

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

**Thursday, November 18, 2021**  
**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 October 28, 2021
  - B. Amended Meeting Minutes: Arts and Culture Minutes October 28, 2021

V. 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.*

VI. Reports/Recommendations

- A. 2021 Work Plan Updates
- B. Virtual Art Gallery Submission Highlight

VII. Chair And Member Comments

VIII. Staff Comments

- A. Upcoming Meetings and Events

IX. 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:** November 18, 2021

**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 October 28, 2021

Action

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### **ACTION REQUESTED:**

To Approve October 28, 2021 Arts and Culture Meeting Minutes

### **INTRODUCTION:**

### **ATTACHMENTS:**

Minutes: Arts and Culture Minutes October 28, 2021



Minutes  
City Of Edina, Minnesota

Edina Public Works Multi-purpose Room  
Thursday, October 28, 2021

I. Call To Order

Chair Sorensen called the meeting to order at 4:33 p.m.

II. Roll Call

Answering roll call were Commissioners Amlaw, Chandler, Fram, Johnson, Sorensen, Westlund; Student Commissioner Anand

Staff Present: Parks and Recreation Director, Perry Vetter, Assistant Recreation and Facilities Director, Tracy Petersen, Recreation Supervisor, Laura Fulton.

Commissioners Suckow and Stemmler arrived at 4:35 p.m.

III. Approval Of Meeting Agenda

Motion made by Amlaw to approve the agenda. Motion seconded by Westlund. Motion carried.

IV. Approval Of Meeting Minutes

Motion made by Rubin to approve the minutes. Motion seconded by Johnson. Motion carried.

V. Special Recognitions And Presentations

none

VI. Community Comment

none

VII. Reports/Recommendations

A. 2021 Work Plan Updates –

Initiative #1 - Commissioners Fram and Stemmler presented

- Two new submissions for the virtual gallery have been received.
- We will be posting posters throughout the community to advertise for more submissions.
- Staff member MJ Lamon will be putting together summary for commission members of submissions
- Commission discussed how to recognize finalists and top submissions
- Commission members will submit feedback on submissions to Vetter.
  - Winning submissions will be announced at December's Commission meeting.
  - Feedback needed on purchase of winning pieces or more public display of the virtual gallery, ex. Edina TV or the screen at Edina City Hall.

#### Initiative #4 - Director Vetter reported

- Consultant is ill this week so we will be pushing our synthesis meeting to early next week.
- Thursday, Nov. 4 at 5 p.m. is the tentative time.

Initiative #3 - Commissioner Rubin presented the Draft of the Arts and Culture Commission 2021 Work Plan Initiative #3: Study and report on potential incentives and procedures to include art and décor elements when opportunities arise in public and commercial projects.

- Commission reviewed document and discussed Best Practices recommendation.
- Rubin outlined the goals of initiative
- Commission recapped the success of the Pentagon Village contract as an example of what the City should strive to accomplish through this initiative.
- Commission discussed removal of language about creating a 501C3 and clarify the role of the commission within the initiative language.
- Suckow recommend that commission remove bullets #4 and #6 and all language about a 501C3.
- Motion made by Rubin to approve that the document be edited to remove bullets #4 and #6 and moved along to the next step in the process of sending to City Council.
- Motion seconded by Suckow.
- Motion passes

### VIII. Correspondence And Petitions

### IX. Chair And Member Comments

#### A. 2022 Submitted Work Plan – Chair Sorensen presented

- Sorensen discussed presentation to Council about 2022 work plan. Shared with commission that council was excited about mandala project and that the council was very favorable towards the workplan. Council congratulated commission on wonderful workplan.

### X. Staff Comments

- Laura Fulton was introduced as a Recreation Supervisor for the City of Edina. She will focus on Arts Programming and supporting the ACC.
- 2022 Meeting dates were verbally discussed and finalized.

### XI. Adjournment

Motion was made by Fram to adjourn the October 28, 2021 meeting of the Arts and Culture Commission at 5:40 p.m. Motion seconded by Suckow. Motion carried.



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**Date:** November 18, 2021

**Agenda Item #:** IV.B.

**To:** Arts and Culture Commission

**Item Type:**

Minutes

**From:** Laura Fulton, Recreation Supervisor

**Item Activity:**

**Subject:** Amended Meeting Minutes: Arts and Culture Minutes  
October 28, 2021

Action

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### ACTION REQUESTED:

Approve amended meeting minutes of the October 28, 2021 Commission meeting.

### INTRODUCTION:

Meeting minutes of the October 28, 2021 meeting amended as of November 16, 2021.



## CITY OF EDINA

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**Date:** November 18, 2021

**Agenda Item #:** VI.A.

**To:** Arts and Culture Commission

**Item Type:**

Report and Recommendation

**From:** Laura Fulton, Recreation Supervisor

**Item Activity:**

**Subject:** 2021 Work Plan Updates

Discussion

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### **ACTION REQUESTED:**

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

### **INTRODUCTION:**

Discuss and provide any updates to the 2021 Work Plan.

### **ATTACHMENTS:**

2021 Work Plan



## Commission: Arts and Culture 2021 Annual Work Plan

<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 at least one event in Year 1 of the Edina Public Art Plan: Art & Healing Virtual Art Gallery.	<b>Deliverable:</b> Implement virtual art gallery.	<b>Leads</b> Alyssa Fram Susan Johnson Rebecca Sorensen Brian Stemmler Tiffany Shen (S)	<b>Target Completion Date:</b> Dec. 2021
<b>Budget Required:</b> Funding available through the Public Art budget			
<b>Staff Support Required:</b> Communications & IT			
<b>Progress Q1:</b> The virtual gallery has launched on Better Together, with submissions received and displayed. Commissioners continue to work with MOSAIC. Leads are reviewing additional digital/social media marketing platforms and community activities to increase exposure to drive greater participation. Commissioner assignments updated.			
<b>Progress Q2:</b> Work continues to promote the VG and receive submissions. Commissioners entered a float in the Fourth of July parade to highlight the gallery and the commission, work continues to promote the VG at the Performances on the Plaza at 50 <sup>th</sup> & France, and have decided to implement additional recommendations on the marketing. Plan.			
<b>Progress Q3:</b> Fall into the Arts Festival booth spurred additional submissions. Additional performances are yet to be uploaded to the gallery.			
<b>Progress Q4:</b> Commission will choose top submissions to complete the Virtual Gallery project.			

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

Progress Q2: Commissioners have been further trained on the Better Together Edina platform.
Progress Q3: Analytics will be available and shared upon the completion of the media campaigns
Progress Q4:



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

<b>Initiative #4</b>	<b>Initiative Type</b> <input type="checkbox"/> Project <input checked="" 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)		
As a new art space is pursued, the commission will provide community perspective to the planning process.	<b>Deliverable:</b> City staff will define a role for the commission when the time approaches.	<b>Leads</b> Susan Chandler Steve Suckow Laura Westlund Kathy Amlaw	<b>Target Completion Date:</b> TBD by Staff
<b>Budget Required:</b> None.			
<b>Staff Support Required:</b> TBD			
Progress Q1: Staff provided an update on the results of the City Council retreat. Next steps are for staff to establish a scope and roles for the process to provide an alternate space for pottery use and continue to decentralize classes until a long term solution to programming space is found, possibly at the Braemar Park area. Commissioner assignments updated. Group met on June 3 with the staff and consultant.			
Progress Q2: Consultant is continuing research and market analysis. This includes a financial budget history, memberships and registration analysis. Staff will reconvene assigned members as consultant pulls together final conclusions.			
Progress Q3: Majority of interviews have been completed, all staff documents requested have been shared, invitation poll will be sent to work group to schedule next meeting.			
Progress Q4:			





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**Date:** November 18, 2021

**Agenda Item #:** VI.B.

**To:** Arts and Culture Commission

**Item Type:**  
Report and Recommendation

**From:** Laura Fulton, Recreation Supervisor

**Item Activity:**

**Subject:** Virtual Art Gallery Submission Highlight

Action

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### **ACTION REQUESTED:**

Accept top submissions decisions based on submissions received to the Virtual Gallery in 2021.

### **INTRODUCTION:**

Commissioners Fram and Stemmler will present the top submissions in the 2021 Virtual Gallery.



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**Date:** November 18, 2021

**Agenda Item #:** VIII.A.

**To:** Arts and Culture Commission

**Item Type:**  
Correspondence

**From:** Laura Fulton, Recreation Supervisor

**Item Activity:**  
Information

**Subject:** Upcoming Meetings and Events

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### **ACTION REQUESTED:**

Copy of Meeting Dates through 2022

### **INTRODUCTION:**

### **ATTACHMENTS:**

Upcoming Meetings

# STAFF REPORT



**Date:** Nov. 18, 2021

**To:** Arts and Culture Commission

**From:** Laura Fulton, Recreation Supervisor

**Subject:** Upcoming 2021 Meetings and Events

Date	Meeting	Time	Location
**Thurs. Nov. 18	Regular Meeting	4:30 pm	*Edina Public Works
**Thurs. Dec. 16	Regular Meeting	4:30 pm	*Edina Public Works
TBD	Commission Member Annual Reception	-	TBD
<b>2022 Meetings</b>			
Thurs. Jan. 27	Regular Meeting	4:30 pm	TBD
Thurs. Feb. 24	Regular Meeting	4:30 pm	TBD
Thurs. March 24	Regular Meeting	4:30 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 relocated to accommodate greater social distancing. Meetings will now be held at Edina Public Works – Multi-purpose room at 7450 Metro Blvd. The city no longer has the authority to offer hybrid or virtual meetings.

\*\* Meetings adjusted due to holiday conflicts.