

Minutes
ARTS AND CULTURAL AFFAIRS ADVISORY COMMISSION
Tuesday March, 27, 2012
Lacy Board Room
Carnegie-Stout Public Library
360 W. 11th St. Dubuque, IA

The meeting was called to order by Chair O'Rourke at 4:05 p.m. following staff assurance of compliance with the Iowa Open Meeting Law.

Commissioners present: Paul Hemmer, Ellen Henkels, Marina O'Rourke, Sue Riedel, Geri Shafer. Louise Kames was present by Skype. Julie Steffen joined the meeting at 4:30 p.m. Staff Present: Jerelyn O'Connor, Jan Stoffel, Others present: Aggie Tauke, Community Development Specialist, City of Dubuque.

Approval of Minutes of February 28, 2011. Motion made by Riedel, seconded by Shafer, to approve minutes as read. Motion carried 6-0.

NEW BUSINESS

- 1. Approve 2012-2013 Art on the River Jury Selections (action).** Shafer said that she thought the proposed art work will be a very strong exhibit. Shafer moved and O'Rourke seconded to accept the recommendations for the 2012 Art on the River selections from the Art on the River Committee and forward them to the City Council for final approval at the Council meeting of April 2, 2012. Motion carried 6-0. The selections are: *Iowa*, Zachary Bowman, Cedar Falls, Iowa; *Selective Memory*, Chris Wubbena, Jackson, Missouri; *Agrarian Thinking Space*, Greg Mueller, St. Peter, Minnesota; *Metal Assisted Bramble Stack*, V. Skip Willits, Camanche, IA; *Neried*, John Cino, Patchogue, New York; *Anchorlily 2*, William Grant Turnbull, Madison, Wisconsin; *Ganzfeld 2*, Jeff Harms, Chicago, Illinois; *Stanchion*, Dan Perry, Waterloo, Iowa; *Powerless*, Dean Kugler, Davenport, Iowa; and *Lullaby*, Scott Wallace, Hendricks, MN.
- 2. Review and Score FY Operating Grant Applications (action).** Riedel questioned whether all commissioners had reviewed complete grant applications because some items were missing from Riedel's packet. All other commissioners had complete applications. The missing items were provided to Riedel. Commissioners reviewed the Grant Review Procedures and Guidelines and took turns introducing each application for FY13 Operating Support grants.
 - O'Rourke introduced the Colts Drum and Bugle Corps. The organization does an excellent job of out-reach programs using partnerships, such as the Dubuque Fire and Drum Corps, offering free instruments, lending instruments and involving older audiences. All programs are of high quality. Its mission statement is excellent and reflects their partnership philosophy. The group continues to show an excellent job of clearly showing its economic and programmatic impact in the City.

- Henkels introduced Bell Tower Productions. Riedel abstained from the discussion. The Bell Tower is in its 10th Anniversary season. The grant narrative was well written. Audiences are of all ages and physical ability and Bell Tower has made thoughtful accommodations for them. The organization is making good long-range planning decisions and has a current five-year plan and cash reserves. The artistic excellence remains high and the growth in season ticket sales has been strong.
- Steffen introduced the Dubuque Art Center. The organization is responsive in understanding grant opportunities and responding to funding money with programs. Caution should be taken on relying on government and other grant money because it could change dramatically. With four name changes and locations in four years, the organization needs to stay true to its mission. The new strategic model is not strong or outcome based. Narrative has much to do with staff but less on programs. The organization seems key-person and grant dependent. Not much information about its current involvement in the Millwork District was explained. Hemmer noted that organization has great artistic vision, but needs financial help. Shafer loves their artistic vision and arts education component. Kames said the key is how to balance being a fluid adaptable organization and stability as an organization.
- Shafer introduced the Dubuque Arts Council. Hemmer abstained from the discussion. The application was well written and the breadth and depth of the programs are impressive. Attracting those to the free Music in the Gardens concerts who may not have transportation was an excellent idea. The board is large, but with limited staff, it seems as if there is a good committee structure. They have a niche and they do it very well. The five-year plan has not been updated as to show progress. It is good to see they "course correct" when needed.
- Hemmer introduced the Dubuque County Historical Society. The Historical Society is exemplary in its offerings and is a world-class institution. Its impact on the community is undisputed. With the level of financing and fundraising they do, they are under a lot of scrutiny and they take it seriously, learning what they need to do for an expanding organization. The implementation of Everyone's a Museum Program is a creative accessibility from solution. They utilize great partnerships.
- Kames introduced the Dubuque Museum of Art. Steffen abstained from the discussion. The mission and the interest to fulfill it are strong. The management is good, and the financials are improving. The strength of the collections is good and admission is free thanks to Prudential Retirement. The brown bag art history program is strong. The strategic plan process needs to be more transparent and accessible. The use of the word "constituents" for audiences in the mission statement sounds political. The Museum has gained great visibility with the American Gothic temporary work and the Dead Artist series continues to be informative.
- Henkels introduced the Dubuque Symphony Orchestra. The Symphony always writes a complete and compelling grant. The organization has an active and loyal board, and meets youth needs. The business plan and

strategy are excellent. They further diversity through the choice of young soloists. They are in a great position with an endowment for the future.

- O'Rourke introduced the Grand Opera House. Hemmer abstained from the discussion. Programming meets City goals. Diverse and experienced acts are presented. They have pared down debt and the gift cards seem to be working well. They offer student opportunities. New partnerships, including the ballet, have been strategic. There is a great variety and quality of programming. The Grand enjoys good leadership that has made some recent big corrections to the benefit of the organization.
- Riedel introduced Main St. /Downtown Cultural Corridor. The organization shows good partnerships with the business sector. Architecture Days is unique and a stand-out. They have a great reach throughout the City and downtown. They have taken a leadership position in arts grants downtown. The goals of the business and Cultural Corridor should be stated separately. What will be their role as "manager" of the Millwork District?
- Riedel introduced NISOM's application. It meets their mission and aligns with city goals. She noted they have high quality teachers. She would like to see more action plans on how they're raising money. What are program goals for the coming years? Hemmer noted they have made great strides in recent years.

Commissioners then took a short break to finalize their scores. They were reported as follows:

	Hemmer	Henkels	Kames	O'Rourke	Riedel	Shafer	Steffen
Dubuque Symphony Orchestra	100	100	98	100	100	99	95
Dubuque County Historical Society	100	100	97	98	100	95	95
Dubuque Museum of Art	96	86	80	95	95	95	A
Dubuque Arts Council	A	90	97	98	90	94	91
Bell Tower Productions	95	100	91	96	A	98	95
Grand Opera House	A	89	92	96	95	95	93
Colts Drum and Bugle Corps	100	98	86	98	94	95	87
Northeast Iowa School of Music	96	87	84	90	90	95	89
Dubuque Main Street	97	84	86	96	93	82	84
Dubuque Art Center	93	84	67	81	80	87	81

Commissioners discussed funding formulas to disperse the allocated \$210,000 for FY13 operating support grants. Staff will work on several funding scenarios, including one with the maximum award capped at \$45,000, and present them at the next meeting.

During the grants review process, Commissioners noted some ways in which the application could be improved for FY14 for clarity and to make sure Commissioners have the correct information to make funding decisions. They suggested that the grant Review subcommittee be reactivated after the Special Projects finding review to make recommendations. Some Items to consider in the review are:

- Standardize the response length (i.e. maximum number of words) so all applicants have the same opportunities and that submitted information is vital and succinct.
- Utilize a user friendly electronic application form.
- Have "other" be explained more on budget reporting. Allow for a narrative section on the application for applicants to explain in more detail.
- Goals of the instruction should be clearly stated.
- All long-range plans should include progress reports.
- Full disclosure should be made about any other City funding being given to applicants. It was brought to the attention of Commissioners that the Dubuque Arts Center will be receiving operational funds through the Purchase of Service (POS) program of the City starting in FY 13. The Commission will gather more information on the new Purchase of Service process and possible impacts.

Information Sharing

1. City Expo is scheduled for April 10th at the Five Flags Center. Traditionally, Art on the River is featured at a booth which encourages the public to vote for a favorite sculpture and to sign up for the Notify Me art list. It will be held 5-8 p.m. Staff would welcome assistance from Commissioners who are available to help in one hour shifts that evening. Henkels volunteered to help from 5- 6 p.m... Other Commissioners will check their schedules.

Adjournment

Steffen moved and Shafer seconded to adjourn the meeting at 6:20 p.m. Motion passed 7-0. The next meeting will be held on April 24, 2012, at 4:30 p.m. at the City Hall Conference Room B, 50 West 13th Street.

Respectfully submitted,


Jan Stoffel

These minutes were passed and approved on April 24, 2012



Louise Kames, Secretary