



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

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**DATE:** Tuesday, December 20, 2022

**TIME:** 3:30 PM

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

**Commissioners Present:** Nicholas HALDER (chair); Tom ROBBINS (vice-chair); Noelle CHESNEY; Doug DONALD; Sue RIEDEL; Paula NEUHAUS.

**Commissioners Excused:** Shirley DAVIS-ORWOLL.

**Staff Present:** Jenni PETERSEN-BRANT (coordinator); Mike WILLIAMS (intern); Amy HENSON (AmeriCorps Teen Creative Engagement Specialist)

**Public Present:** None

HALDER called the meeting to order following staff assurance of Iowa Open Meeting compliance at 3:36 PM.

### **Roll Call & Review of Minutes**

Roll call conducted as new AmeriCorps member HENSON was introduced to Commission followed by approval of 22 November 2022 minutes as presented motion by ROBBINS, seconded by DONALD. Vote: Unanimously affirmed. ***Motion carries.***

### **Staff Status Reports**

Written updates provided by PETERSEN-BRANT. Highlights referenced by staff included:

- Update on the NEA LAA subgranting Arts Operating Recovery for Organizations.
- Update on the NEA LAA subgranting Individual Arts Grant Program.
- Update on the Winter Arts Snow Sculpting Festival.
- HENSON shared more about the work that she has conducted since starting her AmeriCorps service.

Motion to accept staff status report and include with the minutes of the meeting by DONALD, seconded by NEUHAUS. Vote: Unanimously affirmed. ***Motion carries.***

### **Master Plan Working Group Update**

Verbal update provided by PETERSEN-BRANT. Staff provided an update about the Creative Café that is to take place in late January. Further planning needed; date to be shared with Commission when confirmed. No motion necessary.

## **Old Business**

1. **Strategic Plan Reporting:** ROBBINS offered an update about the recent discussions that the Priority 4 committee had on strengthening advocacy, exploring feasibility/need of arts support organization, among other topics. The committee is entertaining the idea to bring in representatives from surrounding arts councils/support organizations to meet with local arts and culture organizations to share information and models on arts support agencies at the local level. To support engagement of Dubuque-based organizations and artists in regional / national arts and culture resources / networks, the committee is compiling list of opportunities they are aware of.
2. **Letter from Commission to City Manager:** HALDER drafted a letter of support for the FY24 improvement packages on behalf of the commission. Commissioners reviewed and provided feedback for the final draft.

Motion to approve the letter with additions and send along to City Manager by RIEDEL, seconded by CHESNEY. Vote: Unanimously affirmed. ***Motion carries.***

## **New Business**

1. **National Arts & Humanities Month Engagement Report:** WILLIAMS provided an update on his work with the National Arts & Humanities Month social media campaign. As part of his update, he provided a report that provide more statistical data and a comparison to the previous year. The commission commended WILLIAMS the great job that he did with the campaign.

Motion to accept report and include with the minutes of the meeting by DONALD, seconded by CHESNEY. Vote: Unanimously affirmed. ***Motion carries.***

2. **Bloomberg Philanthropies Public Art Challenge Opportunity:** Update provided by PETERSEN-BRANT about this granting opportunity that would include other City departments as part of the application and execution of project. Discussions among the City departments are in the early stages and Staff will provide more details to the Commission at an upcoming meeting.

## **Public Comment/Correspondence**

No public comment/correspondence took place.

## **Engagement & Events Reporting**

NEUHAUS shared that collaboration between Fly By Night Productions and Dubuque County Historical Society / Mathias Ham House was successful and well-received. The collaboration was supported by an FY23 Special Projects grant. Recording of the performance is available on YouTube.

Adjournment motioned by ROBBINS, seconded by DONALD at 5:03 p.m. Vote: Unanimously affirmed. ***Motion carried.***

**Next Regular Meeting: Tuesday, 24 January 2023 at 3:30 PM, Multicultural Family Center**

Respectfully submitted:

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

These minutes were passed and approved on Tuesday, Jan. 24, 2023.

Witnessed By: Nick Halder (signature)

Nick Halder (printed)

Chairperson (officer position)

# National Arts & Humanities Month 2022

## 31-Day #ShowYourArt Social Media Challenge

### Introduction

Annually, we observe the month of October as National Arts & Humanities Month in tandem with communities across the country. Our local efforts seek to publicly recognize, celebrate, and educate on the arts and humanities activities in Dubuque and is partially achieved through a 31-day social media challenge supported by Americans for the Arts' materials and themes.

October 2021 was the first year that the City of Dubuque's Office of Arts & Cultural Affairs had the capacity to participate in the Americans for the Arts social media challenge to augment annual proclamation and news release efforts. Thanks to the dedicated time of Arts & Culture Intern Mike Williams, we were able to tackle this challenge again in 2022.

### How The Show Your Art Challenge Works

For each day of October, [Americans for the Arts](#) assigns a theme and challenges participants to identify and feature how that theme applies within their own community on their social media channels.

Americans for the Arts coordinates this challenge on a yearly basis in order to educate and showcase various categories of arts and humanities work, from individual creatives and programs to organizations who represent and contribute to the local arts and culture sector.

Our strategy of curating local content to share relies heavily on existing user-created social media content and accounts from our local Dubuque community. These are discovered and followed throughout the year by the Arts & Culture Intern. Searching hashtags, locations, and key words broadly and within social media platforms, we identified and connected with local arts and culture organizations, humanities programs, and individual creatives who match each of the 31-day challenge themes.

As documented in the following report, the success of our 31-Day Show Your Art Challenge efforts is demonstrated by select key performance indicators.

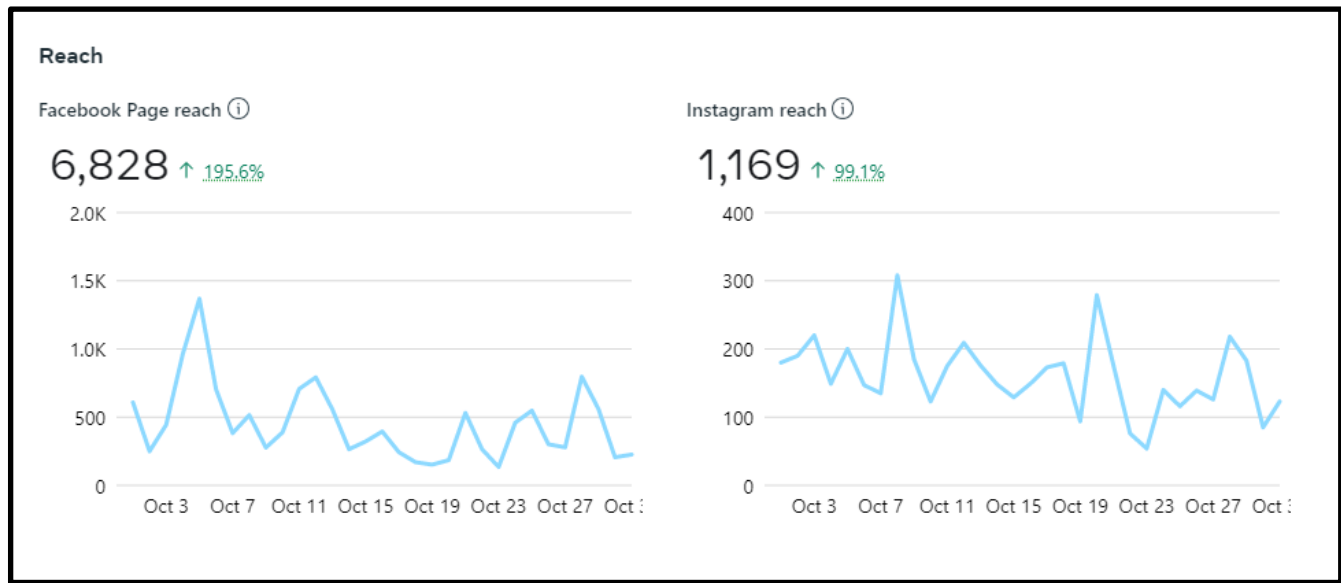


## Organic Reach Snapshots

In October 2022, we reached a total of 7,997 people across the Office of Arts & Cultural Affairs' Facebook and Instagram channels. The **green** numbers on the "Trends" charts below note a 95.6% increase in our Facebook reach and a 99.1% increase on Instagram compared to the month prior. This significant increase in our September 2022 to October 2022 social media reach demonstrates that through sharing a wide range of arts and culture content on a daily basis, we can increase our engagement and reach a larger online audience.

It is important to note that our 2022 Show Your Art effort reached 4,223 fewer social media users compared to our 2021 campaign. This represents a 36% decrease in reach from last year's social media challenge.

When examining the themes offered by Americans for the Arts in 2021 versus those provided in 2022, there was a stark constant in the ability to apply 2022 themes to individual creatives and culture bearers. In 2021, of the 31 themes provided, 10 of these lent themselves to featuring individual creatives. In 2022, just 3 themes could be best applied to features of individuals with the remaining 28 being better suited to organizations, programs, or broader community initiatives.



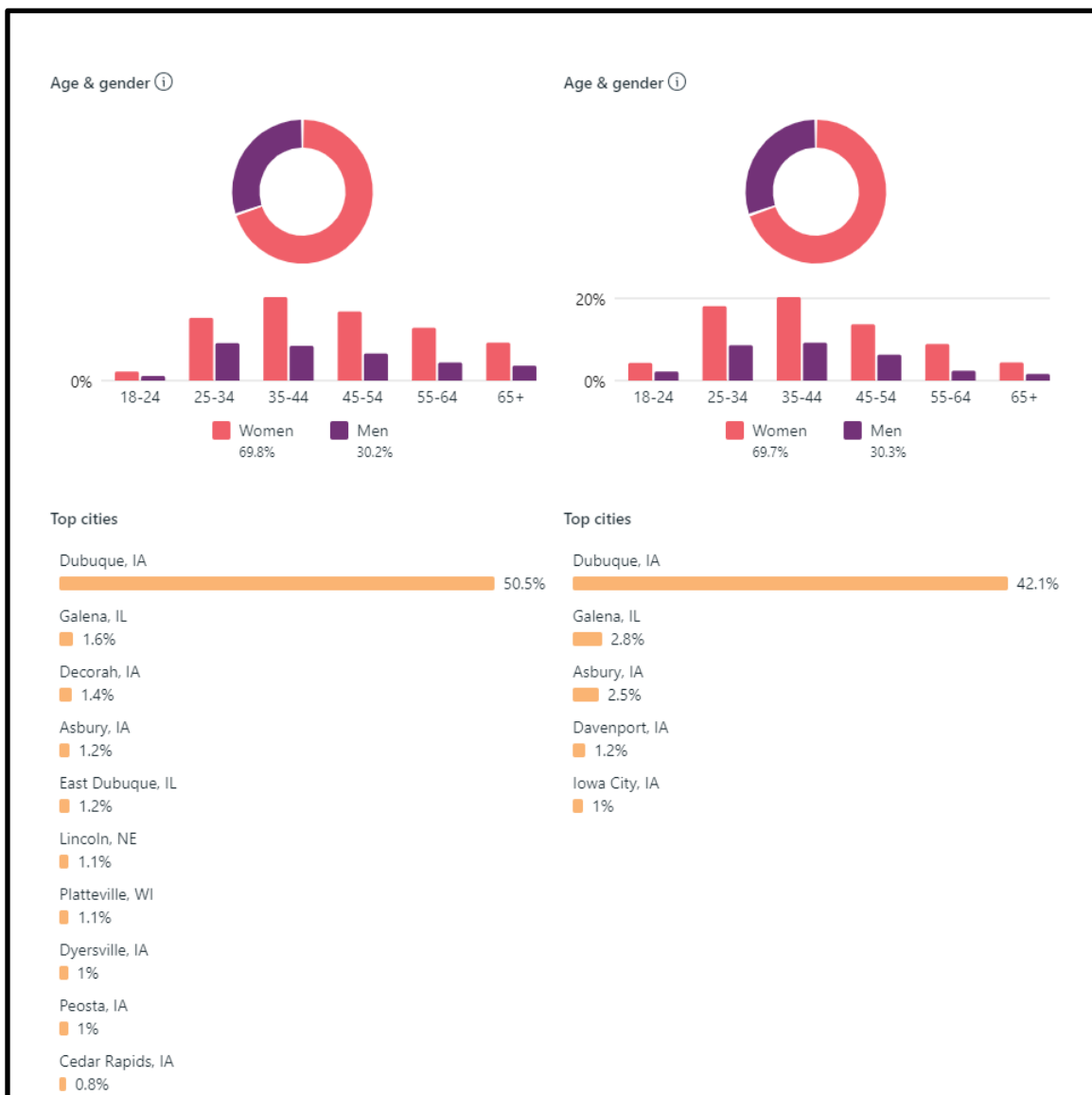
## Demographic Snapshots

Noted below, the audience most engaged with our 31-day challenge on both social channels were Women, Age 35-44. Our second largest audience on Facebook was Women, Age 45-54 and on Instagram Women, Age 45-54 and on Instagram Women, Age 25-34.

Based on the top audiences reached, we feel that our #showyourart2022 efforts were most successful in expanding awareness of Dubuque's arts, cultural, and humanities experiences with families and young professionals. Although Dubuque was the predominant location of social accounts reached, representing 50.5% of our Facebook reach and 42.1% of our Instagram reach, we also connected with users living up to 6 hours away, supporting efforts to promote Dubuque's arts and cultural assets with potential visitors. 2022 demographics are nearly identical to the demographic snapshots of 2021.

### Facebook

### Instagram



Top

## Performing Posts







Overall, social media users' interactions with the content posted throughout October 2022 was significantly higher than the level of interaction seen in previous months. On Facebook, the 31-day challenge yielded 888 total reactions (likes, loves, etc), 29 total comments, 90 total shares, and 722 profile visits.

While this is an increase from recent prior months, the level of interactions on Facebook in October 2022 compared to October 2021 was down. In October 2021, we saw 2,069 total reactions (likes, loves, etc), 79 total comments, and 174 total shares.






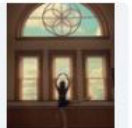
We gained 43 new page likes on Facebook and 23 new followers on Instagram in October 2022. This number was an increase from the 41 new likes the prior October on Facebook, but a decrease from 52 new followers on Instagram.

Below is a collection of the top performing posts of our 2022 efforts:







**Content** ⓘ Sort by: Likes and reactions ▼

 Wed Oct 5, 9:02am Day 5 of National... Post Reactions 74	 Mon Oct 3, 8:30am Day 3 of National... Post Reactions 55	 Tue Oct 11, 2:11pm Day 11 of Natio... Post Reactions 53
 Tue Oct 11, 2:09pm Day 11 of Natio... Post Likes 42	 Fri Oct 28, 12:06pm Day 28 of Nati... Post Likes 34	 Mon Oct 3, 8:34am Day 3 of National... Post Likes 34

**Content** ⓘ Sort by: Reach ▼

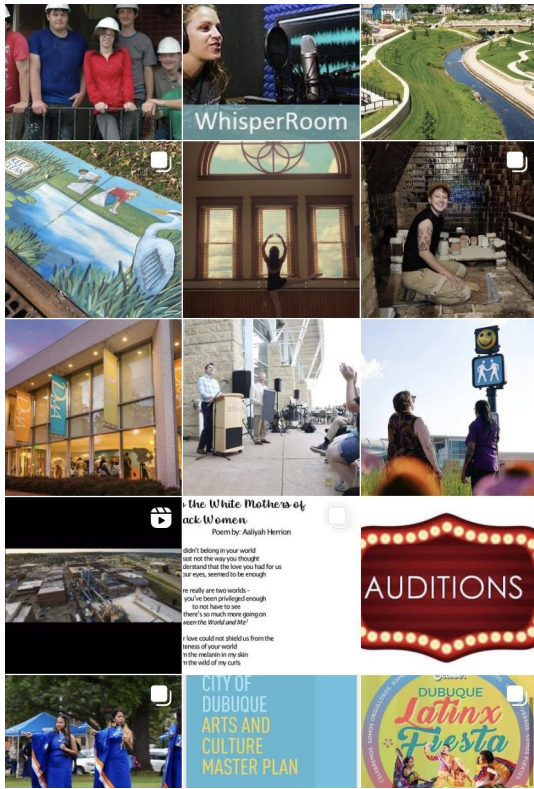
 Wed Oct 5, 9:02am Day 5 of National... Post Reach 2,344	 Mon Oct 3, 8:30am Day 3 of National... Post Reach 1,686	 Fri Oct 28, 12:03pm Day 28 of Nati... Post Reach 1,301
 Tue Oct 11, 2:11pm Day 11 of Natio... Post Reach 1,134	 Sat Oct 1, 7:32am !!Welcome to Day 1 ... Post Reach 869	 Wed Oct 12, 2:55pm Day 12 of Nati... Post Reach 747

**Content** ⓘ Sort by: Shares ▼

 Wed Oct 5, 9:02am Day 5 of National... Post Shares 18	 Sat Oct 8, 10:41am Day 8 of National... Post Shares 8	 Mon Oct 3, 8:30am Day 3 of National... Post Shares 7
 Fri Oct 7, 3:55pm Day 7 of National... Post Shares 6	 Tue Oct 11, 2:11pm Day 11 of Natio... Post Shares 5	 Fri Oct 21, 9:45am Day 21 of Nati... Post Shares 4



## 31-Day #ShowYourArt2022 Challenge



Left are screenshots of [our Instagram channel](#) that offer a visual snapshot of Instagram activity in October. Below are the #ShowYourArt2022 themes as set by Americans for the Arts and which Dubuque-based activities were selected for highlighting.

1. **Music** - LatinX Fiesta
2. **Planning** - City of Dubuque Arts & Culture Master Plan
3. **Think Globally** – Pacific Islander Mani Day Celebration
4. **Act Locally** - Grand Opera House
5. **Poetry** - Masterpiece Literary Center
6. **Disability Justice** – DCSD sign language videos
7. **Housing** - Historic Millwork District efforts
8. **Public Safety** - Art on the River sculpture using crosswalk hardware
9. **Civic Engagement** - Arts & Cultural Affairs Advisory Commission
10. **Making History** - Dubuque Museum of Art 'I Am a Man' Mural
11. **Queer Art** - Tab Link, local ceramicist
12. **Dance** - Academy of Ballet opportunities
13. **Climate Change** - Storm Drain Mural Project
14. **Disaster Recovery** -
15. **Library Love** – Carnegie-Stout Library Whisper Room
16. **Juvenile Justice** - Four Mounds HEART program
17. **Visual Arts** - Heritage Center at UD Art Gallery
18. **Building Bridges** - Art on the River overall theme
19. **Social Impact** - Art by Arsh charitable giving through art
20. **Rural Art** - Scenic Art Loop activities
21. **Activism** - Dubuque Museum of Art "I Am a Man" mural
22. **Arts Education** - Northeast Iowa School of Music programs
23. **Placemaking** - Voices Productions mission and activities
24. **Wellness** - Centrally Rooted mission and activities
25. **Healing** - Riverview Center Hope and Healing Art Gallery
26. **Transit Art** - Art in Route murals at bus shelters
27. **Free Expression** - Readings Under the Influence event
28. **Community Building** - Project Rooted art and food work
29. **Memorials** - Veterans Memorial on Schmidt Island
30. **Creative Resources** - Americans for the Arts Social Impact Wheel
31. **By The Numbers** - AEP6 Study being conducted, AEP4 results

