

## ARTS AND CULTURAL AFFAIRS COMMISSION MINUTES

---

**DATE:** Tuesday, November 24, 2020

**TIME:** 3:30 p.m.

**LOCATION:** Via GoToMeeting

### Regular Meeting

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

**Staff Present:** Jennifer Petersen-Brant, Arts & Cultural Affairs Coordinator

**Public Present:** Gary Stoppelman, Tom Robbins

The meeting was called to order by Commissioner Levasseur at 3:33 PM following staff assurance of compliance with Iowa Open Meeting Law.

**Review of Minutes:** Motioned to approve minutes of October 27, 2020 with corrections by Commissioner Siegert, seconded by Commissioner Daugherty. Commissioners Halder, Decker, Siegert, Daugherty, Neuhaus, Levasseur, Riedel voted to approve motion; Motion passed.

### Reports from Master Plan Working Groups/Task Force:

Review of staff submitted notes from active Master Plan Working Groups. Discussion followed. Task Force member review: Kristin Dietzel leaving GDDC and no longer participating on Task Force; at this time GDDC Director not ready to appoint another representative to serve but open to direct asks of business community support. City's Neighborhood Coordinator, Jerelyn O'Conner retiring and no longer serving on Task Force; recommended to City Manager that her replacement serve on Task Force.

Discussion regarding Dubuque Renaissance Project including date for brain storming session on Saturday, December 5 at 2PM with limited in-person spots due to COVID but virtual option available. Jason Neises and Alanda Gregory have spoken with Tom Robbins / UD Heritage Center about their specific performance program ideas as well as possible involvement of the gallery. Commissioner Halder mentioned that Clarke University is also interested in being involved. Motion to accept working group reports by Commissioner Decker, seconded by Commissioner Halder. Commissioners Levasseur, Halder, Decker, Siegert, Daugherty, Neuhaus, Riedel voted to approve motion; Motion passed.

## **Status Updates from Staff**

**City Council Work Session:** Staff reported that a work session on update on implementation of Arts and Culture Master Plan is set for Tuesday, January 19 at 5PM. Work session will be conducted virtually. Staff will involve representatives from organizations supported by City's arts and culture grant programs to present as their work forwards Master Plan.

**Additional FY22 Improvement Package:** Since October Commission meeting, staff had opportunity to submit an additional improvement package as part of the FY22 operating budget for the Office of Arts & Cultural Affairs. Improvement package requests \$8,500 recurring for stipend and \$2,800 non-recurring for laptop to support an AmeriCorps dedicated to youth engagement in arts and culture opportunities. If approved, the improvement package would be implemented in partnership with the City's AmeriCorps. AmeriCorps candidate would work approximately 34 hours per week for 11 months from September 2021 through July 2022.

## **Recommendation on FY22 / FY23 Special Projects program framework from Grants Subcommittee of Commission:**

For FY22, improve program by clarifying partnership expectations and parameters, clarify DEI expectations, removing match dollar requirement (due to COVID-19 impacts), include employee cost directly related to project, and lower minimum award to \$1,000. Suggested timeline to release applications April 1, 2021, due June 15, 2021; later than years prior due to COVID-19 impacts on how organizations are planning for future. Suggested that \$10,000 of Special Projects budget be dedicated to Dubuque Renaissance Project (DRP) programs as DRP is its own special project coming out of the Master Plan working groups; provides incentive for organizations to align with initiative. Maintain competitive application process but streamline with DRP committee to participate in application development and review. Awards of up to \$1,500 available, no match required. Discussion regarding how City funds supporting DRP projects would intersect with GARE grant award that includes \$12,000 in funds to subgrant for DRP programs. Potential applicants could apply for both regular Special Project funds and DRP funds but not for same project. Subcommittee asked to further define the correlation between City funds and GARE funds for DRP project but general support for overall approach for FY22.

For FY23, recommended that Special Projects program be fully retooled and renamed to meet needs of community and align with City Council goals. Focus on support for projects that advance DEI work through 1) public activities or program or 2) internal capacity building and professional development for organizations and projects built on collaboration and partnership outside of the applicant organization. Recommend \$5,000 seed a new 'Creative Entrepreneurship Grant' as proof-of-concept initiative advised by Creative Economy Working Group of the Master Plan.

Additional discussion on staff exploring grant / call for artist application portals other than Form Center through CivicPlus which is currently used by Office of Arts & Cultural Affairs. Commission encouraged and welcomed this potential improvement.

Motioned to approve recommendation from Grants Subcommittee regarding adjustments to Special Projects framework and use by Commissioner Reidel, seconded by Commissioner



Siegert. Commissioners Halder, Decker, Siegert, Daugherty, Neuhaus, Levasseur, Riedel voted to approve; Motion passed.

A special note of gratitude from Commission to Grants Subcommittee and staff for the thoughtful detail and time put into making sure grant programs are effective and relevant. Commissioner Riedel inquired if Operating Support grant program is also being reviewed; staff noted that focus of Subcommittee has been on Special Projects program and they will be turning attention to Operating Support program. Operating Support applications typically open early February but will be delayed based on City budget review process. Subcommittee to bring any revisions to Operating Support program forward at December Commission meeting.

Public Comment: UD Heritage looking at fall 2022 to participate in DBQ Renaissance Project programming.

**Current Events Reporting from Commissioners:**

- JDIFF: Virtual fundraising gala in February 2021. 1-week in-person film festival in April 2021.
- Bell Tower Theater: Guys in Ties (in-person) on December 5, and Santa's Workshop Got Talent (virtual) on December 10 and 12. New season starts Feb 2021.
- Grand Opera House: Christmas-themed radio play this coming Friday and Saturday
- Loras Players: Miracle on 34<sup>th</sup> Street radio play available online.

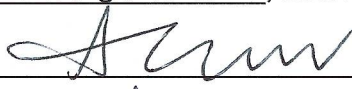
Motion to adjourn by Commissioner Decker, seconded by Commissioner Riedel. Commissioners Levasseur, Halder, Decker, Siegert, Daugherty, Neuhaus, Riedel voted to approve motion; Motion passed. Meeting adjourned at 4:43PM.

**Next meeting: Tuesday, December 22, 2020 at 3:30PM via GoToMeeting**

Respectfully submitted:

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

These minutes were passed and approved on Tues. Jan 5, 2021.

Witnessed By:  (signature)  
Ali Levasseur (printed)  
Chair (officer position)

# Arts & Cultural Affairs Master Plan Task Force

## Working Group & Task Force Updates

As of 11/24/2020 to share with Arts and Cultural Affairs Commission

### Task Force

**Met Wed, Oct 28 at 11AM via GoToMeeting**

Attending: Gina Siegert, Ali Levasseur, Kristin Dietzel, Taylor Cummings, Jason Neises, Geri Shafer, Beth McGorry, Randy Lengeling, Jenni Petersen-Brant

- Staff shared notes (previously provided to Commission) from July 29 Task Force meeting in advance for review
- Updates on working group activities from Staff and Working Group representatives:
  - General Arts & Cultural Affairs updates
  - Accessibility, Equity & Inclusion: Jason spoke on status of Dubuque Renaissance Project
  - Creative Economy: Focused on collaboration with DCFAS to create initial run at a live directory
  - Public Art: Will be focused on reviewing public art policy to present to Council in March 2021
  - Branding & Communications: Focus on pulling together a small subcommittee of 8-12 people for 4-6 month time commitment to develop project brief that will initiate the creation of a campaign that markets the unique qualities and experience offered by Dubuque's arts and culture sector, highlight the value of the arts and draw people in. Subcommittee will create the project brief / RFP and not the campaign, goal will be to hire a consultant that proposes what the campaign will be and implement. Subcommittee will also identify / secure funding sources.
- Other discussion:
  - Request for participation on how Task Force might advocate / support FY21 Office of Arts & Cultural Affairs Budget and Improvement Packages
  - Acknowledgement that it is the end of another year of involvement from current Task Force. Jenni asked that members present consider continuing their engagement as 2020 has been a difficult year to move work forward considering all the challenges. She'll be reaching out individually to confirm involvement before the end of the year. If members are no longer interested in serving, she asked that they please suggest, or ideally reach out, to a replacement who continues to represent their particular sector.
  - 2021 plan for meetings - quarterly in January, April, July, October.
  - Discussion on monetizing fundraising for performing arts centers and taking time to collectively market value of this industry.
    - Beth McGorry volunteered to join a session with arts and culture partners to discuss St Mark's experience in virtual fundraising and resources she uses from national storytelling conference (also used by United Way)
  - Kristin Dietzel leaving GDDC and will not be continuing to serve on Task Force, following up with Rick Dickenson on GDDC rep to replace her
  - Jerelyn O' Conner retired from City at end of October and will not be continuing to serve on Task Force. Her position at City will not likely be filled immediately.

# Arts & Cultural Affairs Master Plan Task Force

**NEXT MEETING anticipated for January 2021**

## Accessibility, Engagement, and Inclusion

**Dubuque Renaissance Steering Committee in lieu of full working group**

**Met Mon, Oct 5 @ 3:30pm via GoToMeeting**

Attending: Ali Levasseur, Alanda Gregory, John Stewart, Taylor Cummings, Duane Hagerty, Claudette Carter-Thomas, Jason Neises, Jenni Petersen-Brant

- Clarification on Project Name
  - Does not include "Harlem" because to keep the focus on Dubuque. The project description still references using the 'Harlem Renaissance' as inspiration for the project. Focus on Dubuque, local talent, and multi-disciplinary approach to celebrating the arts.
- Alanda has connected with younger Black artists that want to be part of this project. Alanda wants them to be in leadership roles in executing the project. Steering committee, or those on this call, are organizational backbone/connections to resources but other Black creatives need to be recruited and invited into the project to be the guiding force.
- Jenni suggested developing teams since project is volunteer created/driven to allow people to focus their expertise and divide up the work needed for this to be successful:
  - Operations: funding, expenses,
  - Marketing / promotion
  - Curatorial / artist and organization coordination: Black artists - curatorial, recruitment
    - Liaison with cultural partners - DuMA, Heritage Center, Bell Tower, Grand Opera, Symphony, et al.
- Taylor offered to do flier printing at Travel Dubuque
- Discussion on the need to have a virtual 'mixer' to start getting a true sense of the possibilities for talent in our community to begin match-making with local organizations and venues
- Next steps:
  - Alanda will send out a doodle poll to Black creatives to set a date set for a brainstorming session the first weekend of December. Jason will do graphic recording. Jenni will find a location - perhaps Five Flags. CFGD McCarthy Center could be an option, too.
  - Jason will reach out to Tom Robbins at Heritage Center to set up a meeting next Thursday.

**NEXT MEETING of full working group scheduled for Mon, Dec 7 at 3:30pm via GoToMeeting.**

## Public Art Infrastructure

**Met Tues, Nov 17 at 3 PM via GoToMeeting**

Attending: Louise Kames, Mary Anderson, Jay Foust, Ryan Decker, Ali Levasseur, Jenni Petersen-Brant

- Introductions as new faces present.
- General discussion on draft public art policy.
- Next steps to include:
  - Upload of draft policy to Task Force Google Drive so all can edit and comment.

# Arts & Cultural Affairs Master Plan Task Force



- Present in current form to select City leadership (Cori Burbach, Jill Connors) to get feedback on whether policy overall is going in an acceptable direction.

**NEXT MEETING anticipated for Mon, Dec 21, 2020 at 3:30 PM via GoToMeeting.**

## Branding and Communications

**Did not meet**

**NEXT MEETING anticipated for Wed, Dec 2, 2020 at 3:30pm via GoToMeeting.**

## Creative Economy

**Did not meet**

**NEXT MEETING anticipated for Tues, Dec 8, 2020 at 6 PM via GoToMeeting.**

## Capacity and Investment

**NEXT MEETING anticipated in January 2021.**