



ARTS AND CULTURAL AFFAIRS COMMISSION (A&CA) MINUTES – REGULAR MEETING

DATE: Tuesday, 21 December 2021

TIME: 3:30 PM

LOCATION: Rm. 2, Multicultural Family Center, The Ruby Sutton Building, 1157 Central Ave., Dubuque, IA 52001

Commissioners Present: Paula NEUHAUS (chair); Nicholas HALDER (vice-chair); Ryan DECKER (recorder); Ali LEVASSEUR; Thomas ROBBINS; Sue RIEDEL.

Commissioners Excused: Noelle CHESNEY.

Staff Present: Jenni PETERSEN-BRANT (coordinator); Mike WILLIAMS (intern).

Neuhaus called the meeting to order following staff assurance of Iowa Open Meeting compliance at 3:34 PM.

Review of Minutes

Commissioners reviewed 23 November 2021 regular meeting minutes. Approval of minutes with corrections motioned by Riedel, seconded by Halder. Vote: Unanimously affirmed. ***Motion carries.***

Working Group Reports

Petersen-Brant provided oral updates from active Master Plan Working Groups:

1. **Branding & Communications** (B&C) is moving forward with its Comprehensive Communication Campaign (CCC). Responses to Request for Proposal (RFP) has received from Gigantic and McCullough. RFP is supported by the Iowa Arts Council and Travel Iowa grants. Petersen-Brant will share the final RFP with Commissioners. Levasseur motioned Commission endorsement of RFP continuance, provided there is no conflict of interest between B&C members and vendors. Decker seconded. Vote: Unanimously affirmed. ***Motion carries.***
2. **Public Art Policy** Draft was shared with Commissioners. Personal contacts and members of the Iowa Arts Council are being tapped to review the draft before it moves through the City review process. A discussion over the definition of “temporal art” and “temporary art” was held, as there was concern as to who or what kinds of art could receive funding should new funding mechanisms be established. The Commission plans to revisit the Public Art Policy Draft in February 2022.

Staff Status Report

1. **Engagement Report** on the National Arts & Humanities Month (NAHM) 31-day social media challenge by Williams was finalized. Inclusion of the finalized report to A&CA minutes addendum motioned by Decker, seconded by Levassuer. Vote: Unanimously affirmed. ***Motion carries.***
2. **NEA LAA Subgrant Funding Award** was approved and accepted by City Council; program is awaiting contract.
3. **Art on the River** initial 2022-23 planning meeting is scheduled 6 January 2022.
4. **Slideroom** security review has been completed by appropriate City Information Services staff; terms and conditions agreement in review by Legal. Anticipate conversion to Slideroom to be implemented for FY2023 calls for art and grant applications.

Old Business

Strategic Plan Timeline: Commissioners reviewed and discussed urgency rankings of Objectives and reprioritized, converting Objective initiations (as requested by the prioritization survey) to Objective deadlines (for the purposes of the Strategic Plan grid). Commissioners resolved to adopt a five-year time frame for the Strategic Plan, and determined completion years, or “ongoing” designation for each objective. Commissioners will regroup with Strategic Planning Priority teams to add timelines/deadlines to Action Items on the Strategic Planning grid, and return the grid to Petersen-Brant by 20 January 2022.

New Business

1. **Arts & Community Health** funding opportunities and resources will be disseminated to local organization and agencies by AC&A as they continue to emerge. A&CA has no specific plans to pursue Community Health initiatives or funding on behalf of the City at this time.
2. **SharePoint Teams Site** is currently being setup by Petersen-Brant as an online document/resource-holding and information distribution site for Commission use; Commissioners can expect electronic invitations to the site in the following days.

Public Comment

No members of the public were in attendance.

Adjournment motioned by Halder, seconded by Riedel at 5:04 PM. Vote: Unanimously affirmed. ***Motion carried.***

Next Meeting: Tuesday, 25 January 2022 at 3:30 PM, Multicultural Family Center

Respectfully submitted:

Jenni Petersen-Brant
Arts & Cultural Affairs Coordinator, City of Dubuque

These minutes were passed and approved on Tuesday, January 25, 2022.

Witnessed By: *Paula Neuhaus* _____ (signature)

Paula Neuhaus (printed)

Chairperson (officer position)

National Arts & Humanities Month 2021

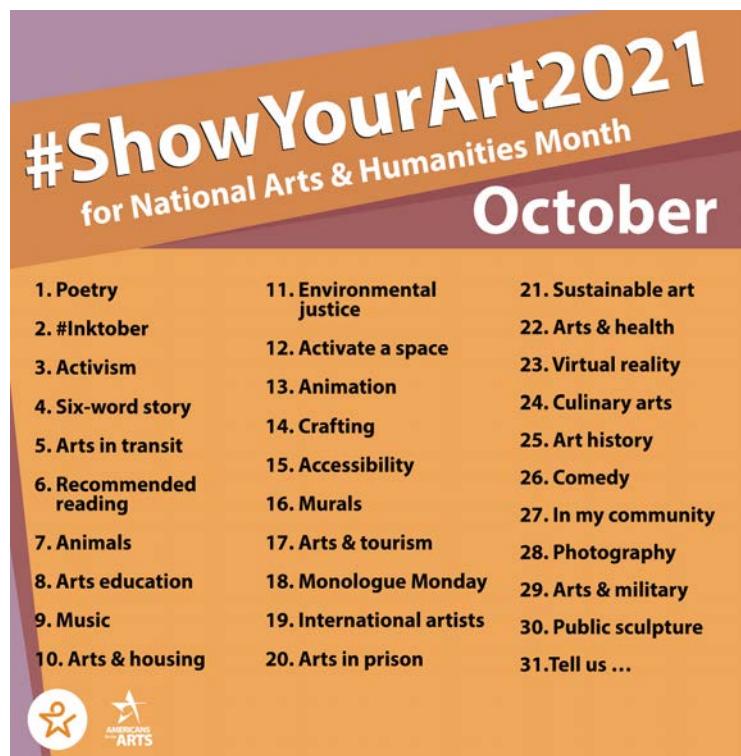
31-Day #ShowYourArt Social Media Challenge

Introduction

Every year throughout the month of October, Dubuque recognizes and celebrates National Arts & Humanities Month.

2021 was the first year that the City of Dubuque's Office of Arts & Cultural Affairs had the capacity to participate in a social media challenge hosted by America's for the Arts, thanks to the dedicated time of Arts & Culture Intern Mike Williams. Each day of October, we were assigned a theme and challenged to identify, and then feature, that theme within our own community on our social media channels.

The purpose of this challenge aimed to highlight a variety of assets, big and small, that represent and contribute to the arts and culture sector in Dubuque. Through our efforts within the Office of Arts & Cultural Affairs, we did just that -- using this opportunity to discover, highlight, and connect with local arts and culture organizations, humanities programs, and individual creatives.



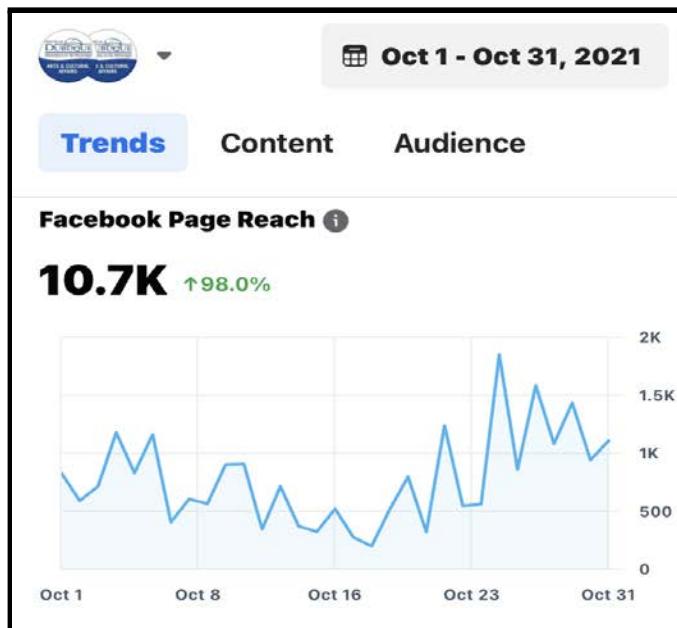
Our strategy of collecting local content to share relied heavily on existing social media content and accounts not administered by City staff. We first researched Dubuque-related content and creators, curating and matching the found content to each daily theme. We connected with and sought permission from the original content creator before posting to our pages, extending our own network of connections and building relationships along the way.

As documented in the following report, the success of our 31 - Day Show Your Art Challenge is demonstrated by select key performance indicators. Aside from these KPI's, we also identified measurable areas of growth and engagement that expand the story that the arts, culture, and humanities in Dubuque have to tell about our community.

Organic Reach Snapshots

Within the 31-days of October, we reached a total of 12,200+ people across the Office of Arts & Cultural Affairs' Facebook and Instagram channels. The green numbers on the "Trends" charts below note a 98% increase in our Facebook reach and a 23% increase on Instagram compared to the month prior. By using the 31-day social media challenge as an opportunity to collect and share a broader range of local arts and culture content on a daily basis, we dynamically increased our engagement and reach with a larger online audience.

FACEBOOK



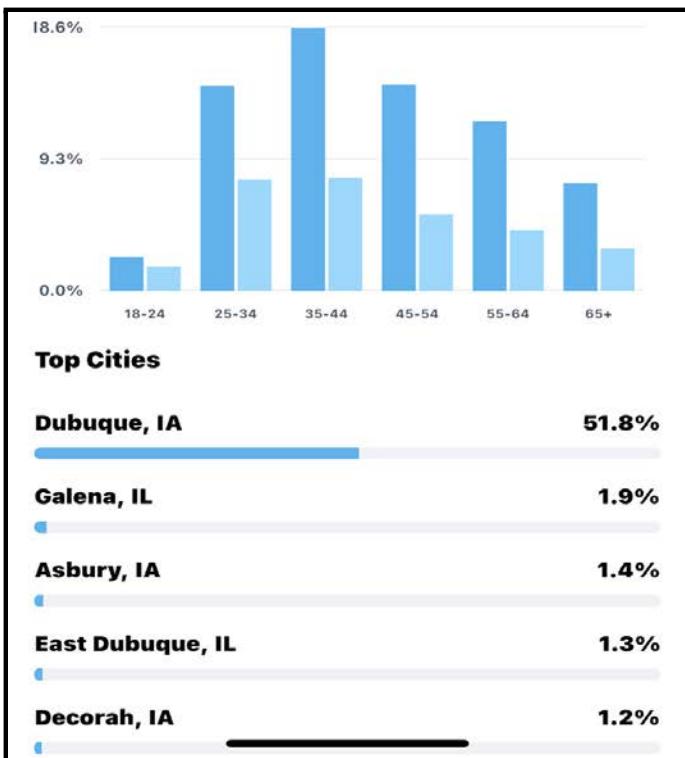
INSTAGRAM



Demographic Snapshots

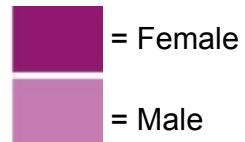
Noted below, the audience most engaged with our 31-day on both social channels were Female, Age 35-44. Our second largest audience were Female, Ages 25-34. We feel that we were successful in expanding awareness of access to and the diversity of arts and cultural experiences with families and young professionals in Dubuque. We also reached users living up to 3 hours from Dubuque, supporting efforts to promote Dubuque's arts and cultural assets with potential visitors.

FACEBOOK



= Male

INSTAGRAM



= Male

Top Performing Posts

Here's a look at a few top performing posts on both Instagram & Facebook. Overall, social media users' interaction with the content posting throughout October was significantly higher than the level of interaction seen in previous months. On Facebook, the 31-day challenge yielded 2,069 total reactions (likes, loves, etc), 79 total comments, and 174 total shares. Total interactions with posts on Instagram channel were up 225% from the month prior. We gained 43 new likes on Facebook and 52 new followers on Instagram in October.

FACEBOOK



Oct 1 - Oct 31, 2021

Content

Top Performers

Post	Month	Reactions	Comments	Shares
Day 27 of National Arts & Humanities Month #ShowYourArt2021 challenge	Oct 27, 2021	125	6	9
Day 28 of National Arts & Humanities Month #ShowYourArt2021 challenge	Oct 28, 2021	105	26	8
Day 10 of National Arts & Humanities Month #ShowYourArt2021 challenge	Oct 10, 2021	71	2	14
Day 4 of National Arts & Humanities Month	Oct 4, 2021	66	1	14
Day 22 of National Arts & Humanities Month #ShowYourArt2021 challenge	Oct 22, 2021	61	5	4

INSTAGRAM



Engagement

Content interactions

1,393
Content Interactions
+226% vs Sep 1 - Sep 30

Post Interactions
vs Sep 1 - Sep 30 **1,386**
+225%

Interaction Type	Value	Change
Likes	1,128	
Comments	28	
Saves	210	
Shares	11	

Top Posts
Based on likes

Post	Date	Interactions
1	Oct 10	127
2	Oct 1	82
3	Oct 3	71
4	Oct 6	66

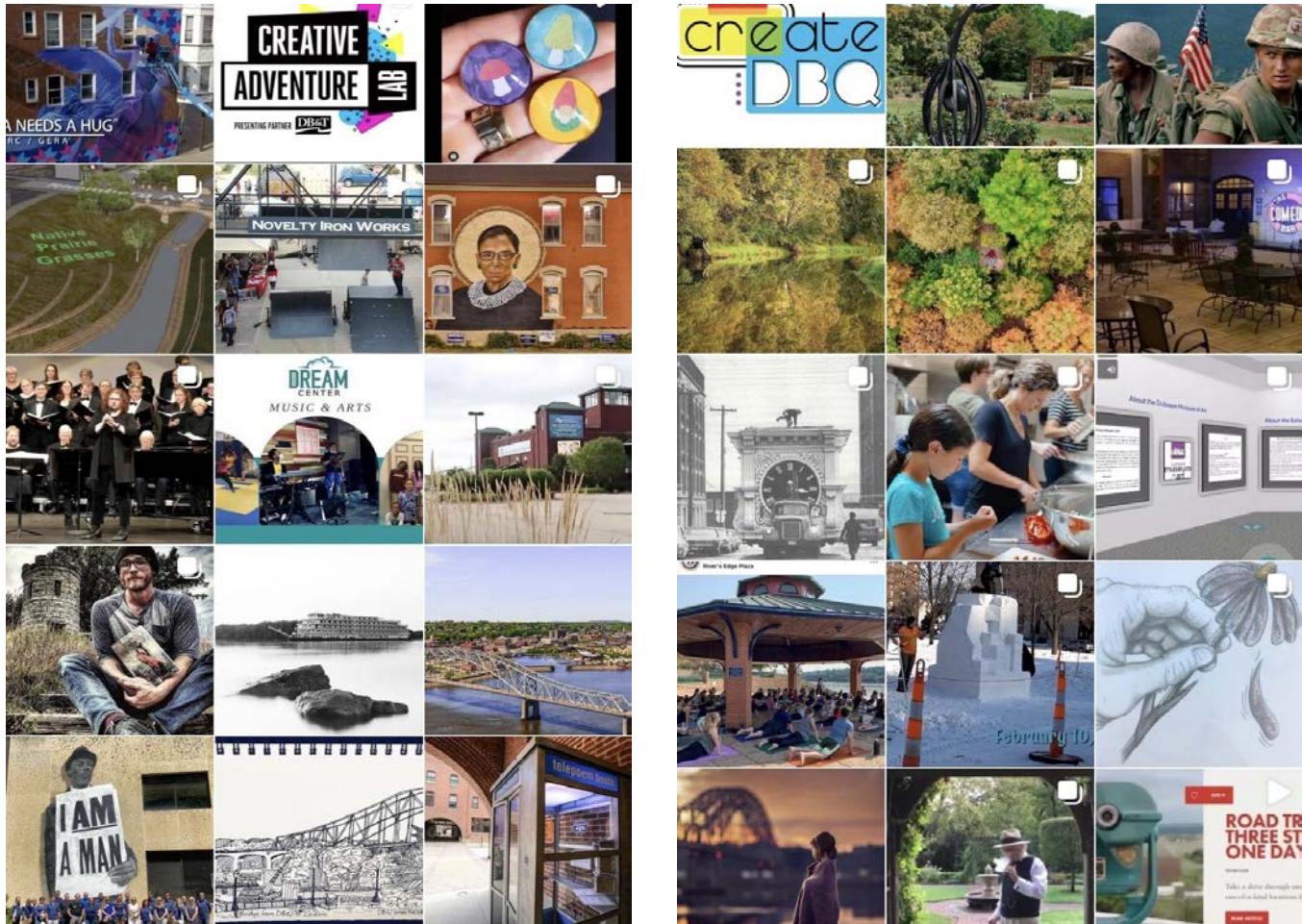
Notable Achievements / Recognition

One notable achievement we are most proud of was being acknowledged by Americans for the Arts every single day of our challenge, and receiving direct comments from their social pages on seven different occasions. Not only were we recognized, but also reposted by Americans for the Arts on their Instagram channel.



31-Day #ShowYourArt2021 Challenge

Below are screenshots that provide a visual snapshot of the variety of content posted to our Instagram channel over the 31-day Challenge.



Minutes_Arts Commission-Regular Meeting_12.21.2021_approved

Final Audit Report

2022-01-27

Created:	2022-01-27
By:	Jenni Petersen-Brant (jbrant@cityofdubuque.org)
Status:	Signed
Transaction ID:	CBJCHBCAABAASHTjgJ7HCGP9ck4Tu2FqPjflkJvWJTwr

"Minutes_Arts Commission-Regular Meeting_12.21.2021_approved" History

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-  Document emailed to Paula Neuhaus (pneuhaus@rivermuseum.com) for signature
2022-01-27 - 3:23:51 PM GMT
-  Email viewed by Paula Neuhaus (pneuhaus@rivermuseum.com)
2022-01-27 - 5:50:55 PM GMT- IP address: 104.28.103.62
-  Document e-signed by Paula Neuhaus (pneuhaus@rivermuseum.com)
Signature Date: 2022-01-27 - 5:51:33 PM GMT - Time Source: server- IP address: 65.158.88.51
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