



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

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**DATE:** Tuesday, 25 January 2022

**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); Noelle CHESNEY; Ali LEVASSEUR; Thomas ROBBINS.

**Commissioners Excused:** Sue RIEDEL.

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

**Public Present (online):** Louis Kames; Kurt Strand.

Neuhaus called the meeting to order following staff assurance of Iowa Open Meeting compliance at 3:35 PM.

### **Review of Minutes**

Commissioners reviewed 21 December 2021 regular meeting minutes. Approval of minutes with grammatical changes motioned by Decker, seconded by Robbins. Vote: Unanimously affirmed. ***Motion carries.***

### **Taskforce & Working Group Reports**

Petersen-Brant provided written and oral updates from active Master Plan Taskforce and Working Groups (see appendix). Regarding **Accessibility, Engagement & Inclusion (AEI)**, Halder inquired as to whether arts and cultural organizations would be invited to future Creative Cafés; Petersen-Brant will bring this to the AEI/Dubuque Renaissance Steering Committee.

### **Status Reports**

Petersen-Brant provided written and oral progress updates of A&CA programs, grants and administrative business (see appendix). No significant questions or concerns.

### **Old Business**

**Strategic Plan:** Commissioners reviewed timelines/deadlines of Action Items on the Strategic Planning grid. Halder motioned that the A&CA Commission officially adopt the Strategic Plan. Decker seconded. Vote: Unanimously affirmed. ***Motion carries.*** The plan now adopted, Commissioners desire a chronological list of Action Items for working purposes; Halder and Petersen-Brant will collaborate on this. Commissioners discussed document format of the

Strategic Plan for City Council, streamlining for clarity; adopted plan in format discussed will be shared with City Council as submission of December meeting minutes.

### **New Business**

1. **Master Plan Implementation:** Petersen-Brant shared the outline of her upcoming City Council A&CA work session presentation. Commissioners shared input on order and content items.
2. **Special Meeting:** Petersen-Brant requested a special session for Commissioners to vote on business regarding the Government Alliance on Race and Equity (GARE) grant and 2022-23 Art on the River exhibition. Special meeting was set for **15 Feb. 2022, 4:00 p.m.**

### **Public Comment**

Members of the public were no longer in attendance. Williams shared the opening reception of his aerial photograph exhibit, "Elevated Images," 11 February, Bisignano Gallery, Heritage Center, University of Dubuque from 6:00-7:30 p.m.

### **Engagement Reports**

Commissioners reported on community engagement activities:

- Neuhaus: National Mississippi River Museum & Aquarium, Preservation Iowa
- Levasseur: Morbid Muse, Dubuque County Fine Arts Society
- Halder: The Grand Opera House, Dubuque Rotary
- Chesney: Dubuque Humane Society, Betty White Challenge
- Decker: Loras College Civic Action Fellowship, Creative & Expressive Arts Wellbeing

Adjournment motioned by Levasseur, seconded by Decker at 5:03 PM. Vote: Unanimously affirmed. ***Motion carried.***

**Next Special Meeting: Tuesday, 15 February 2022 at 4:00 PM, Multicultural Family Center**

**Next Regular Meeting: Tuesday, 22 February 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 Tues, February 22, 2022.

Witnessed By: Paula Neuhaus \_\_\_\_\_ (signature)

\_\_\_\_ Paula Neuhaus \_\_\_\_\_ (printed)

\_\_\_\_ Chairperson \_\_\_\_\_ (officer position)

# Dubuque Arts & Culture Master Plan Implementation Report

## Task Force & Working Group Updates

Delivered at 1/24/2022 Arts and Cultural Affairs Advisory Commission Regular Meeting

### Task Force

Not currently meeting, restructuring of Community Enactment Strategy anticipated in 2022.

### Accessibility, Engagement, and Inclusion (AEI)

Creatives Café Steering Group met virtually on Fri, Jan 14 at 12:30pm. Present: Jason Neises, Ali Levasseur, Alanda Gregory, Jenni Petersen-Brant

- Discussed invite process, table topics, facilitation for next Creatives Café to be held on Thurs, Feb 17 from 6-8pm at Denny's Lux Club
- Creatives Café developed based on previously discussed [World Cafes](#) / Dialogue Salons in support of Dubuque Renaissance Project initiative
- Intentional invitations sent by steering group to bring together 35-40 'creatives' of diverse backgrounds, disciplines, and demographics next event to include:
  - Those who attended the first one with an option to bring a plus one
  - Those who were invited to first one but couldn't attend
  - Additional invites by steering members
- Next full group meeting will aim to be report out about:
  - Creatives Café event, plans for next event and continued connection
  - Black Heritage Survey (City-led by Planning Department)
  - Living History Project (In development, Heritage Works as current lead)
  - Captain Robert L. Martin Black Heritage Tribute (University of Dubuque + various partners)

NEXT MEETING to be determined, tentative for February following Creatives Café.

### Branding and Communications

Met virtually on Wed, Dec 22 @ 3:00pm

Attending: Miki Robinson, Gina Siegert, Kelli Buchenau, Mike Williams, Jenni Petersen-Brant

- Reviewed Phase I of Communication Campaign RFP responses from McCullough Creative and Gigantic Design; Taylor Kellogg and Nic Hockenberry submitted feedback via email in advance of meeting which were shared with full committee
- Discussed merits of individual proposals in reference to criteria as outlined in RFP. Gigantic proposal found to superior for broader offerings of possible deliverables, timeline more fitting to committee's desired timeline, price within budget.
  - Contract offered to Gigantic which was signed by the City Manager and invoice received and submitted prior to Dec. 31, 2021
- Staff compiling prior discovery work by Working Group to prep for first meeting with Gigantic in February

NEXT MEETING to be determined, anticipated for early February with Gigantic Design.

### Creative Economy

Not currently meeting, no Chair. Restructuring of Community Enactment Strategy anticipated in 2022.

### Capacity and Investment

Not currently meeting, no Chair. Restructuring of Community Enactment Strategy anticipated in 2022.

**Public Art Infrastructure**

Not currently meeting, no Chair. Restructuring of Community Enactment Strategy anticipated in 2022.



# **CITY OF DUBUQUE**

## **ECONOMIC DEVELOPMENT DEPARTMENT**

### **OFFICE OF ARTS & CULTURAL AFFAIRS**

#### **REQUEST FOR PROPOSAL**

##### **STATEMENT OF PURPOSE**

The City of Dubuque is issuing a Request for Proposal (RFP) from interested and qualified communications consultants to develop accessible marketing tools and recommend strategies that will cultivate and sustain a unified brand and comprehensive / cohesive communications campaign to increase awareness and diversify engagement in arts and culture offerings across the city of Dubuque, elevating Dubuque's overall reputation as an arts and culture destination.

The resulting communications campaign should emphasize 1) effective and accessible use of various media platforms, 2) branding strategies that can be utilized by and benefit Dubuque's arts and culture sector overall, and 3) tools and recommendations that implementation by a varied public and private entities. Responding firms should be experienced in assessing and developing proven, effective communications strategies, solid market research, and corporate or community identity/branding – including logo development and graphic standards; creative, collateral, interactive marketing; promotions and recommendations for implementation and tracking results. Experience involving public agencies and community partnerships preferred.

##### **BACKGROUND INFORMATION**

The City of Dubuque is seeking professional communication and marketing services that emphasize a comprehensive and accessible approach to capturing and communicating to residents and potential visitors the uniqueness of Dubuque's creative and cultural assets and collectively amplify the sector's role as a tourism driver, agent of workforce attraction and retention, and cornerstone of the community's social and cultural vibrancy. This communications initiative is being driven by the Branding & Communications Working Group of the City's [Arts & Culture Master Plan](#), with fiscal and administrative support from the City's Office of Arts & Cultural Affairs in partnership with Travel Dubuque.

Dubuque is located on the Mississippi River in northeastern Iowa, adjacent to Illinois and Wisconsin. As Iowa's oldest incorporated city, Dubuque is a community well known for its historic and architectural beauty. The city is over 30 square miles in area, with a population of nearly 60,000 persons. The community has a stable and diversified manufacturing base and a growing service sector. Dubuque is the major retail, medical, education and employment

center for the tri-state area. Tourism continues to be a major economic force in the community.

Dubuque is also home to numerous museums, nonprofit theaters and creative spaces, for-profit galleries and live music venues, long-standing annual festivals, 40+ large scale murals, and hundreds of individuals artists and creatives. Dubuque is also accented by intentionally preserved historic architecture, breathtaking Driftless landscapes, and a picturesque Mississippi River front that serve as perfect backdrops for its robust variety of year-round arts and culture experiences.

The City of Dubuque is governed by an elected Mayor and City Council and managed by a City Manager. The City funds a full range of municipal services. City government works in collaboration with the private and non-profit sectors to promote economic development and sustainability. Sustainability and downtown, neighborhood, and riverfront planning and revitalization are long-standing priorities of the City Council. The City's website is [www.cityofdubuque.org](http://www.cityofdubuque.org). The City Council goals and priorities are available online at [www.cityofdubuque.org/councilgoals](http://www.cityofdubuque.org/councilgoals).

The goal of this project is to develop and implement a comprehensive communications campaign with the primary goal of efficiently and effectively creating a unified brand that represents and communicates to both residents and visitors the unique opportunities and benefits offered by Dubuque's arts and culture assets collectively.

No single campaign, set of branding tools, or communications strategy currently exists to collectively market the breadth and variety of creativity-based, culture-bearing events, venues, and experiences available in Dubuque. Furthermore, no single entity or organization is charged with the mission to do this work. As a priority strategy outlined in Dubuque's Arts and Culture Master Plan, a public / private Branding & Communications task force is working to fill that gap and has secured funding to hire a professional communications firm to develop and launch implementation of a communications campaign which will be sustained and managed collaboratively by the City of Dubuque and Travel Dubuque (our local Convention & visitors Bureau), with advocacy for adoption by community partners.

## **SCOPE OF SERVICES**

We intend for this Communications Campaign to be broken into multiple phases. The scope of services requested below is an example of what meets the goals and objectives of Phase I of the project. The City of Dubuque will seek professional services for the process of preparing the overall communications campaign and will develop and implement Phase II based on results of Phase I with a separate RFP and contract.

### **PHASE I**

- Review and augment as needed research previously conducted by the Branding & Communications Working group to determine existing attitudes, perceptions, opportunities and challenges to enhancing the image of and engagement with Dubuque's arts and culture sector;
- Identify what makes the Dubuque's arts and culture sector distinct and appealing as a collective asset that inspires a regionally competitive environment for investors, businesses, retailers, visitors and residents;

- Develop a comprehensive brand concept and specific necessary creative elements including but not limited to a name and tagline, logo, branded graphics, and messaging statements to cultivate a thriving and connected arts and culture sector;
- Develop and provide a brand standards document outlining proper use of creative elements including dimensions, fonts, colors, and platform applications;
- Package and deliver creative elements noted above in an accessible and approachable toolkit for distribution to and use by community partners including independent non-profit and for-profit assets or individuals;
- Establish a digital presence for the brand including a domain name and website landing page;
- Recommend additional creative elements and marketing tactics not listed above based on professional expertise and current market trends;
- Recommend long-range strategies for successful implementation and evaluation including plan for public release of Phase I and measurement of RIO of campaign. This should include draft brand application mockups in case the contracted consultant is not available for Phase II development;
- Work within dictated time constraints in preparation of Phase I public release by April 2022 to include participation in a work session presentation to Dubuque City Council and community stakeholders.
- Comply with the Americans with Disabilities Act (ADA). If new technology strategies are recommended, an analysis of how those would comply ADA is requested.

## **ADDITIONAL CONSIDERATIONS**

- Identify and refine key target audiences throughout project development;
- Provide case studies of similar successful initiatives;
- Recommend best practices for incorporating management and funding partner recognition across communication campaign elements and strategies;
- Recommend methods of coordination between public and private partners for maintaining and enhancing communications efforts;
- OPTIONAL: Develop a written report summarizing observations and recommendations of current best practices in marketing for individual arts and culture assets to consider for adoption in order to maximize collective impact of marketing efforts and investments undertaken by independent assets.
- OPTIONAL: On-site or virtual training for City of Dubuque Office of Arts & Cultural Affairs, Travel Dubuque, Branding & Communication Working Group members, and key campaign promoters including but not limited to Dubuque arts and culture nonprofit representatives to reiterate general communication/branding strategies to position the arts and culture sector for successful long-term, sector-wide use of campaign tools and strategies.
- Anticipated scope of Phase II to include:
  - Build upon website landing page to provide robust and interactive experience for residents and visitors that inspires engagement in Dubuque's arts and culture sector;
  - Develop sample print ads, radio messaging, general print collateral, and 'guerrilla marketing' elements that could include bus wraps, stickers, miscellaneous swag items, or postcards as recommended;

- Provide media purchasing plan with recommendations for priority allocation of limited funds by target audience and by stakeholder groups;
- Provide long-range strategies for successful implementation and evaluation including plan for public release of Phase I and II and measurement of RIO of campaign;
- Work within dictated time constraints in preparation of Phase II public release by October 2022 to include presentation to Dubuque City Council and community stakeholders.

### **Response Criteria**

Response to this RFP will require the consultant to provide sufficient information to determine that the consultant qualifies for performing such a project, including the following:

- Letter of response, maximum of 6-page PDF, which includes:
  - Consultant / company profile;
  - Vendor quote outlining an itemized estimated costs of services and projected timeline needed for implementation of Phase I of the project;
    - If estimated cost of services for Phase I elements exceeds the range of \$15,000-\$20,000, the review committee may adjust the scope of services as to not exceed project budget.
  - References (including contact name and phone number);
  - Examples of similar projects (completed within last 3 years) and the results;
  - If applicable, list past, current, or pending litigation resulting from professional services rendered over the past five years. If a court or an arbitrator rendered a decision, state the results.
  - **Optional:** Vendor quote for estimated costs of services for Phase II as suggested above.

### **Selection Criteria**

The following criteria will be used to evaluate the qualifications of consultants:

- Experience and capacity to perform the Scope of Services (50%)
- Staff availability and ability to perform the Scope of Services in a timely professional manner (20%)
- Price (30%)

Responses will be reviewed by a committee comprised of City staff, Travel Dubuque staff, and active members of the Branding & Communications Working Group. The committee may ask additional questions of persons responding to the Request for Proposal after written proposals have been evaluated. The City reserves the right to reject any and all proposals submitted, to request clarification of services submitted, to request additional information from competitors, and to waive any irregularity in the proposal and review process, as long as City procedures remain consistent with City procurement requirements. The committee may select consultants based upon written submittals only.

### **Submission Information**

Interested firms can submit the above requested information via email to:

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

[jbrant@cityofdubuque.org](mailto:jbrant@cityofdubuque.org)

City staff above must receive RFP responses no later than December 20, 2021 @ 2:00 PM Central Standard Time. A consultant will be selected by December 27, 2021; a contract for services must be signed and invoice for 80% of services to be provided must be received by December 29, 2021. All material submitted to the City regarding this project will become property of the City of Dubuque.

Questions regarding this request for qualifications should be directed to Jenni Petersen-Brant at 563-690-6059 or by email at [jbrant@cityofdubuque.org](mailto:jbrant@cityofdubuque.org)

## OFFICE ARTS & CULTURAL AFFAIRS

### JANUARY 2022 STATUS REPORTS FOR COMMISSION

#### • NEA LAA SUBGRANTING AWARD

- Paperwork confirming award has been received and will be forwarded to the City Manager, and then onto City Council agenda for February 7 meeting.
- 'Period of Performance' ends May 30, 2024 = all grantee activities, reporting, and our reporting
- Funding is issued as expenses are anticipated or incurred, payment requests have to be submitted to NEA
- See proposed overview of grant program benchmarks / timelines; chart has been reviewed by grants subcommittee

#### • ARTS & ECONOMIC PROSPERITY STUDY

- Have heard from AFTA study coordinator and anticipate that survey collection will not start until April at earliest; AFTA is being mindful of COVID-19 and plans to delay appropriately to insure quality results

#### • ART ON THE RIVER

- Planning committee has chosen a theme – Crossing Bridges - and is working on description; will present for Commission support at upcoming Special Meeting
- See proposed overview of benchmarks / timelines; chart has been reviewed by AOTR planning committee
- Mark calendars for Friday, August 5 for Opening Reception

#### • WINTER ARTS SNOW SCULPTING

- Snow stomping on Tuesday, February 8
- Snow sculpting Thurs, Feb 10 – Sun, Feb 13; 6 teams signed up
- Community event still planned with activities outside – small block sculpting, voting, food truck
- Mayor Cavanagh will provide closing comments and hand out awards; Council members being invited to volunteering and event

#### • SLIDEROOM

- Awaiting response from Information Systems; everything has been reviewed and all items forwarded for agreement to be signed by authorized parties. Account to be established immediately following; will take 1 week to 1 month to implement depending on our workload

#### • MISCELLANEOUS AND IMPORTANT DATES

- Mike will be adding the benchmarks / timelines to Outlook calendars for export to Google so they can be shared with Commission and included on the Sharepoint Teams site (in development)
- Draft Communications / Grant Support job description has been forwarded from Human Resources; Jenni to review and proceed with hiring .75 FTE using IAC funding and portion of NEA as early as March 1. FY23 IP uses remaining NEA staff funding and new City operating request to continue through at least June 30, 2024.
- Mike's current work includes using IDCA's 'RE-IMAGINE' tools kit, helping with invites to Creatives Café, calendars of program benchmarks, and reaching out to creatives he has featured on social media to continue building the connection with invites to signup for various resources like WeCreateDBQ and other tools.
- February 14 @ 6:30PM, City Council Chambers / GoToMeeting – Master Plan Implementation Work Session with City Council
- March 9 @ 6:30PM, City Council Chambers / GoToMeeting – Budget Hearing for Economic Development

# Minutes\_Arts Commission-Regular Meeting\_01.25.2022\_approved

Final Audit Report

2022-03-23

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