

MINUTES

ARTS AND CULTURAL AFFAIRS ADVISORY COMMISSION

REGULAR SESSION

Tuesday, April 24, 2007, 3:30 p.m.
Board Room, Carnegie Stout Public Library
360 W. 11th Street, Dubuque, Iowa

Meeting was called to order at 3:37 p.m. following staff assurance of compliance with the Iowa Open Meeting Law.

Commissioners present: Sue Riedel, Ellen Henkels, Louise Kames, Amy Weber, Mark Wahlert, Geri Shafer

Absent: Paul Kohl

Staff Present: Jerelyn O'Connor, Liz Willems

Approval of Minutes of March 27, 2007

Motion by Henkels to approve. Second by Wahlert. Motion passed 6-0.

NEW BUSINESS

Report on Cultural and Entertainment District Research.

Dan Lobianco, Executive Director, Dubuque Main Street.

Dan distributed a report summarizing the data collected from various retail establishments in the Cultural and Entertainment District. They compared actual cash register receipts from dates where there was an event or cultural offering downtown to a similar date where there was not an event scheduled. Data was collected on a variety of events over a number of months. Although this was not a scientific study, there was a marked increase in the retail activity when there was an event downtown. They collected data from restaurants and gas stations/convenience stores. The data indicates a significant positive impact on merchants when a special event occurs at a downtown venue. Dan mentioned that they would like to conduct a more comprehensive study at some point in the future. Dan also updated the Commission on the status of the Historic Tax Credit legislation.

REVIEW APPLICATIONS FOR FY2008 OPERATING SUPPORT:

The Commission reviewed each application to determine applicant eligibility. The Commission did not review the Dubuque Arboretum application since it was received after the deadline. After extensive discussion, the Commission determined that the other 11 applicant organizations met the eligibility criteria. However, the Commission had questions on whether the primary mission of Four Mounds Foundation is arts and culture. The Commission reviewed the purpose stated in Four Mounds Articles of Incorporation. Staff suggested that there are

similarities in stated purpose in the articles of incorporation for Four Mounds and the Dubuque County Historical Society, but commission could utilize the selection criteria to differentiate funding awards between various organizations.

Based on the maximum funding formula, funding for the 11 organizations at the maximum level would require \$292,421. Staff suggested that the commission utilize the established rating criteria (i.e., organizations whose programs/services benefit Dubuque residents, organizations that have demonstrated artistic excellence and leadership, demonstrated public benefit, demonstrated management abilities, and impact of organization on broader Dubuque community) for determination of the amount of funding recommended for each organization. Commission agreed to establish points rating points for the various criteria for the next funding competition. Commissioner Shafer also suggested that applicants address the economic impact of their organizations.

Commission expressed concerns in particular about Four Mounds Foundation and the Colts Organization. There was discussion that a large portion of Four Mounds Foundation activities are social service/youth education related – not strictly an arts and culture organization. There was also a great deal of discussion about Colts Drum and Bugle Corps and the large portion of their operating budget and activities related to out of town travel and events. For these reasons, the Commission discussed recommending funding for these two organizations at a lower percentage level than the other organizations. Commission also had some questions on the long range plans for the Dubuque County Fine Arts Council. Mark Wahlert responded to questions about Dubuque County Fine Arts Council.

Commission reviewed a number of various funding scenarios -- (1) funding all organizations at 3.71% of operating expenditures with a \$50,000 maximum award, (2) funding at \$68.4% or the original funding formula, (3) establish a \$40,000 maximum, 4.85% of operating expenditures with the exception of Four Mounds and the Colts at 2.42% of operating expenditures.

Motion by Wahlert to table recommendation of funding awards until the next meeting. second by Shafer. All approved.

Since Commissioners Kames and Shafer will be out of town on May 22, the Commission agreed to reschedule the next meeting:

Next Meeting: Wednesday, May 16 at 3:30 p.m. Motion by Weber, second by Henkels to adjourn. All approved. Meeting adjourned at 6:23 p.m.

Respectfully submitted,

Liz Willems

These minutes passed, approved and adopted on May 16, 2007

Louise Kames, Secretary