



ARTS AND CULTURAL AFFAIRS COMMISSION MINUTES

DATE: Tuesday, December 17, 2019

TIME: 2 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, Nicholas Halder
Staff Present: Jennifer Petersen-Brant, Arts & Cultural Affairs Coordinator for City of Dubuque
Public Present: Jean Tucker

The meeting was called to order by Commissioner Levasseur at 2:01 p.m. following staff assurance of compliance with Iowa Open Meeting Law.

Review of Minutes: Motion to accept minutes of November 26, 2019 regular meeting by Commissioner Decker, seconded by Commissioner Neuhaus. Commissioners Levasseur, Riedel, Decker, Siegert, Daugherty, Neuhaus, Halder 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 with request to share documentation from Loras College Sports Marketing class' arts and culture survey in advance of next meeting electronically with Commissioners. Motion to accept report by Commissioner Daugherty, seconded by Commissioner Riedel. Commissioners Levasseur, Riedel, Decker, Siegert, Daugherty, Neuhaus, Halder voted to approve motion; Motion passes.

Report on Arts Mean Business event attendance demographics and feedback: Petersen-Brant provided PDF of Survey Monkey results with Commissioners prior to the meeting for discussion. Survey results highlighted attendees represented 37% Arts, 29% Business, 13% City (all members of Leadership Team), 21% Other. Representatives of Travel Dubuque, Chamber of Commerce, GDDC, Clark, Loras, DB&T, Premier Bank, Hirschbach, City Council in attendance.

Discussion followed regarding: 1) strategies to increase business community attendance while noting this year's attendance was improvement over past years; 2) requested evaluation marketing of event to reach broader audience in general; 3) suggestion to deepen Chamber involvement i.e. possible representation on planning committee, leveraging YP, champion of the arts Chamber award; 4) broaden communication with arts groups and within City Economic Development channels; 5) continue to hone message of importance/methods for businesses to leverage/engage in the arts. Petersen-Brant noted that planning and marketing should be able to occur further in

advance as she is more up to speed and planning committee is already thinking to next November's events.

Review for FY21 Arts and Culture Grant Guidelines and Application Forms for Approval: Petersen-Brant provided PDF's of drafts of FY21 Arts and Culture Operating Support (OS) and Special Projects (SP) grant guidelines prior to the meeting for discussion. Petersen-Brant noted that current drafts of grant program guidelines have been developed with input from Grants Subcommittee of Commissioners Neuhaus and Daugherty. Discussion followed regarding: 1) SP partnership stipulations and language; 2) clarification of cash match level, highlight not needed with OS; 3) consensus that SP 2-year funding limitation be removed, as it is carry-over from previous years that potentially disrupts momentum of those excelling with DEI, partnerships. Commissioner Levasseur requested staff to provide report at January 28, 2020 meeting breaking down what organizations have received funding, how much, and for what over past several years to better explore elimination of 2-year funding limitation. Petersen-Brant noted ongoing research into other communities' arts grant programs for models that might be replicated to expand needs of Dubuque's arts and culture sector; Commissioners Neuhaus and Riedel encouraged exploration of major vs. mini grants structure to SP in future.

Final review and approval of guidelines tabled until January 28, 2020 regular meeting of the Commission.

Planning for Commission Goal Setting Meeting: General discussion regarding holding special goal setting meeting for the Commission in anticipation of report on Arts Commission efforts to City Council at end of fiscal year. Discussion noted that Julie Steffen facilitated last goal setting in August 2018. Suggested local facilitators included Jack Powers, Julie Steffen, David Schmidt, and Geri Shafer. Petersen-Brant to review operating budget for potential stipend. Meeting to be held in January or February with preference for January due to universities reconvening, Commissioner Riedel only available Tuesday in February. Motion for Commission Chair Levasseur to call a 2-hour Special Meeting for Goal Setting in January 2020 with 3rd party facilitator by Commissioner Neuhaus, seconded by Commissioner Daugherty. Commissioners Levasseur, Riedel, Decker, Siegert, Daugherty, Neuhaus, Halder voted to approve motion; Motion passes.

Grant submission, Asphalt Art Initiative: Petersen-Brant disseminated information and grant submission materials for the Sustainability Awareness Bus Stop Sidewalk Murals grant proposal submitted to Bloomberg Philanthropies' Asphalt Art Initiative on December 12, 2019.

Current events from Commission:

Commissioner Decker noted Rock of Ages coming to the Grand Opera House in February. Commissioner Riedel noted final weekend of Nice Family Christmas upcoming at Bell Tower Theater. Commissioner Levasseur noted retirement party for Five Flags staff Don Howes and Terry Shallow, upcoming Toys for Tots event, and blood drive.

Motion to adjourn by Commissioner Riedel, seconded by Commissioner Halder at 3:32 PM.

Next meeting: Tuesday, January 28 at 3:30 PM at Five Flags

Respectfully submitted:

Jenni Petersen-Brant
Arts and Cultural Affairs Coordinator

These minutes were passed and approved on Jan. 28, 2019.20

Witnessed By:  (signature)

Alison Lejasseur (printed)

Its: Chairperson (officer position)

Arts & Cultural Affairs Master Plan Task Force

Working Group Updates

As of 12/17/19 to share with Arts and Cultural Affairs Commission

Task Force

NEXT MEETING: THURSDAY, JANUARY 23, 2020 @ GDDC, 8am

Accessibility, Engagement, and Inclusion

NEXT MEETING: MONDAY, JANUARY 6, 2020 @ DBQ COMMUNITY FOUNDATION, 3:30pm

Branding and Communication

Regular (1st Wed of the month) meeting not held.

Attended presentation by Loras College Sports Marketing Group, Thurs, Dec 5.

Collaborative meeting with Creative Economy Working Group on Tues, Dec 10. *See below.*

Creative Economy

Met Tues, Dec 10 @ Smokestack, 6pm

Present: Tabitha Link (CE), Temwa Phiri (BC), Gina Siegert (BC), Pat McCullough (BC), Eric Petersen-Brant (DBQ Com), Andrew Raeside (DBQ Com), Jenni Petersen-Brant (Staff)

Meeting structured as an opportunity for the Creative Economy and Branding & Communications Working Groups to connect and initiate collaboration regarding Creative Economy Directory.

Noted at beginning of meeting that the term artist used for meeting discussion was to be loosely defined as anyone working within the creative economy in any art form, any genre, at any skill level located in Dubuque or Dubuque County.

Discussion prompted by agenda covered:

- What is the directory for?
 - Promoting tourism
 - Connecting to artists for projects
 - Fostering artist to artist collaboration
 - Building reputation / visibility of Dubuque as a place where lots of artists choose to make their home, where artists feel supported
 - City to share calls / opportunities
 - For non-profits to find the talent / skills they need for projects / events
 - Employment retention / small business development
- How does that inform the need / functionality / design for a public interface?
 - Identifiers for artists to self-select, those identifiers are then a searchable tool for the public to use
 - Possible incorporation of a gig app
 - Social links, website links to provide contact point and reviews / recommendations already found on artist's personal

Arts & Cultural Affairs Master Plan Task Force

- Color scheme that links back to the branding / colors of the Arts and Culture Master Plan
- Keep it simple!
- What resources might be needed to develop / support the directory?
 - Setting / maintaining the reputation of the directory is important
 - Process for quality control, maybe examining backend insights for level of traffic
 - Does there need to be a review process to 'join' the directory, like those juried onto ArtAxis. Generally considered that this was not an important aspect but acknowledged that regular review of directory would be needed to keep up to date? Ongoing need for intern? B&C WG?
 - Possibly mimic of a model, or branch off something like the Iowa Culture app through the Iowa Arts Council; staff to investigate
- Initiating networking of Creative Economy through public Facebook group
 - Based on model from Chicago Artists Resources
 - The collective community will create / post the content, to be loosely overseen by B&C WG and Staff
 - Goal to share opportunities, events, art work, art found around DBQ
 - Good place to start prior to directory being compiled for inclusion and release on public interface
 - B&C WG to outline guidelines for engagement and set group standards, to be discussed at their next meeting (January)
- Other ideas/concerns discussed:
 - Indoor art market, arts expo – Millwork Night Market, revisit with Danielle Stowell at next meeting
 - Desire to inventory arts or arts and craft fairs in DBQ and DBQ County happening on a regular basis; check in with DBQ County Fine Arts Society on status of their annual event.
 - Connecting artists who have work they wish to donate to fundraise for causes
 - Connecting artists with non-traditional venues to activate spaces, think outside of the box for opportunities: Kennedy Mall
 - Perceived lack of Community Arts Center, community learning spaces with a broad mission, room for all disciplines to be under one roof – is this truly missing and what gap would be filled / benefits would it have if it existed
 - Tools for artists wanting to start a physical business, whether that is being at farmer's market or having a storefront or having a home-based business, etc, on City Arts and Culture web pages – licensing, permits, funding opportunities, available property

Capacity and Investment

NOT MEETING AT THIS TIME

Public Art Infrastructure

NOT MEETING AT THIS TIME