



## ARTS AND CULTURAL AFFAIRS COMMISSION MINUTES

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DATE: Tuesday, November 26, 2019

TIME: 3:30 p.m.

LOCATION: Five Flags Center, Orpheum Room – 405 Main St, Dubuque, IA

### Regular Meeting

**Commissioners Present:** Ali Levasseur, Susan Riedel, Ryan Decker, Gina Siegert, Tyler Daugherty, Paula Neuhaus

**Commissioners Excused:** Nicholas Halder

**Staff Present:** Jennifer Petersen-Brant, Arts & Cultural Affairs Coordinator for City of Dubuque

The meeting was called to order by Commissioner Levasseur at 3:31 p.m. following staff assurance of compliance with Iowa Open Meeting Law.

**Review of Minutes:** Motion to accept minutes of October 22, 2019 regular meeting with corrections by Commissioner Riedel, seconded by Commissioner Daugherty. Commissioners Levasseur, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

**Minutes / Reports from Working Groups and Task Force:** Notes submitted by Petersen-Brant reviewed by Commission with general discussion and appreciation for notes and minutes being provided. Motion to accept report by Commissioner Riedel, seconded by Commissioner Decker. Commissioners Levasseur, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

**Recap / Discussion re: Nov 12 City Council Presentation:** Commissioner Levasseur reported that she attended the presentation and commented it was positively received by the Council. Questions asked by Council regarding 1) timing of new economic impact study and 2) scope of forthcoming public art policy. Comments made by several Council Members in support of activities noted and appreciation for presentation. Newly elected Council Members were in attendance. Riedel inquired if a packet of information regarding Arts & Culture activities / commission existed to provide to new Council Members; Petersen-Brant reported there was nothing specific that she is aware of but could be created.

Discussion followed regarding frequency of presentations to Council; consensus that no set scheduled was needed but 4 might be anticipated in 2020 including 1) annual budget presentation with Economic Development; 2) public art policy, 3) update from Task Force, 4) State of the Arts (in conjunction with Arts & Humanities month). Another presentation might include a report on Arts Mean Business activities if requested by City Manager. Petersen-Brant to convert presentation into Annual Report available for public via City website.

**Recap / Discussion re: Art & Business Luncheon and Academy:** Petersen-Brant reported that approximately 90 attended the luncheon, 24 attended the evening workshop. General feedback thus far has been positive and events well received; electronic Survey Monkey surveys distributed to all attendees via email with request to respond by Friday, December 6 in anticipation of debriefing meeting with Planning Committee on Monday, December 9. Participants at evening workshop expressed desire for a networking platform; Petersen-Brant to explore a public Facebook group with Branding & Communications Working Group. Commissioner Riedel asked what portion of attendees were from arts vs how many business representatives; Petersen-Brant to tally and report back to Commission.

**Report re: Creative Placemaking Leadership Summit:** Petersen-Brant reported on attendance of National Creative Placemaking Leadership Summit held November 14-16 in Phoenix, AZ. Biggest takeaways included 1) Dubuque is already using Creative Placemaking techniques and principles but has not been exposed to the term, 2) Dubuque can be doing more to celebrate the ways it integrates arts and culture to better its community, and 3) existence of field scans by ArtPlace related to arts integration and impact in housing, transportation, health, park, sustainability, and public safety. Petersen-Brant to forward link to online field scan repository to Commissioners. Petersen-Brant also reported that she will be attending Americans for the Arts Conference in Washington DC in June 2020 and invited Commissioners to consider attending; Commissioner attendance at their own expense. Registration opens in January; Petersen-Brant to forward info.

**Art on the River Update:** Petersen-Brant reported that notification was received regarding grant request to Travel IA Tourism Grant program; request fully funded at \$5000. Funds will support boosted marketing efforts for 2020-21 AOTR program. Petersen-Brant and Commissioner Siegert reported on AOTR Youth Engagement Pilot Project being developed in collaboration with the Loras College Civic Scholars program in support of Imagine Dubuque Comp Plan. Project to potentially work with youth at Alternative Learning Center and Multicultural Family Center with lead art instructors from the community and to include education, mentorship, art making, and exhibition. Project may include traveling of art in lead up to August 7 Grand Opening of main exhibit. Discussion followed regarding 1) referring to as a Civic Engagement project as opposed to Public Art project, 2) look to IA Arts Council for possible funding (Commissioner Neuhaus to forward info to Staff), and 3) encourage use of Civic Scholars to write grants.

**Grants Committee Update:** Petersen-Brant reported that she and Commissioner Daugherty are conducting research to get a sense of what other communities of similar size have available for arts grants. She and Commissioner Neuhaus are focused on edits of current process and documents used; discussion on need to continue to address DEI requirements and language in process followed. Petersen-Brant presented a proposed timeline for implementation of FY21 grant applications. Discussion followed with request to have Operating Support applications and Special Project applications due on different days instead of on same as presented by Staff; timeline amended to make Operating Support applications due on March 15, 2020 by 11:59pm and Special Project applications due on April 15, 2020 at 11:59pm. Motion to approve timeline with suggested amendments by Commissioner Riedel, seconded by Commissioner Decker. Commissioners Levasseur, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

Discussion followed on 1) interest for software specific to grant submissions be investigated and 2) grant writing workshop.

**Scheduling December Meeting:** Petersen-Brant noted that 4<sup>th</sup> Tuesday of December is Christmas Eve. Motion to hold December Commission meeting on Tuesday, December 17 at 2 PM @ Five

Flags by Commissioner Decker, seconded by Commissioner Daugherty. Commissioners Levasseur, Riedel, Decker, Siegert, Daugherty, Neuhaus voted to approve motion; Motion passes.

Request to add planning for Commission Goal Setting to December agenda.

**Other New Business:** Presentation on Five Flags study suggested for January meeting; Commissioner Levasseur to contact HR Cook to schedule. Staff to invite Task Force and Working Groups to Commission meeting if Five Flags presentation on agenda.

Discussion on updating Economic Impact of the Arts study as current one is 10 years old and does not include for-profit. Suggested that 2022 could provide logical timing for update to be provided and enough lead-time to consider resources needed to conduct another study. Petersen-Brant noted the development of robust creative economy directory by the Creative Economy Working Group will be one of first steps towards new study.

Questions posed on Commission responsibility as it comes to grant writing and fundraising. Additional follow up needed.

**Current events from Commission:**

Commissioner Decker noted Loras Players' A Christmas Carol: A Live Radio Play on Dec. 7 at 7:30pm. Commissioner Riedel noted Bell Tower's Nice Family Christmas performances opening Dec. 7 and running through Dec. 22. Commissioner Levasseur noted several events coming to Five Flags through the holidays including DBQ Dance Studio, DSO Christmas Concerts, Motown Christmas, Community Movie Night, A Magical Cirque Christmas, Michael Carbonaro, and more.

Motion to adjourn by Commissioner Riedel, seconded by Commissioner Daugherty at 4:46 PM.

Next meeting: Tuesday, December 17 at 2 PM at Five Flags

Respectfully submitted:

Jenni Petersen-Brant  
Arts and Cultural Affairs Coordinator

These minutes were passed and approved on 1/28/2020, 2019.

Witnessed By:  (signature)

Ali Levasseur (printed)

Its: Chair (officer position)

# Arts & Cultural Affairs Master Plan Task Force

## Working Group Updates

As of 11/26/19 to share with Arts and Cultural Affairs Commission

### Task Force

MET 10/24/19, GDDC

- Present: Kristin Dietzel, Stormy Mochal, Jason Neises, Sharon Covey, Jerelyn O'Connor, Jenni Petersen-Brant
- Meeting called to order at 8: 05 AM
- No introductions necessary
- Working Group updates shared by representatives from various groups
  - Branding & Communications Update from J. Petersen-Brant
    - Acknowledgement of Arts & Culture survey being conducted by Loras College Sports Marketing class; first surveys to be conducted during Fall into Art, Nov 1. TF requested results of survey be presented at Jan TF meeting; results will have to be provided by B&C WG as students will wrap up this project at end of 1<sup>st</sup> semester.
    - Outline of State of the Arts presentation shared. TF Members asked to follow up with Staff if they have any suggestions or input.
  - Creative Economy from S. Mochal, J. Petersen-Brant
    - Discussion focused on continued work on creative economy directory and possible use as resource, scale of implementation. Ideas included: Use by GDDC and other Econ Dev entities as recruitment tool, facilitate meet-ups for groups of artists (perhaps via Next Door), tool for conducting updating and more robust economic impact study, demonstration diversity and variety of Dubuque's creative economy (if publicly available, anticipated).
- Discussion: Roles and Rosters
  - Discussion regard Working Group roster provided by Petersen-Brant. One document determined to be working document that did not include all individuals identified and contacted in recruitment process. Other lists reviewed but no substantial feedback prompted. Consensus that when WGs have defined projects that need additional people to roll up their sleeves on, WG chairs and Staff will reach out to gauge interest of those on roster and then determine if additional volunteers are needed.
  - Staff asked to reach out to all TF members regarding end of terms and possible renewal. Responses to be reviewed at January TF meeting and new members identified, recruited if needed.
  - Discussion regarding Imagine Dubuque. Staff, G. Shafer, and G. Siegert met with Chris Happ Olson in October in effort to explore fostering synergy between Arts & Culture Master Plan and ID plan. TF requested staff invite ID rep to present and discuss at January TF meeting connecting the dots between A&C Master Plan and ID comp plan.
- Call to Action: Arts & Business Luncheon
  - Suggested to give Master Plan update as part of A&B Luncheon Welcome. Provide signup sheets as call to action for those present.
- Review of meeting schedule
  - TF to reconvene Jan 2020 and meet every other month, with consensus for meetings to continue on 4<sup>th</sup> Tuesday at 8am. Petersen-Brant will inquire as she touches base with TF members whether current day of month / time of day is barrier to participating. NEXT MEETING: Thurs, Jan 23, 2020, 8am at GDDC
  - Task Force reminded of invitation to attend State of the Arts presentation to City Council on Tues, Nov 12.

# Arts & Cultural Affairs Master Plan Task Force

## Accessibility, Engagement, and Inclusion

MET 11/4/19, McCarthy Center (2<sup>nd</sup> Floor, CFGD)

- Attending: Jenni Petersen-Brant, Sharon Covey, Ellen Henkels, Frank McClain, Jason Neises, David Schmitz, Geri Shafer, John Stewart
- Professional Development session: Addressing Accessibility & Inclusion with our Dubuque A&C institutions and organizations
  - Read the [article](#), "The predicament of diversity: Multiculturalism in practice at the art museum" by Ien Ang, prior to the meeting
  - Guided discussion
    - Fragmentation among traditional "gatekeeper" organizations. Traditional organizations needing to adapt, what types of organizations can do it more quickly.
    - Orchestras, operas, ballet, traditional funding sources. Community theater lends itself to inclusiveness. Used to be a broader slice of the community that attended theater, the variety of options adds to the fragmentation. Ineffective efforts to democratize arts like the opera.
    - Are arts organizations still looking to maintain class distinctions. "Being seen" at arts events is a driver of interest.
    - Programming has been changing and democratizing, but funding still emphasizes more traditional programming.
    - Is innovation in programming youth facing? Is it carrying through with these youth as adults?
    - Taking program beyond the museum walls. Neighborhood programs.
    - Harlem Renaissance as organizing theme for a year of arts programming. The challenge of getting African Americans involved in organizing the project, allowing ownership, accepting results. Looking at 2021-22 as probably the earliest possible season.
      - Potential partners: DuMA, Symphony, Heritage Center, Grand, JDIFF, Smokestack, Driftless, Voices, Ballet, Bluff Strokes, Fly by Night, Five Flags, Poetry Slams, School District, Arts Council, Fine Arts Society, Arboretum performances, Multicultural Family Center, Carnegie Stout Library
      - Peggy Jackson, Alanda Gregory, Claudette Bees, Anderson Sainci, Cynthia, Doing WITH, not FOR
  - Action steps moving forward
    - Geri & John are reaching out to African American community to find advisors/champions
    - Jason & Jenni will float the idea with Travel Dubuque
    - John is drafting a case statement to describe the project framework.
- Work plan:
  - Updates on the A&C Master Plan implementation; Imagine Dubuque
  - [Midwest Culturally Inclusive Conference – UW-P](#) – Jenni
    - February 2020. Some very exceptional keynote speakers have been announced.
    - Call for proposals due December 2<sup>nd</sup> – are any arts organizations or this working group interested in presenting about the work we're doing.
- Meeting logistics
  - Next meeting: December 2, 2019

## Branding and Communication

DID NOT MEET IN NOVEMBER

# Arts & Cultural Affairs Master Plan Task Force



## Creative Economy

**DID NOT MEET IN NOVEMBER, Regular meeting coincided with Arts & Business Academy at Smokestack**

## Capacity and Investment

**NOT MEETING AT THIS TIME**

## Public Art Infrastructure

**NOT MEETING AT THIS TIME**