



## ARTS AND CULTURAL AFFAIRS COMMISSION MINUTES

---

**DATE:** Thursday, June 23, 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, Paula Neuhaus.

**Staff Present:** Jennifer Petersen-Brant

The meeting was called to order by Commissioner Levasseur at 3:38 PM. following staff assurance of compliance with Iowa Open Meeting Law.

**Review of Minutes:** Motion to accept minutes of May 23, 2020 and June 9, 2020 with changes by Commissioner Decker, seconded by Commissioner Daugherty. Commissioners Levasseur, Halder, Riedel, Decker, Siegert, Daugherty, and Neuhaus voted to approve motion; Motion passed.

**Minutes / Reports from Working Groups:** Notes submitted by Petersen-Brant on behalf of various Working Groups reviewed by Commission with general discussion.

- B&C WG: Survey now at 246 responses. City Manager requested report on survey results which Staff will create and share with MVM, City Council as consent item at upcoming regular meeting, and A&C Partners. Discussion on use of survey results for Commission goal setting.
- No report from Public Art WG noted. Public art policy draft in progress. Staff noted that with David Schmitz's departure, chair of WG has been lost and no one has stepped up to help convene meeting; Commissioner Decker expressed interest in joining Public Art WG.
- Commissioner Levasseur expressed interest in attending next Creative Economy WG meeting.
- Staff has been asked to provide report to Department Manager Jill Connors as to what each WG is focused on as it relates to Master Plan and Staff's role in supporting each WG.

Motion to accept reports by Commissioner Siegert, seconded by Commissioner Decker. Commissioners Levasseur, Halder, Riedel, Decker, Siegert, Daugherty, and Neuhaus voted to approve motion; Motion passes.

### **Status Updates from Staff**

**Statement of Solidarity/Equity Commitment release and feedback:** Statement shared with partners, via City Enews (Civicplus), and social feedback. Also shared with City Council in submission of June 9 Special Meeting minutes. Staff shared supportive email received from citizen.

**Funding for FY21 Grants:** No updates as of yet on amount of funding available to disperse or whether consideration is being given to shifting of Special Projects funding to ensure maximum Operating Support is available. Letter drafted and submitted by Commissioner Levasseur received response from City Manager acknowledging receipt of letter.

**Art on the River (AOTR) Update:** Staff has meeting with City Manager and others this week regarding availability of funding for AOTR. Staff will provide update following meeting.

### **New Business**

**Solidarity Mural:** Staff provided background on project's development, the mural's message, and local artist Shelby Fry. Mural approved by City Manager to go on Main St / East facing wall of Five Flags with Voices Productions producing / handling logistics related to the mural. Community invited to participate in painting process; discussion on how Commissioners can help spread the word about the project. Press release to be issued by City which will also be shared on social media to highlight call to action, age limitations, and request for donations; Voices Productions estimates \$10,000 cost to produce a match from Trappist Caskets. Discussion on murals inclusion in proposed Five Flags Center.

**Asphalt Art Initiative Grant Received from Bloomberg Foundation:** Staff applied in December 2019 for Asphalt Art Initiative and received notification on June 22, 2020 of \$25,000 grant for proposed Sustainability Awareness at Bus Shelters Sidewalk Mural project. Project will create series of sidewalk mural under and spilling out onto the sidewalks around 14 public bus shelters in Dubuque. Green Dubuque is serving as fiscal agent; Transit Department and Sustainability Communities involved in outreach and funding match. Project timeline delayed due to late notification from Bloomberg (anticipated in Spring) and COVID-19 impacts on City priorities and budget. Staff will be following up with Bloomberg to reschedule implementation to 2021. Partners and City Leadership have been notified of award.

**Other:** Staff notified Commission of an email that will be circulated containing link to questionnaire on Commission composition and regarding DEI related to City boards and commissions. Commissioners asked to complete once they receive.



**Current Events Reporting from Commissioners:**

- Bell Tower plans to reopen with a live play on August 14.
- River Museum canceling Taste of Dubuque. Also plans to shorten July 4<sup>th</sup> activities.
- Lighted Boat Parade cancelled.
- Art on the River Grand Opening will be moved, but possibly canceled, if hosting up program approved by City.
- TrainWreck Productions restarting Drinks and Dialogue on Thursdays
- Loras College to announce what radio plays will be happening this Fall.
- TorqueFest still scheduled for first week of July.
- Youth Baseball has restarted.
- Dubuque County Fair scheduled for 4 days (instead of 6) with entertainment rescheduled to 2021 event.
- Five Flags Center to reopen with Dock Dogs end of July.

Motion to adjourn by Commissioner Decker and seconded by Commissioner Siegert. Commissioners Levasseur, Halder, Riedel, Decker, Siegert, Daugherty, and Neuhaus voted to approve motion; Motion passed. Meeting adjourned at 4:45 PM.

**Next meeting: Tuesday, July 28, 2020**

Respectfully submitted:

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

These minutes were passed and approved on July 21, 2020.

Witnessed By: [Signature] (signature)

Ali Levasseur (printed)

Chairperson (officer position)

# Arts & Cultural Affairs Master Plan Task Force

## Working Group & Task Force Updates

As of 6/23/2020 to share with Arts and Cultural Affairs Commission

### Task Force

NEXT MEETING - Thurs, July 23, 2020 from 8-9am at TBD Location with virtual option provided

### Accessibility, Engagement, and Inclusion

June meeting not held.

Conversations amongst individual WG members have however led to the development of a webinar to be facilitated by John Stewart regarding DEI professional practices to be followed by subsequent introduction of Dubuque Renaissance Project during upcoming virtual check-in with Arts & Culture grantees; check-ins currently be conducted on a weekly basis through the Office of Arts & Cultural Affairs.

NEXT MEETING scheduled for Monday, July 6, 2020 at 3:30pm, via GoToMeeting.

### Branding and Communications

**Met Tues, June 16 @ 3pm via GoToMeeting**

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

#### 1. Discussion on next steps with Perceptions of Arts & Culture Survey

- Dubuque Arts & Culture Scene Survey is being pushed out again through A&C Office, grantees, and others. 181 responses as of time of meeting.
- Jenni noted that City Manager requested status update on survey and inquired if results were available yet. She compiled and shared a 4-page report reflecting feedback received through June 12, 2020; report includes data condensed into graphs and links to PDFs of responses to open ended questions.
- In what forms should the information be shared with grantees and stakeholders vs. the general public?
  - Taylor suggested mimicking what Travel Dubuque receives from Travel Iowa. As an industry partner, they receive the full 50+ page market report. That report is also available to the public as a link on the Travel Iowa website; only those interested in the details search for it. For the general public, Travel Iowa creates a 1-page summary that is visually interesting and provides a snapshot of the info with the goal of validating the narrative Arts & Culture wants to tell.
    - [https://www.traveliowa.com/userdocs/pages/Trsm\\_CountyImpact\\_08122019.pdf](https://www.traveliowa.com/userdocs/pages/Trsm_CountyImpact_08122019.pdf)
  - What should be highlighted in the summary?
    - Introductory foundation in highlighted sentiment statements, ex: what percentage of respondents agree or strongly agree that Dubuque has a vibrant arts and culture scene. Feature in a way that they can be converted into easy-to-share and use infographics for arts grantees.
    - Combine 'General Audience' and 'Arts Audience' responses for graphs on 'How important is access to diverse arts and culture activities in Dubuque for you and

# Arts & Cultural Affairs Master Plan Task Force

your family or friends?’ and ‘Do you or your family participate in or attend arts and culture events in Dubuque as often as you would like to?’

- Do not include feedback pertaining to marketing and promotion; that info to stay in full report for benefit of arts partners
- Who to share with?
  - GDDC, City Council, City Leadership, Arts Partners / Grantees, Chamber, other Working Groups (by July 1)
  - Arts Commission (for July 23 meeting)
  - Continue on quarterly basis
- Jenni to work on summary using graphics / branding of other Master Plan documents, Taylor volunteered to help as able. Gina and Miki to review before publication.

## 2. Other

- Discussion on use of survey feedback to support COVID recovery
  - How can the information be used alongside a Call to Action? Example of Iowa’s Gift Card Program, are any of our arts partners taking part? Is there a collaboration / partnership with Travel Dubuque or Chamber to be explored similar to efforts around calls to support the restaurant industry?

NEXT MEETING scheduled for Wed., July 1, 2020 at 3:30pm, via GoToMeeting.

## Creative Economy

**Met Tues, June 16 @ 6pm via GoToMeeting**

Present: Shelby Fry, Andrew Raeside, Jenni Petersen-Brant

### 1. Next steps on Creative Economy Directory

- Shelby Fry shared several logo mockups for further branding of We Create DBQ
  - Discussion on mockups followed. Shelby will present variations in color and layout of option liked at next CEAE meeting.
- Discussion on splitting up current directory listings among WG members to confirm info. Originally was to be work of City paid intern but internship frozen due to COVID-19.
  - Jenni shared screen and walked others through what has been compiled thus far, 250 listings. How best to split up list discussed; possibly separate onto individual sheets. Jenni will forward list and process.
  - Andrew and Shelby up for the task of contacting people.
  - Need for submission form; Jenni to create simple form on Microsoft Forms.
- Discussion on strategies for intentional outreach to artists of color.
  - How do ensure the AoC are represented and included in the directory? How do we encourage more AoC to make their home and livelihood in the Dubuque area?
  - Solidarity mural discussed as opportunity for AoC being recognized and involved in the creation of public art in Dubuque. May serve as relationship building project, catalyst for communication and connection.

NEXT MEETING tentatively scheduled for Tues, July 16, 2020 at 6 PM via GoToMeeting.

# Arts & Cultural Affairs Master Plan Task Force



## Public Art Infrastructure

Did not meet in June. NEXT MEETING tentatively scheduled for Mon, July 20, 2020 at 3:30 PM via GoToMeeting.

## Capacity and Investment

**NOT MEETING AT THIS TIME**