



ARTS AND CULTURAL AFFAIRS COMMISSION MINUTES

DATE: Tuesday, October 27, 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: Jay Foust

The meeting was called to order by Commissioner Levasseur at 3:32 PM following staff assurance of compliance with Iowa Open Meeting Law.

Review of Minutes: Motioned to approve minutes of September 22, 2020 with corrections by Commissioner Siegert, seconded by Commissioner Decker. Commissioners Halder, Decker, Siegert, Daugherty, Neuhaus, Levasseur, Riedel voted to approve motion; Motion passed.

Reports from Master Plan Working Groups/Task Force:

Review of submitted notes relating conversations of active Master Plan Working Groups and Arts Task Force. Discussion followed. Public Art Working Group to meet in November; Commissioners Levasseur and Decker asked take part in that meeting. Request for meeting of the Art on the River planning committee to meet soon. Discussion on volunteer and leadership attrition. Motion to accept working group reports by Commissioner Daugherty, seconded by Commissioner Decker. Commissioners Levasseur, Halder, Decker, Siegert, Daugherty, Neuhaus, Riedel voted to approve motion; Motion passed.

Status Updates from Staff

FY22 City Budget Improvement Packages: Excel spreadsheet shared laying out Improvement Package costs, narratives, and associated Equity worksheets as submitted for the FY22 (July 1, 2021-June 30, 2022) operating budget of the Office of Arts and Cultural Affairs under the Economic Development Department. Instruction on structure / template used by City budgeting process from Staff. FY22 Improvement

packages include \$50,000 for Operating Support Grant Program, \$5,000 to support arts and culture specific DEI training for grantees, and \$1,600 for Commission goal setting. Clarification asked for on what CDBG stands for; Staff to forward CDBG map to Commission. Motion to support FY22 Improvement Packages as submitted by Commissioner Riedel; seconded by Commissioner Halder. Commissioners Levasseur, Halder, Decker, Siegert, Daugherty, Neuhaus, Riedel voted to approve motion; Motion passed.

Special Projects grant program: FY21 Special Projects funding recommendation from Commission approved by City Council; contracts out to awardees with notifications on program status sent to other applicants.

Review of Special Projects Funding Program by Grants Sub-committee:

Discussion on grant subcommittee's work in reviewing criteria and framework of current funding programs. Subcommittee including Commissioners Neuhaus, Daugherty, and Halder with Staff have meet virtually. Input from current grantees gathered through a weekly Friday check-in of arts and culture grantees held by Staff. Subcommittee encouraged by other Commissioners to examine alignment of funding programs with City Council goals, timeline necessary for thoroughly overhaul, and asked to present formal recommendation of FY22 program implementation for Commission to review at November meeting.

Public Comment: Jay Foust of Dubuque, IA in attendance. No comment on items being discussed, attended to listen to conversation and learn more about the Commission's work. Foust shared his connection to Dubuque's arts and culture sector; he recently created pavement mural at Monk's and has previously designed and created a painted crosswalk in collaboration with Dubuque Main Street in the Central Avenue Corridor. Foust also works for Gigantic Design focusing on web experience and is interested in getting involved in the City's arts and culture master plan work and other initiatives.

Current Events Reporting from Commissioners:

- DCFAS - DubuqueFest Fine Arts Festival planned from May 21-23, 2021. Artist / vendor applications being updated and will be released soon via Zapplication;
- DBQ Area Writers Guild – annual anthology being published with readings planned in coming months;
- DBQ One Act – virtual Winter play reading anticipated;
- Bell Tower Theatre holding live performances of Church of Diminishing Returns
- Grand Opera House planning Rocky Horror Picture Show
- Loras Players - Digital One-Day Play available on Youtube channel; at daily.loras.edu; *War of the Worlds* radio production available at daily.loras.edu
- Trainwreck Productions - Drinks & Dialogue continues first Sunday of the month at 4:30 (via Zoom), trainwreckproductions.org
- Clarke Theater presenting 39 Steps, Nov 20-22.

Motion to adjourn by Commissioner Halder and seconded by Commissioner Decker. Commissioners Levasseur, Halder, Decker, Siegert, Daugherty, Neuhaus, Riedel voted to approve motion; Motion passed. Meeting adjourned at 5:16PM.

Next meeting: Tuesday, November 24, 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, Nov. 24, 2020.

Witnessed By:  (signature)

Ari Levasseur (printed)

Chair (officer position)

Arts & Cultural Affairs Master Plan Task Force

Working Group & Task Force Updates

As of 10/27/2020 to share with Arts and Cultural Affairs Commission

Task Force

Meeting scheduled for Wed, Oct 28 at 11AM via GoToMeeting

NEXT MEETING anticipated for January 2021

Accessibility, Engagement, and Inclusion

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

Attending: Geri Shafer, Jenni Petersen-Brant, Ali Levasseur, Jason Neises, John Stewart, Cristin Waterbury, Taylor Cummings, Clara Lopez, Paul Duster. Special guest: Brian Hallstoos with the Nathaniel Morgan Memorial Committee

Complete notes forthcoming.

NEXT MEETING scheduled for Mon, Nov 2 at 3:30pm via GoToMeeting.

Branding and Communications

Met Thurs, Oct 15 @ 10AM via GoToMeeting

Present: Gina Siegert, Miki Robinson, Taylor Cummings, Jenni Petersen-Brant

- Taylor and Jenni met on September 21 to follow-up on questions posed during September B&C Working Group regarding hierarchy of branding needs for arts and culture sector. Report on that discussion included:
 - By focusing on branding the experience offered by Dubuque's Arts and culture, it trickles down to supporting the both the City, arts and culture practitioners, and arts and culture institutions, both for-profit and non-profit. Would also support making Dubuque residents more aware of the value of arts and culture to quality of life. Recommendation from Taylor and Jenni to WG is to go in this direction.
 - Taylor recommends that 6-month be dedicated to developing the Project Brief based on her experience with the Grand Wood Loop branding. The goals and obstacles of that project are similar to this one.
 - Minimum timeline of Nov – Feb, publish March? Will depend on identifying funding.
 - 3 'choices' discussed in crafting a branding campaign.
 - #1 – Do nothing, not really a choice if we want the work of the Master Plan to move forward
 - #2 – Do the work as the committee, no cost but would draw out timeline and quality may suffer as perspective is only from the inside of the sector

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- #3 – Contract outside entity, will require identifying and securing funding source but offers the highest quality product, streamline process – Committee can focus on weighing in on ideas presented instead of coming up with the ideas by committee
 - Project brief should be shaped by more than just B&C WG members. This WG leads effort but invites others to be part of Working Group for a short-term basis.
- Discussion followed on who needs to be at the table in shaping the project brief
 - Recommendation to have 5-8 people max, creatives and non-creatives
 - City PIO, 1-2 others from Task Force, Marketing Professional, CFGD, GDDC, 1 Rep of other Working Groups, Dubuque Renaissance Project, Main St, Chamber
 - Include others as mini-focus groups before finalizing project brief
- Discussion followed on minimum outcomes of project brief:
 - Name, Logo, Tagline, Website
- Discussion on communicating what working groups are working on throughout roster of volunteers.
 - As Jenni is closest to the work of each, she'll work on identifying strategies and work are being prioritized, bring to Task Force, Commission and others. Help Task Force draft report for City Council.
- Next steps:
 - Taylor to draft invite to participate in Project Brief development.
 - WG members to contact invitees as discussed.
 - First meeting for Project Brief development to be scheduled for November 2020.

NEXT MEETING anticipated for Wed, Nov 4, 2020 at 3:30pm via GoToMeeting.

Creative Economy

Met Tues, Oct 13 @ 6pm via GoToMeeting

Present: Tab Link, Ali Levasseur, Jenni Petersen-Brant

1. Reminder about Creative Professionals Networking Conference.
 - Being organized by Alanda Gregory, Tri-Phoenix Media
 - October 23 – evening virtual mixer, October 24 – full day of virtual panels, presentations, and conversation
2. Status on DCFAS website
 - Working continues to move forward. Soft launch anticipated in November. With artist directory included anticipated for January.
 - Artsopolis-like platform available through plug-in.
3. Shelby Fry not in attendance so no review of WeCreatedBQ logo revisions
4. Discussion on how it is going with confirming directory listing
 - Tab reported that she has been reaching out but not getting many responses. Wonders if people are taking it seriously, think it is a real thing. Discussion on how WeCreatedBQ logo, other branding / 'official' seeming communications may help.

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- Jenni to follow-up with Shelby to move forward on logo at November WG meeting.

NEXT MEETING anticipated for Tues, Nov 10, 2020 at 6 PM via GoToMeeting.

Public Art Infrastructure

NEXT MEETING anticipated in November 2020.

Capacity and Investment

NEXT MEETING anticipated in January 2021.