

Minutes
ARTS AND CULTURAL AFFAIRS ADVISORY COMMISSION
Tuesday June 26, 2012
Lacy Board Room
Carnegie-Stout Library

The meeting was called to order by Chair O'Rourke at 4:30 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, Julie Steffen and Louise Kames.

Staff Present: Jerelyn O'Connor and Jan Stoffel.

Approval of Minutes of May 22, 2012. Motion made by Henkels, seconded by Riedel to approve minutes as amended. Motion carried 7-0.

NEW BUSINESS

Administer Oath of Office.

Chair O'Rourke administered the Oath of Office to newly reappointed commissioners Julie Steffen and Ellen Henkels.

Report on Americans for the Arts Conference

Marina gave an enthusiastic report on the Americans for the Arts conference and how impressed she was with the caliber of the speakers. She said that she attended a workshop on Art at Airports. The airport represents an important entrance to our community and adding art presents an opportunity to have a positive first impression for our visitors. She said that she already has discussed this with architect Marty Johnson. Geri Shafer stated that she has also discussed this with airport manager Grierson.

There was a strong theme of advocacy and Marina said that over and over she heard how we have to be advocates for the arts. We should be building on existing relationships. Use storytelling to demonstrate the impact of the arts. Talk more to the mayor and other elected officials. She mentioned that Romney's position is to reduce the NEA budget by 50% and eliminate National Public Radio.

Jan Stoffel said she primarily attended the sessions on the Arts and Economic Prosperity IV Study and the Local Arts Index Study. Attendees were provided samples of marketing materials.

OLD BUSINESS

Arts and Economic Prosperity IV

Jan Stoffel provided detailed information on Dubuque's Arts and Economic Prosperity IV study and the materials from the media training pre-conference.

Julie Steffen noted how well Dubuque fared against other similar sized cities. She asked whether it would be possible to tie the study results to show the impact of the city's investment in the arts. There was discussion about leveraging this information for more impact and it was noted that Dubuque had an incredible 98% participation rate in the study.

There was a suggestion to host a working session for arts groups with suggestions on how to use data for grant writing and evaluate tools for their programs.

Julie Steffen, Sue Riedel, Marina O'Rourke and Geri Shafer all offered to help on developing a strategy to market the economic impact results.

Other ideas and suggestions:

- Let's understand who our audiences are before we go too far
- Investigate whether the Telegraph Herald would do a pull-out on the study
- Share information with funders, such as the DRA
- Develop marketing plan for the year
- Stay on message
- Present in context of sustainability

Marina excused herself at 5:25 p.m. and turned the meeting over to Vice-chair Steffen.

Iowa Public Art Network Meeting

O'Connor announced that Iowa Arts Council selected Dubuque as the site of the next Iowa Public Art Network Meeting in the fall of 2013. Proposal was submitted by the Dubuque Museum of Art and partners City of Dubuque and Voices. It was proposed that the meeting be held in conjunction with the 2013 Voices Show.

Information Sharing

Jan Stoffel provided an update on the 2012-13 Art on the River with Opening Celebration scheduled for July 12. Jerelyn O'Connor mentioned that Mayor Buol was agreeable to the Commission's recommendation to have an award presentation for the 2013 Special Projects Grantees at the July 2 City Council Meeting. Commissioners are invited to attend the retirement reception for David Harris, Housing and Community Development Director.

Geri Shafer stated she appreciated working with the rest of the commissioners the past six years and thought that the Commission has had a big impact.

Adjournment

Motion by Paul Hemmer, 2nd by Sue Riedel to adjourn. Motion passed 6-0. Meeting adjourned at 5:40 p.m. Next meeting is Tuesday, July 24, 4:30 p.m.

Respectfully submitted,

Jerelyn O'Connor
Jerelyn O'Connor,
Neighborhood Development Specialist

These minutes were passed and approved on

July 24, 2012

Louise Kames
Louise Kames, Secretary