

Minutes  
**ARTS AND CULTURAL AFFAIRS ADVISORY COMMISSION**

September 25, 2012

Lacy Board Room

Carnegie-Stout Library

**The meeting was called to order by Chair O'Rourke at 4:30 p.m. following staff assurance of compliance with the Iowa Open Meeting Law.**

Commissioners present: Ellen Henkels, Louise Kames, Marina O'Rourke, Sue Riedel, and Julie Steffen.

Staff Present: Jerelyn O'Connor.

**Approval of Minutes of August 28, 2012.** Motion made by Riedel, seconded by Henkels to approve minutes as read. Motion carried 5-0.

## **NEW BUSINESS**

### **Grand Opera House Special Project Grant Amendment Request**

Commission reviewed the request from the Grand Opera House. O'Rourke stated that she thought that the proposed change was a totally different project than the one that had been approved for the grant. There was a concern expressed about the precedent that would be set to approve such a substantial change to the project. Motion by Henkels, 2<sup>nd</sup> by Steffen to deny the amendment. Motion approved 5-0.

### **Operating Funding Program Review**

During the operating funding grant review earlier this year, a commissioner questioned whether there should be a minimum point threshold established to qualify for operating support funding. There was considerable discussion about this and consensus was that the existing point grading system was effective in determining funding levels.

### **Special Projects Grant Program**

O'Connor shared with the commission a listing of the grantees and projects funded over the last 8 grant competition cycles. She raised questions on whether commission would want to consider changing some of the eligibility criteria (such as 501 (c) 3 status) to open up the competition to more organizations. There was also discussion on reviewing the evaluation criteria to encourage proposed projects which would address the city council's arts and community engagement priorities. One option would be to create a pilot program or set aside of grant funds. Another possibility discussed by the commission was to allow individual artists to apply for funding, particularly since there is a gap in funding individual artists at the state level. The commission asked staff to look at model programs for funding individual artists and also to look at ways to incorporate the council goals in the rating criteria.

## OLD BUSINESS

### Arts Means Business Marketing Plan

Commissioners proposed specific ideas for marketing to key audiences.

- General Public: Return on Investment (ROI), job support, explain path of an arts dollar throughout the community by highlighting local employees.  
*Box ads in the newspaper, such as "follow the art dollar" and "did you know..."*  
*Create a DVD on the arts in Dubuque*
- Elected Officials, local and statewide: ROI, number of attendees, total economic impact, Arts creates livability and attracts and retains residents, methodology of study sound  
*Address city council*  
*Have arts component included in the congressional staff visit*
- Arts Organizations: use the data to show donors ROI, calculate your own economic impact, use data in program development and benchmarking, increase board awareness of economic impact issues and understand audience spending habits  
*Piggy back on grant-writing workshop*  
*Meet and greet event for arts organizations*
- Chamber/Convention and Visitor's Bureau: Reinforce RIO message to all business, audience impact of spending at event critical, all arts money stays in the community, arts tourists stay here longer, the arts support community jobs and buys community products and services  
*Get arts advocate on board*  
*Cultivate partnership with CVB*  
*DVD*
- Businesses, Corporations, Economic Development: ROI, arts worthy of business investment, methodology of study sound, find ways to connect arts to your mission and employees, provide a calculator to show the impact support of the arts has or could have, the arts are resilient businesses, the arts support community jobs and buy community products and services, adds cultural vibrancy to attract and retain a creative work force.  
*How do we help arts organizations reach out to businesses*  
*Arts organization need talking points to reinforce message –one pager bulleted*  
*Order additional calculators*

### ITEMS FROM COMMISSION

Sue Riedel said she spoke with Chamber CEO Molly Grover about the possibility of having an arts advocate on the Chamber Board of Directors. Molly Grover suggested that to proceed, submit names of 2 arts leaders to the board nominating committee

along with a justification. Staff suggested that Commission should first run this by City Council.

## ITEMS FROM PUBLIC

### INFORMATION SHARING

Marina O'Rourke stated that she will accept the Proclamation on Arts and Humanities Month at the October 1 city council meeting. She also shared the written comments she will make when accepting the proclamation.

### ADJOURNMENT

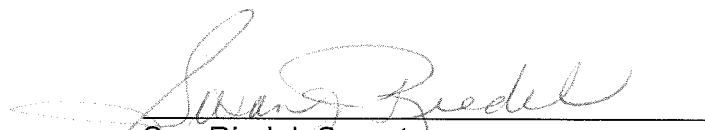
Motion by Riedel, seconded by O'Rourke to adjourn. Motion passed 5-0. Meeting adjourned at 6:15 p.m. Next meeting is Tuesday, October 23, 4:30 p.m.

Respectfully submitted,



Jerelyn O'Connor  
Neighborhood Development Specialist

These minutes were passed and approved on October 23, 2012.



Sue Riedel, Secretary