



ARTS AND CULTURAL AFFAIRS COMMISSION MINUTES

DATE: Tuesday, April 28, 2020

TIME: 3:30 p.m.

LOCATION: Via GoToMeeting

Regular Meeting

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

Commissioners Excused: Paula Neuhaus

Staff Present: Jennifer Petersen-Brant

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: Motion to accept minutes of February 25, 2020 as is by Commissioner Riedel, seconded by Commissioner Halder. Commissioners Levasseur, Halder, Riedel, Decker, Siegert, and Daugherty voted to approve motion; Motion passes.

Minutes / Reports from Working Groups: Notes submitted by Petersen-Brant on behalf of various Working Groups reviewed by Commission with general discussion and specific highlights as follows:

CEAE WG – Staff provided overview of sample directories by Artspolis that the Creative Economy WG is looking into for local art & culture sector. WG is recommending Artspolis because of module functionality and overall aesthetics of their sites; proposal and prices reviewed by Commissioners. General discussion on resources to fund startup and ongoing hosting of directory. Opportunities for grant funding, corporate sponsorship, investment across non-profit sector being discussed by WG. Staff to share direct links to both Kansas City and Tallahassee examples with Commission for further review. Commissioner Decker encouraged WG to reach out to DBQ Area Arts Collective for potential partnership / local buildout based on elements on their website.

AEI WG - Commissioner Siegert inquired about status of the Dubuque Renaissance Project. Staff reported the Project is moving slower now with COVID and organizers

want to tread lightly due to constraints local arts organizations are now facing. WG to meet again in May; staff will send update after that meeting. Motion to accept reports by Commissioner Riedel, seconded by Commissioner Siegert. Commissioners Levasseur, Halder, Riedel, Decker, Siegert, and Daugherty voted to approve motion; Motion passes.

Review of Powers proposal for Commission Goal Setting Session: Proposal provided in advance by Commission Neuhaus. Discussion on allocating dollars for this session followed. Staff suggested that FY20 funds originally designated for additional Arts Mean Business activities that were not scheduled due to COVID-19 may be able to support goal setting session. General discussion on services in proposal meeting the Commission's goals for goal setting; Commission requested staff to inquire with Department Manager on funding with understanding that if FY20 funds would be available session may have to take place prior to July 1, 2020.

Program Status Updates from Staff

Arts & Culture Grants: FY21 Operating Support grants deadline has passed; 19 applications received. FY21 Special Projects grants being received with deadline of April 30. Staff noted that special projects grant applications may be down this year do to COVID-19 effects on venues. Review and scoring of grants by volunteer reviewers to commence in May. Volunteer reviewers include: Jennifer Walker, Development Consultant for ECIA; Ellen Dettmer, Development Coordinator for United Way of Dubuque; Akwi Nji, Past IAC fellow, writer, and arts administration professional.

Art on River: Submissions being received through May 1, 2020. Staff requested input from Commission on AOTR install timeline and Grand Opening Reception date due to COVID-19 concerns. Commissioner Daugherty noted that view from Travel Dubuque regarding holding public summer events is still up in the air. Recommended to move forward with same installation timeline but be flexible on date of Grand Opening. Staff to followup with meeting of AOTR planning committee and discussion on shifting to September First Friday rescheduling.

Discussion followed on upcoming meeting schedule to review grant scoring and AOTR recommendations. Commissioner Levasseur recommended holding special meeting on May 19th or June 2nd for review of AOTR applications and use regular meeting on May 26th for reviewing grant scoring and drafting recommendation to City Council.

Arts & Culture Intern and Operating Budget for Office of Arts & Cultural Affairs: Arts & Culture Intern position, as it was unfilled as COVID-19 impacts on City revenue began to be felt, is frozen for FY20 and FY21. Working groups made up of City Leadership Team members will be reviewing operating budgets and prioritizing expenses on a quarterly basis going forward.

Reactions and Responses of the Creative Sector to COVID-19: Discussion and review of efforts by sector with staff noting ongoing weekly Friday virtual check-ins of

arts and culture partners. PIO has given staff permission to add collection of online content being produced to the Arts & Culture section of the City of Dubuque website.

Storm Drain Mural Project: Grant providing materials received. Staff will be working with Kristin Hill to host program again this year; 7 sidewalk murals to be created. Additional details to come.

Asphalt Art Initiative: Dubuque's proposal is a finalist for funding consideration; staff reported positive conversation with representatives of Bloomberg Philanthropies. Notification on application status anticipating in next couple of weeks.

Iowa Arts Council Re-opening Task Force: Staff invited to join Task Force and provide input and bring concerns from Dubuque's arts and culture sector forward. Staff to share back out the local arts and culture partners.

Current Events Reporting from Commissioners: No events reported due to COVID-19 impacts. Commissioner Siegert noted arts and culture organization profiles and virtual events being featured in upcoming issue of Julien's Journal.

Motion to adjourn at 4:35 PM by Commissioner Siegert, seconded by Commissioner Halder. Commissioners Levasseur, Halder, Riedel, Decker, Siegert, and Daugherty voted to approve motion; Motion passes.

Next meeting: Tuesday, May 26, 2020

Respectfully submitted:

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

These minutes were passed and approved on May 28, 2020.

Witnessed By: [Signature] (signature)
Ari Levasseur (printed)
Chair (officer position)

Arts & Cultural Affairs Master Plan Task Force

Working Group & Task Force Updates

As of 4/28/2020 to share with Arts and Cultural Affairs Commission

Task Force

CANCELED due to COVID-19 – March 26, 2020 meeting

NEXT MEETING - Thurs, May 28, 2020 from 8-9am at TBD Location

Accessibility, Engagement, and Inclusion

Met Mon., March 2, 2020 @ 3:30pm, McCarthy Center (2nd floor, CFGD)

Attending: Michaela Freiburger, Ali Levasseur, Jason Neises, Jenni Petersen-Brant, Geri Shafer

1. DEI Professional Development for Arts Leaders & Volunteers

- Due to illness, John Stewart could not attend.
- This will pick back up in April – follow-up on curiosity & cross-cultural communication.

2. Temperature check: wins, team dynamics, challenges, excitement on the horizon

- Wins: Renaissance Project & identifying leaders in the African American community, the power of reaching out into the community to build alliances. Building new partnerships. This group is good at connecting. Professional Development has been good, but sometimes not enough time for the topics. Good to have best practices available to arts community for free; fills a void. Budget hearing about A&C is done, and the response by council members was very positive.
- Team dynamics: Been at this for four years. People of color still not at the table regularly, so their voices not always heard. This is the most fluid of the Master Plan working groups; people come and go which is okay. Maybe it's the nature of this work that people don't want to attend meetings? The Renaissance Project may bring new members into this group, but it's also two meeting per month which may be a lot for some people.
- Challenges: Schedule the PD sessions out further and advertise more widely to arts organizations, city grant recipients. Changing meeting time to get more people of color to attend? Need more diverse voices.
- Excitement on the horizon: Renaissance Project, Humanize My Hoodie, Story-telling workshop of some kind (write an arts grant, Travel Dubuque, Facing Project, PechaKucha, Film Festival, Library, Tim's ALC project, Moth-style event). Documentary about planning the Renaissance Project. Rebranding "All That Jazz" to "Music on Main Street." Creative Economy working group has put together a facebook page that is "live" to connect creatives together ([We Create DBQ](#)).

3. Work plan:

- Dubuque Renaissance project update – John, Jason, Geri
 - Alanda Gregory & Claudette Carter-Thomas are leading the project.
 - Project description has been completed – project will be called Dubuque Renaissance to make it less specific to the Harlem Renaissance topic. Will it be confused with the European renaissance? We need to be sure it has a good elevator pitch to keep it specific to African American culture.

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- Excited to start finding community partners. Need to finalize the pitch. Focus on collaboration and role of each partner. Identify partners who can approach folks on that Excel sheet.
- Need to put together a presentation for the meeting of all the cultural partners.
- Be sure the current plans match grant cycles for the city, Iowa Arts Council, etc. No word yet on the Kresge grant.
- **PechaKucha collaboration – Jason**
 - Try to get more feedback from Heidi prior to next meeting. Hopefully she can attend?
 - Think of potential presenters from “missing voices” communities and ask them to volunteer. Connect them with Jason or Heidi.
 - Next event is April 23rd at 7 Hills Event Center.
- **Humanize My Hoodie opportunity – Jenni**
 - Jenni provided some details about the different options for engaging HMH for activities in Dubuque.
 - Small Group Ally Training, 1:1 Ally Training, Documentary Screening, Art Exhibition, Screenprinting Workshop.
 - Film screening & workshop during JDIFF winter series? Paired with a workshop?
 - Workshops at ALC – screenprinting?
 - Maybe a Hoodie fashion show at DubuqueFest next year?

4. Announcements about upcoming events?

- Friday at the Smokestack event called “Soulscapes” – multi-media performance.
- Bone Thugs & Harmony with local artist Lyric as opening act – March 14
- Architecture Days Dubuque Stories student film: April 13
- JDIFF in April
- Potted Potter at Five Flags on Wednesday. Free pre-party at Five Flags.
- Choir of Man at Five Flags on Thursday. It a pub-like singalong.
- DubuqueFest: May 15 - 17
 - Very intentional about seeking out local artists of color to perform, more artists from Dubuque.
 - Dream Center, Fountain of Youth have been approached to perform.
 - Alanda Gregory is the food vendor coordinator; allowing one-day vendors (not just ones who can be there all weekend)
- Music on Main Street: June – band from New Orleans. Rebranding the event allows booking a wider range of bands, community booths at the event, more diverse audiences. Event takes place in July & August, too.
- Key City Pride is planning a full week of events in June, some under the Town Clock.
- Next year there will be a Master Plan process for Washington Park.
- Smokestack Latin Club, Drag Shows, Jazz & Blues events are regularly offered and gaining popularity.
- Blu Room has a community jam for students, Weds or Thurs night?

Arts & Cultural Affairs Master Plan Task Force

Met Mon., April 6, 2020 @ 3:30pm, virtual meeting via Zoom

Attending: Peggy Jackson, Michaela Freiburger, Jenni Petersen Brant, Ellen Henkels, Geri Shafer, Ali Levasseur, Jason Neises, Alanda Gregory, Kay Schroeder

1. How have you seen the arts being used to connect people across “social distancing” chasms? What else could we be doing?

- Lots of people are really turning to the arts in these times. Music, drawing, art podcasts, art lessons, music lessons,
- On the topic of access. Now that we're forced to, we're creating a rich space to make it easier to access the arts. Forcing us to focus on it and reveal.
- Architecture Days will be done virtually this year. Seems to be interest in this being online, sparks online conversation, online scavenger hunt.
- Live streams of some local bands - Dubuque Main Street
- Internet access has been an issue for education, will affect the arts, too. Put hotspots on school buses and park them in underserved locations. Focus on broadband infrastructure will be amplified after this crisis. Resources Unite is trying to get laptops. Mediacom & Verizon are working on data plan limit bans. Nothing yet from Comelec or I'm On.
- How can artists monetize the access to online/virtual arts? Were artists prepared with the tech & know-how to do it.
- Dubuque Symphony is contemplating doing their spring show digitally, maybe only do it for ticket holders? Tech is a huge barrier. Can't be in the same room now. Ali now on furlough so not in the loop anymore.
- DuMA has existing exhibitions that no-one has seen and new ones starting in May. Will do online galleries, so virtual tours. Trying to figure that out. Are their copyright issues for artists that may not want their works displayed virtually essentially forever?
- Fly By Night is postponing the June show because can't do rehearsals now. Bumped to September next season.
- Historic preservation resources have been released to the public by the National Trust. More available.
- The Grand furloughed all of their staff. Did a few online virtual performances.
- NEA money is not available yet. \$75 million. Arts orgs can apply for the SBA money. May be some state programs to help artists, but no details yet. Americans for the Arts has a national survey about how arts orgs have been affected. The results can be filtered by state & county.
- Now is a good chance to build a marketing plan to anticipate re-engaging with the public. Good resources on the Americans for the Arts page.
- We Create DBQ page is a platform for promoting Etsy or whatever platforms being used to sell art.
- Dubuque365 is publicizing virtual events.
- DBQ Entertainment News group is informal info about what's happening. Links to other groups.
- Megan Gloss recently did articles about the impact on the arts & music scene. Gina Siegert wants to feature something about the Arts & Creative Sector in the May issue of Juliens Journal.

2. Bring ideas for people you'd like to invite to participate in the next Pecha Kucha.

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- The April 23rd event is cancelled, but there may be online options.
 - May not be happening.
 - Let's see how the Architecture Days storytelling goes and regroup if people seem to like it?
 - Investigate some best-practices for people seeking to do this type of work, virtual platforms.
3. **Catch up on next steps for the Dubuque Renaissance Project.**
- April 23rd Renaissance Project virtual meeting.
 - Alanda has continued to work on it. Working on a presentation for the public.
 - "Summer is Coming" message - something in the park that is very informal. Art displays. Maybe around Juneteenth?
 - Could partner with Music on Main Street - June 19
 - Jenni has a GoToMeeting account - could use for a webinar format.
 - Looking for ways to reconnect. Tread lightly, but don't hold back.
 - Arboretum outdoor performances.
 - August grand opening of Art on the River.
4. **Other items to note and/or celebrate?**
- End of May & June events may be happening, but will people feel comfortable going? Many venues thinking the impact may last a full year after it ends before routines get back to normal.
 - Michaela watched Americans for the Arts webinar that was very inspirational. Need to create an account to view the recording but it's free.

NEXT MEETING scheduled for Monday, May 4, 2020 at 3:30pm, McCarthy Center at GDCF.

Branding and Communications

March Meeting CANCELED due to COVID-19

Met Wed, Apr 1 @ 3:30pm via GoToMeeting

Present: Gina Siegert, Miki Robinson, Temwa Phiri, Mallory Gardiner, Jenni Petersen-Brant

1. **Pat McCullough has resigned from involvement due to commitments with leadership transition at McCullough Creative.** Jenni invited him to appoint a McCullough staff member to replace him; she will follow up.
2. **Status of 'Perceptions of Dubuque Arts & Culture Scene' survey**
 - Survey ready for distribution. Discussion followed on whether to release now during pandemic or wait until things have blown over? Consensus to release now and use as a tool for arts organizations to connect with their audiences and remind community of presence/mission, arts and culture as a pillar of life in Dubuque.
 - Jenni to follow up with creating graphic for using online as button/image and sending along with shareable survey link to arts and culture grantees, post to City website and other City channels
3. **Update on We Create DBQ Facebook group**
 - Launched. WG members encouraged to continue sharing and inviting members.
4. **Revisit Master Plan Communications Platform**

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- Platform on Google Drive ready to go. Jenni to copy populate with files (agendas, minutes, etc) that she has and invite all WG's to begin using; need to set launch date.
- Pat McCullough provided updated usage document without login information on it. Jenni to share new version with all Master Plan volunteers.

5. Designation of Chair

- Eric Lucy had been but is no longer involved with WG, no replacement designated when he left. Gina Siegert volunteered to do for the time being to assist in calling meetings, setting agenda, and will also continue helping to record minutes during meetings.
- Revisit chair role at future meeting.

6. Revisit Goals and Role of Branding and Communications WG to refresh Work Plan

- Current work plan considered to be 18 months into work (late 2018 to early 2020)
- General discussion followed by deep dive into refreshing Work Plan tabled until Taylor Cummings, one of the original WG members, is able to join in conversation.
- Suggested to arranged for follow-up meeting in 2 weeks; Jenni to check with Taylor on availability.

NEXT MEETING scheduled for Wed., March 4, 2020 at 3:30pm, McCullough Creative.

Creative Economy

March meeting CANCELED due to COVID-19

Met Tues, April 14 @ 6pm via GoToMeeting

Present: Tabitha Link, Danielle Stowell, Barb Barton (DuMA), Tom Barton (TH), Jenni Petersen-Brant

1. Introductions of new participants

- Barb Barton – Development Director for DuMA
- Tom Barton – Telegraph Herald reporter

2. Designation of WG Chair

- Tab mentioned that Stormy Mochal and Laura Carstens had been acting as co-chairs. As Laura is no longer with the WG, Jenni will check in with Stormy on whether she has interest in being chair.
- Jenni noted that City's paid Arts & Culture Intern position has been frozen for remainder of FY20, and likely through FY21 (or has economy rebounds)
- Revisit chair conversation at May meeting.

3. Updates on We Create DBQ Facebook networking group

- Launched, membership to date = 133 members
- WG Member, Shelby Fry is drafting logo mockups to consider as branding for this group. As Shelby was not able to join us so logo review tabled for May.

4. Review of Artsopolis proposal / pricing

- *Background:* Previous CEAE meetings had identified the Artsopolis platform as one that offers the functionality and aesthetics that would meet the needs a comprehensive, public-facing Dubuque creative economy directory with add-on modules for event calendar and opportunity listing. Proposal and additional information from Artsopolis as appendices.
- Discussion on how to fund:
 - Tangible project with clear timeline and definable outcomes = setup fundable through grant funding, DRA suggested, additional grant research needed

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- Other suggestions:

- Invite arts and culture organizations to partner in match funding/initial investment. Each to pledge at a level comfortable to them, they collect small donations from multiple donors towards the project; CEAE provide collective messaging. Would demonstrate creative community commitment to creation of directory.
- Invite creative individuals / for-profits to contribute to an art auction to raise funds
- Annual fee of directory (\$2400) would be good candidate for corporate sponsorship

- Point made about need for fundraising arm/501c3 for donations/sponsorships to be received

5. Discussion: Supporting recovery of creative sector in wake of COVID-19

- Tab mentioned 20 Dirty Hands Pottery Hour, scheduled for October. Currently moving ahead with original dates while also talking about options for rescheduling as everything is up in the air
- Danielle mentioned Night Market, April market canceled, May is still up in the air. Danielle is in contact with Cori Burbach as direction / authorization from City is needed to hold event. Currently working on an online vendor directory so patrons can continue to connect with local producers.
- Topic of inequitable access to internet – in some regards, people are finding new ways to connect with audiences but not everyone has the skills / infrastructure to go online / access arts and culture online

NEXT MEETING scheduled for Tues, May 12, 2020 at 6 PM via GoToMeeting.

Public Art Infrastructure

NEXT MEETING scheduled for Mon, May 18, 2020 at 3:30 PM via GoToMeeting

Capacity and Investment

NOT MEETING AT THIS TIME

APPENDIX A

For City of Dubuque Arts & Culture Master Plan Working Group and Task Force Updates for 4/28/2020 Arts Commission Meeting

Artspolis Quote received from Jeff Trabucco on 4/13/2020

Attached is our standard 'cost per module' document as a point of reference.

When we set up a new site we normally charge \$6,000 for the development of the site itself followed by the cost of each module. The startup cost covers a roughly 15-month period (approx 3 months of development + the first 12 months of hosting and maintenance). The annual renewal fee is not due until 12 months from the date the website launched to the public.

SCENARIO 1:

Here's a breakdown of the Year 1 startup costs (without the Events Calendar module):

- Site development: \$6,000
- Individual Artist Directory: \$3,000
- Cultural Organization Directory: \$3,000
- Venue Directory: \$3,000
- Classifieds ("Opportunities/Marketplace): \$1,500

SUB-TOTAL: \$16,500

DISCOUNT: -\$825 (-5%)

TOTAL: \$15,675

ANNUAL RENEWAL: \$2,400 (due 12 months after the public launch of the site)

SCENARIO 2:

Here's a breakdown of the Year 1 startup costs (with the Events Calendar module):

- Site development: \$6,000
- Events Calendar: \$9,000
- Cultural Organization Directory: \$0 (included with Events Calendar)
- Venue Directory: \$0 (included with Events Calendar)
- Individual Artist Directory: \$3,000
- Classifieds ("Opportunities/Marketplace): \$1,500

SUB-TOTAL: \$19,500

DISCOUNT: -\$1,365 (-7%)

TOTAL: \$18,135

ANNUAL RENEWAL: \$2,400 (due 12 months after the public launch of the site)

APPENDIX B

For City of Dubuque Arts & Culture Master Plan Working Group and Task Force Updates for 4/28/2020 Arts Commission Meeting

Additional Information received from Jeff Trabucco on 4/14/2020 Questions drafted by Jenni Petersen-Brant

Answers to your questions:

- Are there any limitations to the number of profiles (individual artists/orgs/venues) that can be hosted on the site?

No limitations. Once you're on the platform you would have unlimited listing capacity for artists, orgs, venues, and all other content.

- Once the site is built, is our team able to control/adjust content or ongoing management/updating lay with your folks?

You will have administrative access to all content on the website. Any listings posted by the public will be held in the "Pending" queue for your approval before they are published. You can edit that content during the publishing process or any time afterwards.

There are some elements within the site's template system that we (our support team) would normally adjust for you. Things like if you wanted the color of a button changed or a system graphic updated. Normally those tasks are included in the start up and/or annual renewal fee.

- Is there a way to 'test' the admin side of things?

This is possible. We would need to set up a temporary admin account for you to review things on the admin side. I'm also happy to run a demo session for your team to walk you through the various tools and features.

- Are there plug-ins to allow for charging fees for a profile or event to be listed on the site?

We have one site that uses WooCommerce as the plugin 'engine' for charging membership fees. For the payment gateway they Stripe. Some of our other sites also have paid membership programs, but direct folks to other 'non-plugin' solutions.