial zones can enhance the feel and ambience of these locations.



The City of Edina is rich with artistic talent and home to many strong supporters of arts and culture. There are a number of practicing visual artists, musicians, actors and directors, and writers, several of whom have been nationally recognized and award-winning, who reside in Edina. Deeper relationships between these artists and the community can be developed with a program of frequent and welcoming events that connect these individuals with Edina residents.

Edina benefits when arts and culture are incorporated into daily life. As part of demonstrating shared values across the community, the City of Edina - in collaboration with artists and other creative thinkers - can develop a set of recommendations as part of the planning process that include spaces and opportunities to display works of art, venues for performances, and other dedicated community spaces where residents and visitors can share experiences of arts and culture that enhance Edina's quality of life.







## Arts and Culture Commission

The Edina Arts and Culture Commission was established in May 2013 to help build a vibrant community through art and culture, as the Edina City Council finds that the encouragement and enhancement of the arts in Edina is vital to the social and cultural well-being of the City and its residents. The Edina Arts and Culture Commission is, by City Ordinance, a formalized independent advisory board of the Edina City Council.

Along with the Edina Art Center staff, this working Commission guides and supports general development of artistic initiatives in the City of Edina, including the Edina Art Center. The Commission provides recommendations to the City Council concerning collaboration, communication, facilities, activities and programs in arts and cultural activities.

The Edina Arts and Culture Commission works in close collaboration with the City of Edina Government and all other City Commissions to incorporate the perspective and advantages of arts and culture across Edina, using the conceptual framework of “How can we help?”

- a. Help make Edina an outstanding community in every respect.
- b. Help sustain excellent quality of life.
- c. Help drive economic impact.
- d. Help the community adapt to changes over time.
- e. Help teach tolerance and empathy through cultural exchange and exposure.
- f. Help other Edina Commissions complete their assigned tasks, from the perspectives of creative placemaking and community-building.
- g. Help ensure that any culture-based efforts in Edina are matched to the community’s distinctive qualities and resources.



## Summary of Current Conditions

Edina has an opportunity to build on its history of dedicating venues and sponsoring highly-regarded annual activities that provide arts and cultural experiences to thousands of people. Research has demonstrated that these resources and activities provide direct benefits to a community and offer lasting, positive economic impact. A community with vibrant arts and culture keeps residents and their discretionary spending close to home and also provides jobs and attracts visitors who spend money and help local businesses thrive. In addition, the City of Edina is rich with artistic talent and home to many strong supporters of the arts. By taking a coordinated, strategic approach to arts and culture over the next ten years, Edina will continue to utilize existing resources and also develop additional, improved venues and initiatives that will serve to embed arts and culture even more deeply into the community. This will increase the value of living in, working in, and visiting Edina.



**Edina: A Community of Learning.** Edina has a prized education system of high-quality public schools. The Arts and Culture chapter of the Comprehensive Plan recognizes the importance of extending the benefits of education to the entire community, recognizing that art and culture can be vehicles for expanding awareness, increasing exposure, and instilling values.

Collaborating with Edina public schools and Edina's various municipal departments, the Arts and Culture Commission could: involve students and their parents in programs to:

- Create and install visual art in parks, along City streets (consistent with the Living Streets Policy), and in commercial nodes.
- Develop directional signage for installation along recreational trails
- Recognize and honor the contributions of individuals who founded and built the City.



## Trends and Challenges

Arts and culture occur within the context of time and place. That context includes a number of relevant trends and challenges that Edina will be facing in the coming years. Each can point the way toward opportunities for the arts to contribute meaningfully and productively to the community.

### **Trends**

There are numbers of current and near-horizon trends that will have an impact on the way arts and culture are incorporated into daily life in Edina. Chief among these are:

1. Demographic changes:
  - Trends for Minnesota and Edina point to increased diversity and population density.
  - As population diversity increases, Edina will face issues of inclusion, equity, and accessibility around characteristics such as race, socioeconomic class, culture, and creed.
  - Aging, especially aging in place, is a demographic trend that will particularly affect Edina. Ensuring accessibility for all is key.
  - Opportunities: Plan arts and culture initiatives that are inclusive of all ages, abilities and backgrounds. See Goals 1, 3, and 5 below.
2. Interest in lifelong learning continues to grow, with people seeking experiences that inform and inspire:
  - Opportunities: Increase offerings for Edina residents to participate in classes and other events that combine arts and culture with learning and education for all ages and abilities. See Goals 1 and 3 below.
3. The definition of “culture” is evolving rapidly and now includes a range of experiences and activities that involve events at which people gather and interact, in what has been termed a “meeting of like-minded strangers”.
  - Art as activism is increasingly apparent, with artists responding to current events and community changes.
  - Opportunities: Leverage arts and culture initiatives to bring Edina citizens together as a community. See Goals 1, 2, 3 and 4 below.
4. Technology and social media continue to change rapidly; we can know more and find it fast, but we can also become isolated and be susceptible to phenomena like fake news or scams.
  - There is also a push back against technology, which recognizes the value of face-to-face contact (examples include local meet up groups or the maker culture).
  - Opportunities: Utilize technology to inform and invite participation in arts and culture activities. See Goal 1 below.
  - It is important to take note of trends that may be specific to the Edina community
5. Shifting demographics and politics - Edina is becoming more heterogeneous, with more points of view which can differ significantly on some pertinent issues.
6. Commercial development and changes are taking place and/or are planned for areas such as Southdale, 50th and France, Grandview, and Pentagon Park.



7. Opportunities: Use arts and culture activities and perspectives to support a resilient and cohesive community in Edina. See Goals 1 through 5 below.

### **Challenges**

A number of current and near-horizon challenges will have an impact on the way that arts and culture are incorporated into daily life in Edina. Chief among these include:

1. The demand for arts and culture experiences is currently out-paced the supply.
  - There is an established need for a new Edina Art Center. There is a strong opportunity to increase both the overall customer base and the percentage of Edina residents taking part in the offerings of the Edina Art Center.
  - Opportunities: Provide additional arts and culture experiences for citizens and visitors of Edina. See Goals 3 and 6 below.
2. There will be a number of changes to the city, including real estate development
  - There can be tension between property development and maintaining historic continuity. This will have an impact on potential location of a new art center
  - Resistance to change is common in most communities, including Edina. That requires a thoughtful, creative, and community-engaged planning process. As population density increases, there is a need for an intentional approach to design that allows for necessary change, but respects history and local neighborhood identity.
  - Development plans for the Southdale area are likely to lead to numerous changes to that part of Edina.
  - There are risks in the local retail sector: reduction in bricks-and- mortar retail stores, likely increases in experiential customer focus, more restaurants and entertainment venues.
  - Opportunities: Incorporate arts and culture perspectives to engage the community, add creativity, and augment decision-making. See Goals 2, 5, and 6 below.
3. Funding and organizational structures for arts and culture can be improved
  - Funding for arts and culture remains a challenge. It is important for arts and culture efforts in Edina to take a strategic and planned approach to fund-raising and sustainable funding models. There are opportunities in Minnesota, such as the Legacy Amendment Funding<sup>1</sup>, that might be tapped.
  - Opportunities: Establish sustained funding models for arts and culture in Edina. See Goal 6 below.
4. Transportation undergoing a number of significant changes
  - The next ten years is likely to see an increase in hybrid and electric cars, light rail lines and services, and the implementation of assisted and/or autonomous vehicles.

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<sup>1</sup> In 2008, Minnesota passed the Clean Water, Land and Legacy Amendment to the State Constitution. This Amendment increased state sales tax by three-eighths of one percent, from July 1, 2009 through 2034. A portion of the revenue (19.75%) is dedicated to The Arts and Cultural Heritage Fund which is used to support arts, arts education and arts access, and to preserve Minnesota's history and cultural heritage.

Based on current sales tax revenue, Minnesotans will invest more than \$1.2 billion in arts and cultural heritage fund projects and programs over the 25-year life span of the tax.





- Edina is also anticipating an increase in walking and bicycling.
- Opportunities: Incorporate a creative placemaking perspective to enable Edina to embrace change over time. See Goals 2, 4 and 5 below.

### ***Summary of Trends and Challenges***

Edina is changing, along with the rest of the region and the country. As demographics shift and the community evolves, Edina is becoming more heterogeneous, and the investment in efforts that are inclusive and accessible will provide value. While change can be hard for any community, this can be eased when leaders are aware of the trends and challenges, so that they can anticipate and plan for the impact they will have on the city. Arts and culture initiatives can help enable Edina to take advantage of opportunities and therefore support the city's overall strategic goals. Those opportunities are reflecting in the Goals and Policies listed below.



## **Goals and Policies**

As Edina looks forward into the next ten years, there are six major goals for arts and culture that consider the Trends and Challenges listed above along with the unique needs and resources of Edina.

The City of Edina, through its Arts and Culture Commission, prepares annual work plans that define how goals will be implemented. The first step in this process is the development of policies that will lead to a list of tactics or implementation steps. The tactics for arts and culture (presented below) are paired with the goals and policy statements.

Recognizing that ten years is a long timeframe, the following tactics are listed with an understanding that they may shift and evolve over time and in response to changing conditions or unforeseen circumstances.



**Goal 1:** Distribute and promote arts and culture across all of Edina to provide opportunities for people to come together in the creation and celebration of art and culture, building inclusive communities.

**Policy 1:** The City will continue to support and promote arts and culture activities and programs across Edina.

**Goal 2:** Leverage the Edina Arts and Culture Commission (ACC) to form strong and enduring collaborative partnerships between the ACC and other Edina commissions and associations to incorporate arts and culture into planning and implementation processes.

**Policy:** The City will incorporate arts and culture into planning and implementation processes by supporting collaborative partnerships between the ACC and other Edina commissions and associations.

**Goal 3:** Improve and maintain dedicated spaces and venues for arts and culture; activate each with dynamic programming that includes a broad array of art forms and expressions accessible to all.

**Policy:** The City will continue to support dedicated venues for arts and culture, and actively support the construction of a new Edina Art Center.

**Goal 4:** Expand and continue to drive awareness of and participation in Edina's Public Art program and art collection.

**Policy:** The City will continue to support the Edina Public Art program and art collection, including ongoing financial support.

**Goal 5:** Establish a formal role for artists and other creative thinkers to participate in forward-looking plans for Edina.

**Policy:** The City will actively seek and include the perspective of arts and culture to contribute to decision-making and policy-setting in Edina.

**Goal 6:** Research, decide on, and implement the necessary funding and governance plans for supporting arts and culture in Edina.

**Policy:** The City will work closely with the ACC to plan for sustainable financial support of arts and culture across Edina.





Taken together, these goals and policies will serve to inform the development of the Arts and Culture Commission's annual work plans for the next ten years and will enrich community life in Edina, drawing participation from residents and non-residents alike. The result of this is to reinforce the positive image of Edina as a preeminent place to live, work, and visit.



The inclusion of a chapter dedicated to arts and culture as part of the 2018 City of Edina Comprehensive Plan is a powerful statement that recognizes the importance of arts, culture, and creative expression - which are as valuable to a vibrant and strong community as are quality of life, education, parks and recreational facilities. By incorporating strategies and objectives for arts and culture that are thoughtfully woven into the fabric of Edina, the plan increases the benefits to residents and visitors, and works in support of achieving the inspirational vision for the city as a "... preeminent place for living, learning, raising families and doing business".



**Commission:** Choose an item.

## 2023 Annual Work Plan Proposal

<b>Initiative #</b>	<b>Initiative Type</b> <input type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event <b>Council Charge</b> <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
<b>Initiative Title</b>	<b>Deliverable</b>	<b>Leads</b>	<b>Target Completion Date</b>
		Sub-Committee or Working Group	
<b>Budget Required: (Completed by staff)</b> Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
<b>Staff Support Required (Completed by staff):</b> How many hours of support by the staff liaison? Communications / marketing support?			
<b>Liaison Comments:</b>			
<b>City Manager Comments:</b>			
<b>Progress Q1:</b>			
<b>Progress Q2:</b>			
<b>Progress Q3:</b>			
<b>Progress Q4:</b>			

**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.)

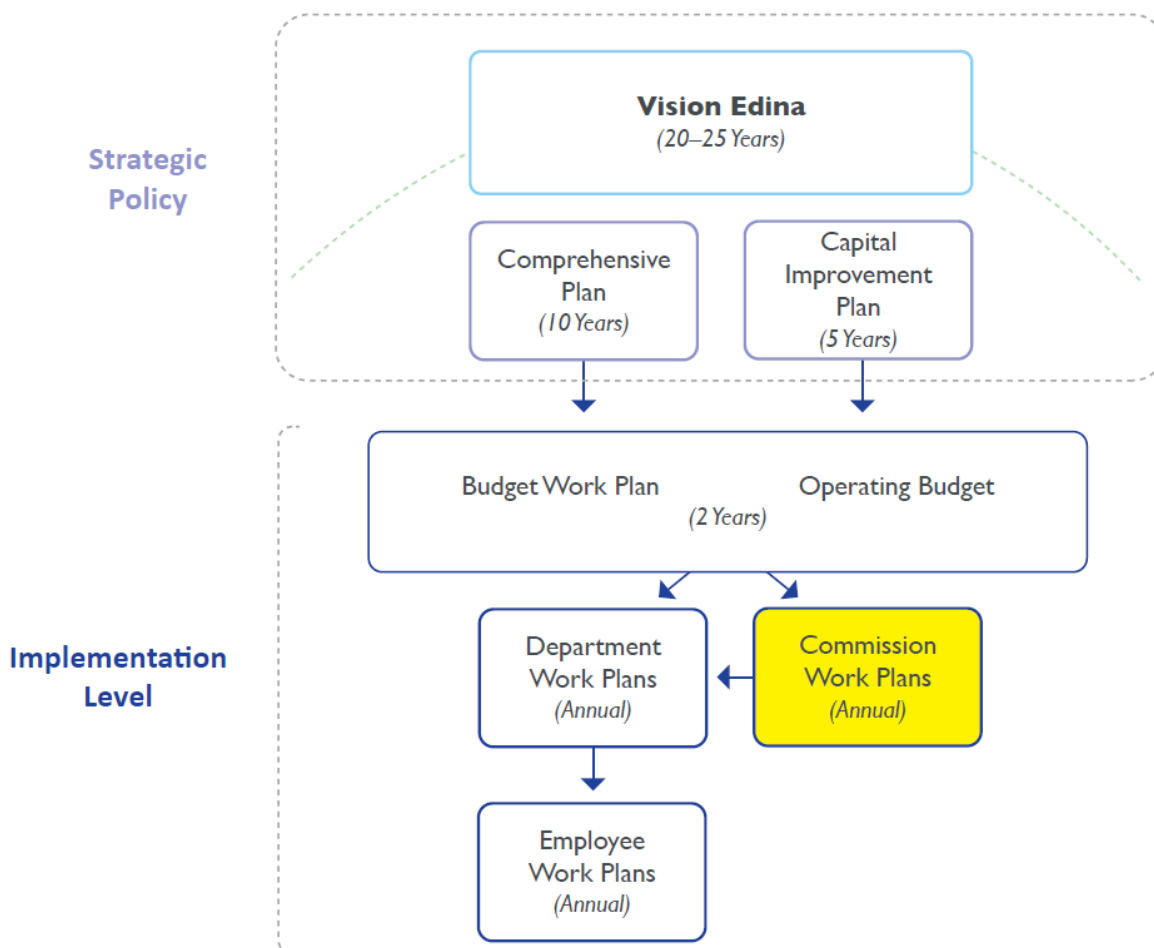


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# CITY-WIDE WORK PLAN PROCESS

At the same time Commissions are developing their work plans, the city is developing the Budget work plan and department work plans. Commission work plans are one piece of the larger puzzle.



## Before You Start

Commission work plans are advisory up. Council does not dictate every work plan items. They are interested in hearing what the Commission members feel is important to dedicate time to and they approve the final plan. There may be overarching strategic plans or implementation plans informing commission work plan initiatives. It is the responsibility of staff to ensure work plan items are not in direct conflict with department work plans, budget work plan or strategic policies. At times, Council may direct staff to amend a work plan whether it is adding a new item, deleting an item, or altering a work plan item.

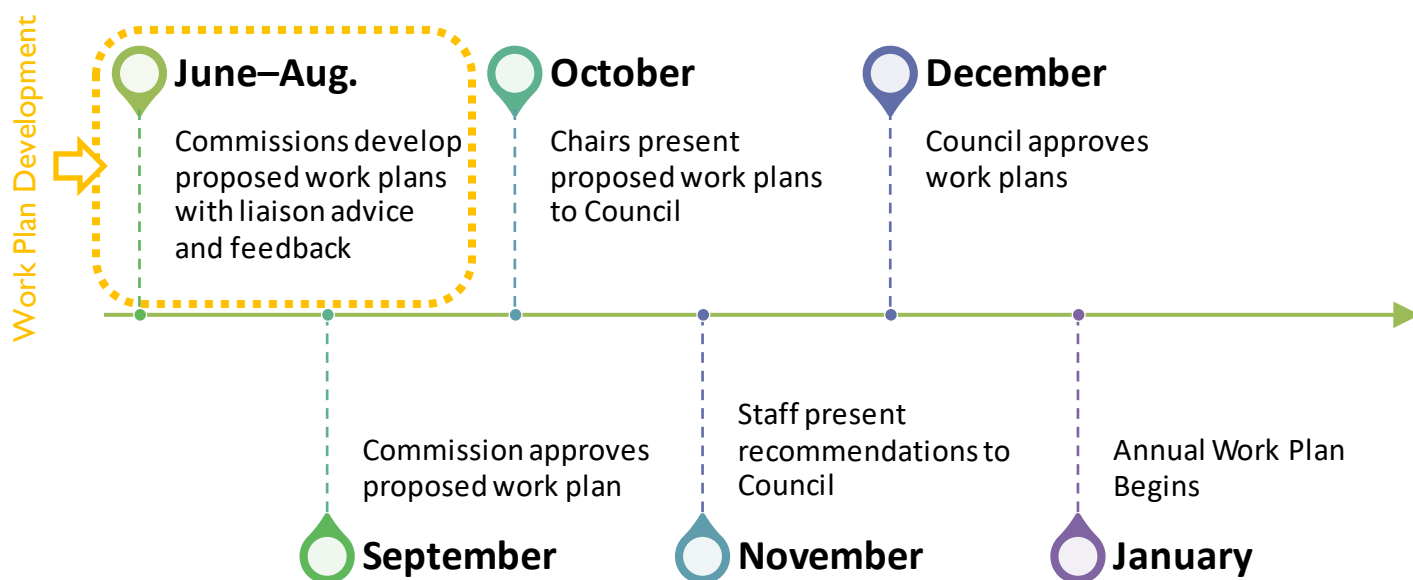


## Generally:

- Commission work plans are developed by the Commission, not the staff liaison.
- There should be a commissioner willing to “lead” the initiative if it is being proposed.
- Work plan initiatives should not include City Department work plan initiatives. (while there may be overlap, it should be clear what the Commission’s role is)
- List initiatives in order of priority (#1 is highest priority).
- Commissions should be careful not to overload their work plan but pursue an achievable number of initiatives.
- “Parking Lot” is reserved for initiatives the Commission considered but did not propose as part of the work plan. These items are not considered approved and would require a work plan amendment approved by Council to allow the Commission to begin work.

## Annual Calendar

Annual work plans ensure that the Commissions’ initiatives are aligned with the City Council’s priorities. Approving work plans is a three-part process. Work plans development starts in the summer months and ends in December.



### Important Dates for 2022:

September 23 – Work plans due

October 6 – Chair present work plans to Council

November 1 – Staff presents recommendations to Council

December 6 – City Council approves work plans

\*These dates change every year

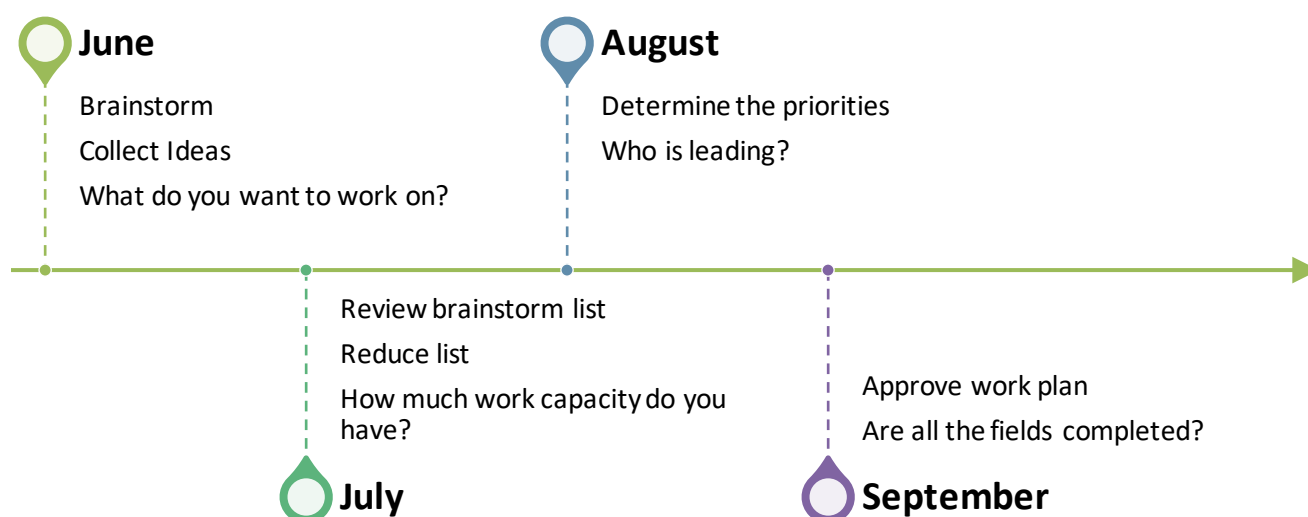
## Roles

<b>1</b>	<b>Chair</b>	<ul style="list-style-type: none"> <li>• Ensure work plan template is complete</li> <li>• Present proposed work plan to Council</li> <li>• Facilitate the development of the work plan</li> </ul>
<b>2</b>	<b>Commission Members</b>	<ul style="list-style-type: none"> <li>• Sign up as a lead(s) for sub-group work</li> <li>• Propose work plan initiatives to be added to the work plan</li> </ul>
<b>3</b>	<b>Staff Liaison</b>	<ul style="list-style-type: none"> <li>• Attend Council meetings when work plans are being proposed</li> <li>• Communicate final approved work plan and supporting documentation to Commission</li> <li>• Provide input on proposed work plan initiatives throughout the entire process</li> <li>• Provide liaison comments on the work plan for staff and council review</li> </ul>
<b>4</b>	<b>Council</b>	<ul style="list-style-type: none"> <li>• Assign a Council Charge</li> <li>• Approve work plans</li> <li>• Review proposed work plans</li> <li>• Provide feedback</li> </ul>

## WORK PLAN DEVELOPMENT

Work plans are vital for guiding the work of each commission on an annual basis. The work plans enhance city services/opportunities and at times assist in completing citywide strategies. Work Plan Development takes place during the months of June, July and August.

### Steps to Work Plan Development



## Council Charges

Council provides guidance on complete the work by assigning council charges. Before starting your work plan development take some time to understand what the charges mean.

- The Council Charge is a guide for Council to provide clear and specific direction to Boards and Commissions on.
- Council Charge is given in instances when Council tasks a board or commission with an initiative.
- City staff ensures Council identifies the charge level of the task.
- The Council Charge concept is implemented in Board and Commission work plans.

Charge	1: Study & Report	2: Review & Comment	3: Review & Recommend	4: Review & Decide
Commission Role	Study a specific issue or event and report its findings to Council	Review a specific policy issue and staff will seek comments from each individual member of the group to pass on to Council	Review a specific policy issue and provide a recommendation on the issue to Council	Study, review and decide on an issue. The Decision will be the City's official position on the matter unless the issue is formally reversed by Council
Commission Vote	No vote is taken by the commission	No vote is taken by the commission	A majority vote is required	A majority vote is required
Commission Recommendation	No official recommendation is provided to Council	No official recommendation is provided to Council	An official recommendation is provided to Council	No official recommendation is provided to Council
Report Type	Required: Advisory Communication & Staff Report	Required: Staff Report	Required: Staff Report Optional: Advisory Communication	None

## Work Plan Template

Each commission uses a work plan template. The screen shot of the template is below. The fields in white must be filled out by the commission. The fields in green will be completed by your staff liaison and other City staff who participate in the work plan review process.



## Commission: Choose an item. 2023 Annual Work Plan Proposal



Initiative #	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)	
Initiative Title	Deliverable	Leads Sub-Committee or Working Group	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:			
Progress Q1:			
Progress Q2:			
Progress Q3:			
Progress Q4:			
<b>Parking Lot:</b> (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 <u>would</u> need to be approved by Council.)			

## Work Plan Template Field Descriptions

### Initiative Type

- Project  
This is a new or continued initiative
- Ongoing / Annual  
This is an initiative that the commission has on their work plan every year
- Event  
These are events or awards coordinated by the commission (not City staff)

### Council Charge

- Study and Report
- Review and Comment
- Review and Recommend
- Review and Decide

### Initiative Title

The title should describe the project the commission wants to work on. Describe what the commission will do. If you lead with a council charge, this helps understand the commissions desire for the depth of working on an initiative.

Examples:

- Review and recommend a building energy benchmarking policy.
- Study and report on possible city actions to reduce access and usage of vaping for youth.

### Deliverable

Provide detail on what will be the outcome or final product of the project.



**Leads**

Each initiative will be completed via a sub-committee or working group. Every initiative should have commissioner(s) assigned to it for completion. ALL should be avoided.

**Target Completion Date**

What month or quarter does the commission hope to complete the initiative.

**Budget Required**

Will the commission need funds for this initiative? Are there funds available? Per state statute commissions does not have the approval to spend city funds. When a commission approves an amount to support a commission, this recommendation is passed to City staff for further investigation and approval.

**Staff Support Required**

How much staff resources will be needed to complete the initiative? This section includes liaison, additional staff and communications support. If the initiative will require a communications/marketing components add it here.

**Liaison Comments**

This is the liaison's response to the initiative. Liaisons are asked to provide the commission guidance during the entire process of work plan development. For staff review they are also asked to provide and recommended changes in this section.

**City Manager Comments**

This is the City Manager's response to the initiative.

**Progress Report**

This section is completed prior to the joint work session with Council. The audience for this update is Council.

## COMPLETING WORK PLAN ITEMS

Work plan items are completed by the commission. Work plan items usually include the entire commission in final approval; however, the bulk of the work is done outside of regularly scheduled meetings by smaller groups of commissioners.

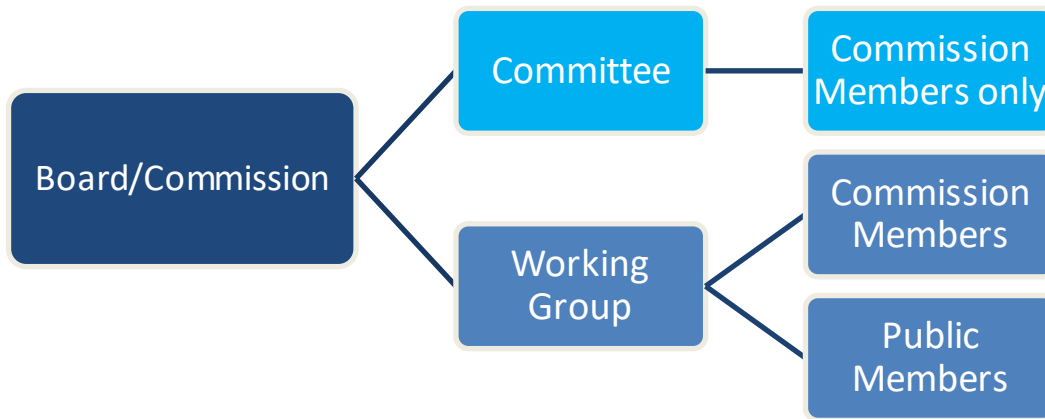
### Sub-committees and Working Groups

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Local governments often use a variety of advisory groups, including Boards and Commissions, to complete the mission of the city. Commissions also may create sub-committees and working groups to assist them with their work plan, however, **sub-committees and working groups work at the direction of the whole commission.**

Role of these groups:

- Study issues in greater depth and report findings
- Assist with community initiatives or events



COMMITTEES	
<b>Membership</b> <ul style="list-style-type: none"> <li>The commission selects at least two, but less than a quorum of members</li> <li>All members must be members of the commission</li> <li>The commission selects a chair or co-chairs</li> <li>Not subject to Open Meeting Law</li> </ul>	<b>Guidelines:</b> <ul style="list-style-type: none"> <li>Committees are established with the approval of the commission to assist with a work plan initiative</li> <li>The commission has final recommendations on all matters which the committee has been given guidance</li> <li>Staff does not provide support to committees</li> <li>Meetings of Committees are not public meetings</li> </ul>

WORKING GROUPS	
<b>Membership</b> <ul style="list-style-type: none"> <li>A Working Group is comprised of one or more members of the Board/Commission, but less than a quorum of members and includes members of the public.</li> <li>Commission selects the chair or co-chairs</li> <li>The chair will recommend to the commission other working group members who are outside of the Board/Commission. The board/commission appoints additional working group members.</li> <li>Not subject to Open Meeting Law</li> </ul>	<b>Guidelines:</b> <ul style="list-style-type: none"> <li>Established with the approval of the commission</li> <li>Created when work requires more support</li> <li>Set timeline</li> <li>Notice is given to the public of the formation of the working group providing a minimum of 14 days for the public to express interest before members are selected</li> <li>Commission has final recommendations on all matters of the working group</li> <li>Staff liaison does not support working groups</li> <li>Meetings of working groups are not legally required to be public</li> </ul>

When presenting recommendations to City Council it is essential that Board and Commission members keep the following in mind:

- Recommendations should be in written form.
- Ideas should be expressed in clear and concise language.
- Proposed solutions should be viable and cost-effective.
- Recommendations should identify reasons for the changes suggested.
- Advice should reflect the views of a consensus or a majority of Board and Commission members.

**Role of Staff Liaison.** One of the primary roles of the Staff Liaison is to assist in delivering information from the City Council to, and vice versa. It is the responsibility of the Staff Liaison to communicate the guidance of their Board and Commission completely and impartially.

**Communication Tools.** Boards and Commissions have five primary tools for communication with the City Council. Since Council time is limited and it is important that all members of the Council receive the information, it is imperative that communication is done through these formal channels. The table below outlines each tool and its intended purpose:

<b>1</b>	<b>Meeting Minutes</b> <ul style="list-style-type: none"> <li>• Meeting minutes are intended to give members a record of Board and Commission proceedings. After the minutes are approved, they are included as part of the upcoming Council packet. Council members are very diligent about reading Board and Commission minutes.</li> </ul>
<b>2</b>	<b>Joint Work Session</b> <ul style="list-style-type: none"> <li>• Joint work sessions are held at least once a year. This is an opportunity to update the Council on the Commission's work plan and to get Council feedback on the progress to date.</li> </ul>
<b>3</b>	<b>Annual Work Plan</b> <ul style="list-style-type: none"> <li>• The annual work plan process enables Commissions to share their goals for the upcoming year. The Council reviews those goals and other ideas before giving final direction on Commission priorities.</li> <li>• Council will assign each work plan item a Council Charge</li> </ul>
<b>4</b>	<b>Staff Reports</b> <ul style="list-style-type: none"> <li>• Staff reports are prepared by staff to forward a regulatory item or other goal from the Commission's approved work plan to a Council meeting for approval or direction. It is staff's responsibility to outline the Commission's recommendation, as well as staff recommendations, and to highlight any important differences between the two.</li> </ul>
<b>5</b>	<b>Advisory Communication</b> <ul style="list-style-type: none"> <li>• Advisory communication is prepared by the Commission members under the direction of the Commission. This template should be used when the Commission wants to give input on an issue but due to timing or the nature of the issue, meeting minutes are deemed insufficient. Advisory communications should be used if the Commission wishes to advise the Council on a topic not included on their approved work plan.</li> </ul>

## 2023 Work Plan Ideas

- Percent for Art for the city of Edina
- Asian American / underrepresented artists commissions
- Funding in perpetuity through some kind of city tax policy to fund the Arts Center (ie city of Aspen that funds the arts center through their city taxes)
- Create a broad expectation of Public Art as discussed in the Comprehensive Plan.
- Ensure that the new Art Center is a 'next generation' Art Center.
- Use the new Art Center as a focal point for introducing new programs.
- Use the new Art Center as a starting point for programs that take place all over the city using existing buildings and parks.
- Manage and maintain existing Public Art
- Work with our partners (Edina Foundation, Edina schools, 50th and France merchants, Edina (Movie) Theater, Nolan Flats) to increase the reach of our programs with an emphasis on exposing more and more people to the Arts of Edina.
- take the Healing circles project to the Edina community.
- Continue working on the Healing circles project
- Edina Street Art Advisory Group
  - This Workgroup would research and advise on possible public (and privately owned public facing properties) in Edina that could be enhanced with featured local artist murals. The Workgroup would consult with other Cities which have successfully incorporated murals into their city spaces and would create a framework which the City could use for encouraging such art initiatives locally.
- Performances in the Park
  - This workgroup would research and advise on potential locations to host local Theater and Dance Group performances. Once an approved location has been established, the workgroup would develop the application process which local organizations could use to reserve the space and promote their event through City resources.
- QR coding Edina Public Art
  - This workgroup would identify all of the public art featured in Edina. They would build a database (or use an existing one) and assign a QR code directed to the corresponding digital resource about that art. If this resource doesn't exist, the workgroup would help the City develop this content. The workgroup would then partner with the City to construct the QR code signage which would live next to each piece of artwork.
- Art wraps for utility boxes in Edina as one of our initiatives for the 2023 work plan. I know that we aren't able to wrap all the boxes, depending on who owns them, but many of the City of Edina's boxes are wrapped and they look great—are there any more that could benefit from this treatment?
- Serve as a resource for the selection of a new director for the creation of the new Edina Art Center. Our commission has some very knowledgeable people that could help identify what qualifications a new director should have. The commission could also review the resumes of the candidates that the city staff has selected and give feedback to the city staff and the Council.
- I would like to see that the present Art Center location be somehow used to the benefit of all Edina residents. The location is outstanding and it might be the place for a peaceful and

beautiful zen or a waterflow garden that everyone could enjoy. The options are numerous for suggestions for this land. Our commission could provide ideas and advice for this project.

- Suggest to the City Council what pieces of art history in the present Art Center should be preserved and brought to the new art center. There is tremendous heritage on the walls of the art center that we need to respect and carry them forward.
- Become more aware of the art offerings both through P&R and the ECC so we can speak intelligently about what art options we have in Edina. Example of this is that most of us didn't know about the special program for high school art students.
- Be available to take advantage of public gatherings (Art Fairs, etc) to ask what form of art experiences the residents are interested in. This could be a simple open ended questionnaire or multiple choice questions. My thought here is to get residents thinking about the possibility of a new art center and what expanded programing could look like marketing.
- I propose a 3-4 week cultural "festival" centered around a chosen book, with the themes, topic, and setting of the book used to develop a wide variety of cultural activities including live performances, food/tasting events, visual arts exhibitions, and readings. A companion book for young children should be included. The festival would be created in collaboration with Edina schools, senior center, the Hennepin County Library in Edina, and potentially other Edina commissions. Edina businesses and restaurants would also be encouraged to get involved. The festival will bring different age residents of Edina together, encouraging dialogue and a stronger sense of community.
  - Funds would be needed to offer stipends to performers, to support any major visual arts component, and for widespread promotion of the festival. Planning for this festival would require an external committee led by Arts and Culture Commission leads with representatives from various constituencies involved.



## CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

[www.edinamn.gov](http://www.edinamn.gov)

**Date:** July 28, 2022

**Agenda Item #:** IX.A.

**To:** Arts and Culture Commission

**Item Type:**

**From:** Laura Fulton, Recreation Supervisor

**Item Activity:**

**Subject:** Upcoming Meetings and Events

Information

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### ACTION REQUESTED:

No action required

### INTRODUCTION:

upcoming meetings and events

### ATTACHMENTS:

2022 Upcoming Meetings and Events



# STAFF REPORT



**Date:** July 28, 2022

**To:** Arts and Culture Commission

**From:** Laura Fulton, Recreation Supervisor

**Subject:** Upcoming 2022 Meetings and Events

Date	2022 Meetings	Time	Location
Thurs. Aug. 25	Regular Meeting	4:30 pm	City Hall Community Room
Thurs. Sept. 22	Regular Meeting	4:30 pm	City Hall Community Room
Thurs. Oct. 27	Regular Meeting	4:30 pm	City Hall Community Room
**Thurs. Nov. 17	Regular Meeting	4:30 pm	City Hall Community Room
**Thurs. Dec. 15	Regular Meeting	4:30 pm	City Hall Community Room

\*\* Meetings adjusted due to holiday schedule.