

# Hastings Arts and Culture Commission Agenda

July 10, 2024

6:00 p.m. – City Hall Volunteer Room

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes – June 12, 2024
4. Administrative Update – Discussion on Collection of Email Addresses - Lee

## OLD BUSINESS

5. Subcommittee Updates
  - a) Policy & Procedures – No updates
  - b) Finance & Fundraising – N/A
  - c) Outreach & Communications – Humphrey & Tribe
6. Recap of June 30th Event - Read
7. Fall Event Naming Discussion – Tribe
8. Fall Event Update
  - a) Performers – McCoy & Read
  - b) Plein Air – Tribe & Read
9. Electrical Box Update – Hollenbeck (see attachment)
  - a) Quotes on Signage and Sandwich Boards for Events – Read (see attachment)
10. Public Art Map - Hollenbeck

## NEW BUSINESS

11. RFP Response – Read (see attachment)
12. Hastings City Hall – Art Collection – Master List (see attachment)
13. Recap of Action Items
14. Announcements
15. Adjourn

## Hastings Arts & Culture Commission Meeting Minutes

Wednesday June 12, 2024 – 6:00 PM

Hastings City Hall – Volunteer Room

### 1. Call Meeting to Order

Meeting called to order at 6:05 p.m.

Present: Commission Chair Hollenbeck; Vice Chair Read; Commissioners Humphrey, Tribe, Wagner; Staff Representative Lee

Absent: Commissioners Maner and McCoy

Also Present: Alex Menke, Hastings Economic Development Coordinator

### 2. Approval of Agenda

Hollenbeck requested to add the following items to the agenda:

- Recap of Google arts event calendar (see Item 5.1)
- Thrive letter donation (see Item 11.1)

Commissioner Wagner motioned to approve agenda as amended; Vice Chair Read seconded.

Motion carried.

### 3. Approval of Minutes – May 8, 2024 Regular Meeting

Commissioner Tribe motioned to approve minutes as presented; Vice Chair Read seconded.

Motion carried.

### 4. Presentation by Alex Menke, Hastings Economic Development Coordinator

Menke discussed areas where economic development and the arts overlap. Currently there is not much formally in place, which he feels is an oversight because the arts community is important for cultural and economic aspects. He acknowledged the arts community needs different types of support than other types of businesses. As a first step, he will come to Arts & Culture Commission meetings as his schedule allows to stay plugged into what's going on in the Hastings arts community and help him get a better picture of what the city can do for economic development support. His goal is to observe and engage in discussion with commissioners about potential programs or initiatives that can be considered to help.

Menke said the HEDRA Board recently approved its strategic plan with no direct mention of arts. He'd like to see business support programs that directly serve artists in the way they may need through grants and loan programs.

Hollenbeck asked if Menke believes it valuable to put something into the strategic plan about the arts. He said there is a definite benefit to adding arts as a subsection to the strategic plan and having initiatives specified toward the arts community. He said some new developments have public arts requirements and spoke of such benefits for the city's Block 28 project, which is a HEDRA priority. Since the first part of the Vermillion Street Corridor Redevelopment Plan is such a public area, having a public art factor on the project would set the tone on that entire block of mixed used commercial and residential spaces. He will research public art requirements policies some cities have for

developments (some cities do X percentage of total value of property, while others do base dollar amounts based on valuations) and will work together with the commission to discuss a good policy for Hastings to formalize. Menke said as he does research, he will share information with the group for discussion. It is very important to him to use local artists and showcase the art. As Menke does this research, Read offered to provide him with cities who are doing something similar.

Hollenbeck asked about the Block 28 project timeline. Menke said construction would ideally take place in 2026, with the HEDRA Board eager to have construction occur at the same time as the Highway 61 reconstruction project. He noted the city will have a lot of input on what type of development it wants to see there since the city owns a majority of the land.

Hollenbeck asked how Menke foresees supporting artists in ways other than businesses. He stressed that's why coming to these meetings and getting further engaged with the arts community is so important for him. With more traditional economic programs, artists may not qualify because they are not in a permanent space. Revolving loans are designed for larger businesses that look at cash flows, credit checks, etc. Arts are not always consistent with these factors. He would like to consider retooling what we have or developing something new that is inclusive to people in the arts.

Hollenbeck shared that she has recruited artists in her downtown buildings and scaled the lease accordingly, as rent and lease costs are a big barrier. She suggested the possibility of using money for building owners to offset some of the rent costs, such as a scaled 5-year lease, with increments set in the lease as it matured. Menke likes the idea of providing reimbursement toward building owners or perhaps a property tax credit. He said the city is beginning its budgeting process soon and explained that next year's budget is tight because of the imminent need of building PFAS water treatment plants. He added the option exists to repurpose existing funds for a trial basis. Hollenbeck said it's a great way to encourage artists to make art their full-time job. Read added it will also make the entire city more vibrant.

Menke reported he and Hollenbeck have spoken about the desire to use 213 Ramsey, which is occupied until November, for art classes and is happy to work with the commission to develop a proposal for the space. The city currently owns the space and because it is real estate, is looking to transfer to HEDRA ownership. The decision would then ultimately be up to HEDRA Board. Longer term the site has potential for redevelopment, and the commission could site a more permanent space if interested. Menke is wide open to ideas and discussions.

Hollenbeck asked about the Heart of Hastings Plan. Menke explained it is a long-range master plan for the greater downtown area that was last done in 2004, but a lot has happened since then – such as the Confluence, Lake Isabel Flats, and Artspace. Building and growth had to stabilize to see impacts and needs in order to get input from the folks who live and visit to determine what else is needed but currently not being serviced. Pending budget, they are looking at updating the plan. He would like to make sure the commission voices are included in that discussion.

Hollenbeck added that arts in city development has been on the commission's radar since its inception, and the commission is excited to work with Menke.

## OLD BUSINESS

### 5. Subcommittee Updates

- a) Policy & Procedures  
No updates
- b) Finance & Fundraising  
No updates
- c) Outreach & Communications - Humphrey and Tribe  
See Item 6 - Creative Convergence Recap

#### 5.1 Recap of Google Arts Event Calendar (added)

Read is working to get secondary calendar access from Commissioner McCoy to help keep things moving so artists and organizations are approved to post, since it was heavily promoted at the Creative Convergence event. He is excited to get the calendar populated and ready to use in this busy season.

### 6. Creative Convergence Recap

Commissioners Tribe and Humphrey offered a recap of the May 9th event, which had approximately 45 attendees. Consensus was the impactful event was the best one so far. All agreed the venue was ideal as a welcoming, intimate, and private space.

Looking forward, commissioners stressed the outreach was vital and will continue to be a priority for subsequent events, and focus will be placed on certain groups who did not attend to encourage them to be more involved in the arts community.

Tribe liked the PowerPoint presentation and appreciated the time spent talking about what the commission is doing. The group gave feedback on their thoughts and experiences to consider for upcoming events such as logistics with chair configuration and concise programming, etc.

Read inquired about the survey at the event. Humphrey said there was low response turnout, and they will somehow better integrate and improve with incentives and make hard copies available versus QR codes only. There was discussion about collecting email addresses from attendees at such an event for future contact. Staff member Lee will get clarification on this.

Tribe asked about choosing a host for the fall Creative Convergence event. She will reach out to BR4R and ask if they are interested.

Hollenbeck brought up marketing for the upcoming Twelfth Night event and suggested the commission send the event flyer to their contact lists. City Communications Coordinator Skelly has posted it on the city's website and social media channels. Read will add this event to the newly created Google arts calendar.

**7. Civic Arena Mural RFP Brief Update – Read**

Read reported the RFP has been submitted to various organizations and posted on the city's website and is now out in the public sphere. September 1st is the due date for all materials to be submitted by artists. Read said we will probably start to receive submissions in mid-August. He will push it out via email to everyone he knows – artists who may know other artists who can share with their networks – and encouraged all commissioners to do the same.

**8. Classical Actors Ensemble for June 30 – Read**

Read stressed that commissioners need to market this event. He suggested posting the flyer on social media, sending it to friends, sharing far and wide. He noted that we are the only site in the southeast metro where this group will be performing, which will hopefully be a draw.

Hollenbeck asked about hosting a literature table for other arts organizations. Read will provide table, tablecloth and obtain the literature.

**9. Fall Music Event (musicians in Vermillion Falls Park) – Draft name for event**

- a) Performers – Read will talk to McCoy about securing performers. Wagner said she will help with this.
- b) Plein Air – Tribe said Jeremy, who was at the Creative Convergence, is happy to participate. Artist Dave Youngren has also agreed, and Hollenbeck will touch base with him. Read has not yet reached out to the University of River Falls. Humphrey will ask Sam St. John if she is interested and noted that Red Wing just did a plein air event and suggested we could reach out to those artists.

Tribe recommended commissioners come to the next meeting with suggested names for the event so marketing and communication can begin. Humphrey offered to create a flyer once a name is secured for the event.

**10. Electrical Box Update – Roadside Park**

Hollenbeck shared information that artist Jessie Eckroad provided for the electrical box painting project including a project plan, images that represent what she is envisioning, and questions for the commission and city. The project includes a paint-by-number concept where Eckroad will draw outlines of images on the electrical box and invite the community to sign up for timeslots to paint. Even though the job was supposed to be completed earlier, community involvement makes this a better option. Suggested dates for the project are August 3 and 4. Hollenbeck will ask Eckroad to draft a contract.

Tribe suggested this event would be a great opportunity for the commission to provide refreshments in support.

Commissioners discussed the sign-up process for the event. The suggestion was made for Skelly to create a Signup Genius where interested parties can register for the event because the city is in a better position to promote and manage this. Tribe suggested Eckroad choose a backup date in case of rain and noted Signup Genius has an email function that would be able to handle that change should it arise. Hollenbeck will speak with Skelly about this undertaking.

Hollenbeck shared that Eckroad inquired about event signage on Highway 55. Read suggested using a sandwich board with generic "Event Here" text and asked if the Parks Department has something like that we could borrow. Hollenbeck will reach out to Paige in the Parks Department. Discussion led to continual use of such signs by the commission and purchasing branded signage. Read will contact Graphic Design to get quotes.

Read made a motion for the commission to spend up to \$500 on branded generic corrugated plastic signage and sandwich board for events. Second by Wagner. Motion carried.

## **NEW BUSINESS**

### **11. Public Art Map – Hollenbeck**

Hollenbeck reported she was at a Tourism Bureau meeting where the idea was introduced to create an art walking map using Google maps with pins where art pieces are located. The commission would be responsible to provide and maintain brief text descriptions for each piece of art. They discussed the art pieces to include and whether there should be distance boundaries for the tour. It was decided the tour should include all sculptures and murals in the downtown area, as well as the Dale Lewis Sculpture Garden up the hill on Highway 42. Wagner reminded there are e-bike rentals offered at the Confluence, so we could include art that is further from downtown, like the sculptures at Linear Park located on the bike loop.

Commissioners agreed they would like to participate in this project.

#### **11.1. Thrive Donation Letter (added) – Barb moved this before item 11.**

Hollenbeck shared a letter from THRIVE announcing a \$1,500 donation to the Arts & Culture Commission as they disperse funds to other organizations that are fulfilling their mission of diversity, inclusion, and equity. She opened discussion on how commissioners may want to spend the funds to honor the way in which THRIVE wants them spent.

Hollenbeck suggested connecting with a Native American artist to paint the electrical box located under the bridge (near sea turtle sculpture) as a way to showcase symbolic Native American art, be inclusive, and generate thought and discussion around the highly visible art piece.

Another suggestion was putting funds toward the Lake Rebecca area discussed in the city's master plan. There are opportunities there as well.

## 12. Recap of Action Items

- Hollenbeck
  - Contact Jessie Eckroad about proposal for electrical box painting event
  - Talk with Dawn Skelly about SignUpGenius for the electrical box painting event
  - Connect with Paige about generic event sign for event on the 30th
- Read
  - Graphic Design for price quotes on signage
  - Talk with Ryan about Google calendar access
  - Email University of River Falls regarding musicians for fall event
  - Take watermark out of logo
- Tribe
  - Contact Jeremy to confirm commitment for plein air painting event

## 13. Announcements

- BR4R Juneteenth event cancelled
- Maker's Market tomorrow – 30 artisan members, most within Dakota County, held from 5:00-8:30. Food trucks will be on site. (Read will go and talk to vendors about Rivertown Days.)
- Twelfth Night – June 30<sup>th</sup>
- Black Dirt – Cinderella in July
- Rivertown Days – July

Humphrey said she reached out to the school superintendent about the grant opportunity commissioners discussed at the doelast meeting. The superintendent is interested in working together to pursue. This prompted discussion about the grant, which is due July 12. Because there are no specifics to sell the idea, commissioners decided to pause applying for this grant opportunity until next year when the commission will have had more time to continue to work with the school district and establish a track record for a more feasible plan. Read went through grant criteria and commissioners made the decision to table until next year (for funds to be used the following year). Humphrey suggested the THRIVE donation monies could possibly be used to fund the upcoming year's Indigenous Peoples' Day celebration at the school district.

## 14. Adjourn

Vice Chair Read motioned to adjourn at 7:35 p.m. Seconded by Commissioner Tribe. Motion carried.

The next Arts and Culture Commission meeting will be held on Wednesday, July 12 at 6:00pm in the Volunteer Room at City Hall.

**Hastings Community Paint-by-Number Project** UPDATE 7/3/24

Bodacious Badger Designs | Artwork by Jessie Eckroad

[Jessie.eckroad@yahoo.com](mailto:Jessie.eckroad@yahoo.com)

320-296-2588

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**Location:** Pickle ball courts at the corner of Hwy 55 and 11<sup>th</sup> Street

Surface: Steel electrical utility box | Dimensions: 27" x 60" per side (4)

Materials: High-quality, exterior-grade, water-based paint with graffiti-proof coating

**Project Summary:**

In an effort to provide an accessible art opportunity for the community, I'm proposing the following: The design for the utility box will be in the style of a paint-by-number, which will be split into sections, 32 total – 8 per side with dimensions 13.5" x 15." I will outline the shapes of the design and number each according to paint color. Community members would then sign-up to paint one of the 32 sections/slots – The section could be painted by an individual, or a small group of family/friends. After all sections are painted, I will refine the design and add a graffiti-proof coating.

**Commented [JE1]:** Designs completed and attached to email

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**Timeline:**

I will confer with the Arts & Culture Commission to choose a mutually agreed upon weekend for the project. To allow for sufficient promotion of the project, and to be conducive to my schedule, I would propose the weekend of August 3<sup>rd</sup> & 4<sup>th</sup>. Once the project is approved by the commission, I will create promotional materials including a flyer and digital materials for sharing online. Community members would contact me to sign up to paint a section – registration would be open until one week prior to the painting event.

**Commented [JE2]:** Event confirmed for August 3<sup>rd</sup> from 11:00am – 7:00pm

**Commented [JE3]:** Task complete

**Commented [JE4]:** AMENDMENT: Registration will remain open until the day prior to the event or until all slots are filled. To prioritize participation by Hastings residents, the registration window will be open to them exclusively from July 8<sup>th</sup> – 26<sup>th</sup>. Registration will be open to surrounding communities

**Event Logistics:** Saturday | 11:00am – 7:00pm

- 16 timeslots | 30 minutes each
- 2 painters/groups per timeslot on opposite sides of the box
- Signage on Hwy 55 indicating event location
- Parking on 11<sup>th</sup> Street

**Artist Responsibilities:**

- 1) Design the paint by number and submit to the Commission for approval
- 2) Create promotional materials for the painting event
- 3) Manage sign-ups for the event and field questions from community members
- 4) Paint and number outlines of the design prior to the event (day(s) prior)
- 5) Facilitate painting event on the chosen Saturday
- 6) Provide all painting materials for the event including paint, brushes, a few tables and chairs, and a pop-up tent to protect the box and participants from the elements
- 7) Provide instruction to participants who need assistance
- 8) Refine painting as needed and seal with graffiti-proof coating the day following the event

**Commented [JE5]:** COMPLETE

**Commented [JE6]:** COMPLETE – Attached to email

**Commented [JE7]:** COMPLETE – Created through SignUpGenius and accessible at [tinyurl.com/4k3xz87h](https://tinyurl.com/4k3xz87h)

**Commented [JE8]:** To be completed on Friday, August 2<sup>nd</sup>

**Commented [JE9]:** Items 5-7 to be completed on August 3<sup>rd</sup>

**Commented [JE10]:** To be completed on Sunday, August 4<sup>th</sup> and Monday, August 5<sup>th</sup>



**Arts & Culture Commission Responsibilities:**

- 1) Communicate/partner with Chris Jenkins and the City of Hastings regarding approval of the design and logistics of working around other activities scheduled at the pickle ball courts
- 2) Promote the event via community communications channels including websites of partner organizations, social media, and posting of flyers at community arts organizations
- 3) Arrange partnerships with other community organizations (if desired)
- 4) Arrange for the presence of Commission and/or HPAC members at the event to promote other community arts initiatives
- 5) Document the event using photo and video and obtain photo permissions from participants
- 6) Compensate artist for time and materials

Commented [JE11]: COMPLETE

Commented [JE12]: IN PROGRESS

Commented [JE13]: CONFIRMED

**Questions:**

- 1) Would the Commission and/or HPAC be willing to provide simple refreshments for participants? Perhaps bottled water and some sort of cold/frozen snack (ie. popsicles)?
- 2) Would the Commission be willing/able to provide me with a portion of the agreed upon compensation amount PRIOR to the event for the purchase of materials?
- 3) Should I submit a budget and/or receipts for materials and/or my time?
- 4) Are there restrooms nearby for myself and participants?
- 5) Are there liability concerns from partner organizations, and would the Commission need a certificate of insurance from me?
- 6) Does the Commission require a contract?
- 7) What would the Commission propose I/we do in the event of extreme weather (storms and/or heat)?

Commented [JE14]: CONFIRMED

Commented [JE15]: CONFIRMED – Invoice attached to email

Commented [JE16]: DISCUSSED – Information included with invoice

Commented [JE17]: DISCUSSED – Satellite restrooms on-site

Commented [JE18]: DISCUSSION IN PROGRESS

Commented [JE19]: Artist suggests this updated document function as a memorandum of understanding

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Commented [JE20]: Rain-date set for August 10<sup>th</sup> – Rescheduling to be determined by artist

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**OTHER ITEMS DISCUSSED:**

- 1) City maintains rights to artwork
- 2) Warning sticker can/should be painted over, but viewing window is to remain open

Jessie Ekroad 7/3/24



# Hastings Community Paint-By-Number



**Saturday, August 3 · 11:00am-7:00pm**

**ART IS FOR EVERYONE | PARTICIPATION IS FREE  
ALL AGES\* AND SKILL LEVELS WELCOME**

Participate in painting the electrical utility box  
at the pickle ball courts on the corner of Hwy 55 and 11th Street  
Choose a timeslot and bring your smile 😊 All supplies provided  
Event will be held rain or shine†

## **REGISTRATION REQUIRED**

Priority registration window for Hastings residents | July 8—26  
Open to residents of surrounding communities beginning July 27



Scan the QR code or visit [tinyurl.com/4k3xz87h](https://tinyurl.com/4k3xz87h) to register  
For more information, visit [bodacious-badger-designs.com](https://bodacious-badger-designs.com)  
or call Jessie Eckroad at 320-296-2588.

\* All minors must be accompanied by an adult

† In the event of severe weather, August 10th is reserved for rain-date | Participants will be alerted of program cancellation by phone











**Quotation**  
**164607**

Date: June 25, 2024

TO: Retail Customer

We would like to thank you for the opportunity to submit our quotation for this work. Please feel free to call with any additional questions or changes.

**Below are your detailed production specifications for this request**

<b>Description:</b>	<b>Steven John Reed - Cty of Hastings, Art &amp; Culture - 2 Ver</b>
<b>Version</b>	2 Versions - 1 of each version
<b>Size</b>	24" x 36"
<b>Ink</b>	4-color process, 1-side
<b>Media</b>	4 mm white corrugated plastic
<b>Packaging</b>	bulk in cartons
<b>Customer to Supply</b>	Text file - GDI to format - 40 minutes included for formatting copy
<b>Proofs</b>	PDF

<b>Quantity</b>	<b>2</b>
	<b>\$124</b>

**\* Due to shortages of materials, all quotes are subject to change due to availability, allocation and price prevailing at the time of order placement. At order placement we will secure materials with a firm Purchase Order and lock in the final price.**

Due to the nature of electronic publishing, we reserve the right to revise our estimate after reviewing the contents of customer supplied electronic files. Any editing needed to process supplied files will be billed at a rate of \$60 per hour. Prices are exclusive of any sales tax or shipping charges. Per industry standards, we may bill for up to 10% over or under runs.

Sincerely,

Cindy Foss  
Customer Care Representative  
Phone: 651-480-5028  
Fax: 651-480-5000





**Quotation**

**164609**

**Date:**

June 25, 2024

**TO: Retail Customer**

We would like to thank you for the opportunity to submit our quotation for this work. Please feel free to call with any additional questions or changes.

**Below are your detailed production specifications for this request**

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<b>Description:</b>	<b>Steven John Reed-Cty of Hastings, Art &amp; Culture-Yard Signs</b>
<b>Version</b>	8 versions (6 versions, 1 of each version) (1 version, 2 signs 1 of each) (1 version, 1 sign)
<b>Size</b>	24" x 18", no bleeds
<b>Ink</b>	4-color process, 2-sides
<b>Media</b>	4 mm white corrugated plastic
<b>Misc Materials</b>	1 heavy duty stake per sign
<b>Packaging</b>	bulk in cartons
<b>Customer to Supply</b>	Text file - GDI to format - 1 hour included for formatting copy
<b>Proofs</b>	PDF

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<b>Quantity</b>	<b>9</b>
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\$288

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Sincerely,

Cindy Foss  
Customer Care Representative  
Phone: 651-480-5028  
Fax: 651-480-5000



Kada Goalen, President  
 KADA CREATIVE, LTD  
 651.592.3816  
 884 Tatum Street  
 St. Paul, MN 55104  
 kada@kada-creative.com  
 instagram: @kada\_creative  
 www.kada-creative.com

## REQUEST FOR QUALIFICATIONS

### Mural Celebrating Hastings

Hello! I am Kada Goalen, founder and president of KADA CREATIVE, LTD. I specialize in creating large-scale, site-specific murals that celebrate community, culture, and history. My work is driven by a deep passion for transforming public spaces into vibrant and meaningful landmarks that resonate with the local community. I am excited about the opportunity to contribute to Hastings' rich cultural tapestry by creating a mural that celebrates its hockey history and welcomes visitors to this historic river town.

My approach to mural-making is deeply rooted in community engagement, environmental sustainability, and the celebration of local culture and history. I believe that murals should not only beautify a space but also tell a story that resonates with the community. This involves a collaborative process that starts with understanding the local culture, history, and aspirations of the community. For this opportunity, I would begin by working with key stakeholders, including the City of Hastings staff, the Hastings Arts & Culture Commission, and community leaders. These engagements will help gather insights and ideas that ensure the mural reflects the diverse voices of the community and becomes a shared vision.

The design phase involves translating these inputs into a cohesive visual concept. I create preliminary sketches and digital mock-ups, which are then presented to the community and the Hastings Arts & Culture Commission for feedback. This iterative process ensures that the final design is both visually appealing and meaningful.

The installation phase involves meticulous planning and execution. I use 100% low VOC acrylic paint to ensure the mural's durability and environmental friendliness. My team and I, along with community volunteers, will collaborate to bring the mural to life, fostering a sense of ownership and pride among participants.

What inspires and drives me to make murals is the transformative power of public art to foster community connection and pride. Murals are a powerful medium for storytelling, education, and social change, and I am passionate about creating art that inspires and engages the public.

I look forward to the possibility of discussing this project further and bringing my vision to life for the Hastings Civic Arena. Thank you for considering my application.

A handwritten signature in black ink, appearing to read "Kada Goalen", followed by the word "PRESIDENT" in a smaller, printed font.

**Kada Goalen, President**  
 KADA CREATIVE, LTD  
 kada@kada-creative.com



Kada Goalen | KADA CREATIVE, LTD  
651.592.3816  
884 Tatum Street, St. Paul, MN 55104  
kada@kada-creative.com  
instagram: @kada\_creative

## Qualifications

- An accomplished muralist and decorative painter for more than 20 years
- Proficient in a variety of wall and ceiling surface designs and finishes
- Skilled in commercial and private projects of all sizes
- Experienced in working with clients to create the ideal custom outcome
- Experienced in working with children, students, and community members in mural creation and completion
- Experience in the effective management of deadlines and budgets
- Experience elevating projects with creative and artful solutions.

## Education

- Graduation 1999 Bachelor of Fine Arts- University of Massachusetts, Amherst, MA

## Career Experiences

2000-present Owner and Lead Artist of KADA CREATIVE, LTD/formerly Embellish by Kada

- Specialize in large commercial murals, residential murals, decorative painting, canvas painting, ceiling design, wall finishes and more
- Provide site specific artistic samples
- Recommend and execute creative solutions for interior and exterior designs
- Work with each client to create and implement a highly creative and high quality solution to their project
- Manage project budgets and sites with utmost respect and safety

## July 2018 Lead Artist for Dale Street Community Mural

- Created concept, designed and executed large mural that represented the community. Invited neighborhood to participate in a day of painting.

## August 2016 Lead Artist on Vintage on Selby Mural

- Created concept, designed and executed two large scale murals in the heart of Saint Paul, MN. Invited community to participate in a day of painting.

## March 2016 Artist in Residence at JJ Hill Montessori

- Mural created in collaboration with students, parents, and faculty

## January 2014-2016 Blue Moon Beer Artist MN Representative

- Hosted Blue Moon Beer painting events and encouraged patrons to help paint a murals

## June 2014 Lead Artist at St Paul Open Streets

- Created a mural and invited the local community to participate in helping paint

## January 2010-2012 Artist in Residence at Sunnyside Elementary

- Mural created in collaboration with students, parents, and faculty

Mural Celebrating Hastings, MN



Kada Goalen  
651.592.3816  
884 Tatum Street, St. Paul, MN 55104  
kada@kada-creative.com  
instagram: @kada\_creative

## WORK SAMPLES - IMAGE LIST

### 1. LAKE STREET AND 35W MURAL

Medium: Acrylic | North and South Transit Stations | Minneapolis, MN | Completed: 2023

I was commissioned by Metro Transit to enhance the 35W and Lake Street Station in Minneapolis through the creation of two large-scale murals. These murals were strategically placed on the pillars and hide walls, utilizing the station's unique architectural elements as a canvas. The artwork captures the energy and vibrancy of Lake Street, featuring native bird species set against bold color palettes. The project was a collaborative effort involving a team of local apprentices who assisted in realizing this design and artistic vision. In addition, a specialized contribution came from Stacia Goodman Mosaics, who integrated mosaic elements into the bird wings, adding a subtle but impactful shimmer to the overall design. The completed murals now serve as enhancements for the Metro Transit station, contributing to a more engaging, pleasant, and welcoming environment for daily commuters and visitors alike.

### 2. COLISEUM MURAL

Medium: Acrylic | Dimensions: 70' x 12' x 0' | Minneapolis, MN | Year Completed: 2023

I was commissioned by Redesign, Inc. to support art in this reimagined Coliseum building. The work included the restoration of the historic Freeman's as well as a wish to have a mural that imagined past and present as a beautiful fusion. The mural was part of the restoration of the Freeman Department Store Sign. "Kada's work is an outward expression of what the Historic Coliseum Building means to "lift as we climb," says Urban Design Perspectives' Alicia Belton, FAIA, NOMA.

### 3. VINTAGE MEETS MODERN - NORTH SIDE MURAL

Medium: Acrylic | Dimensions: 26' x 30' x 0' | Saint Paul, MN | Completed: 2016

I was commissioned by Vintage on Selby Apartments to celebrate their local community and area. I incorporated images that reflected the history of the area while also adding vibrant, bold colors and art to reflect the area today. To involve the community in this mural, we incorporated a paint day during a neighborhood festival. Community members helped us paint the first layer of this vibrant mural. We had many paintbrushes and paint on hand for everyone. We facilitated the painting so both young and old could participate. It generated so much interest within the community. It was a great event. As with each project I work on, for this mural, I provided a timeline of completion and all of the necessary supplies for the work, including but not limited to scaffolding, materials for community paint days, where occurring, and the highest quality, low VOC acrylic paint, as well as an anti-graffiti coating to provide durability and longevity in even the harshest conditions.

### 4. GLACIAL VALLEY PARK

Medium: Acrylic | Dimensions: 10' x 21' x 0' | Cottage Grove, MN | Completed: 2023

For the Glacial Valley Park Building Project in Cottage Grove, time layers intertwine as bold graphics recall ancient glaciers, wildlife, and fossils whispering past tales. Vivid depictions of today's valley and fauna invite sustainability and exploration, providing a journey through Glacial Valley's history and celebrating its enduring natural splendor. The park building sought to honor the land's glacial history while also celebrating the vibrancy of the land today, creating a dynamic and engaging mural that reflects the rich tapestry of the area's past and present

Mural Celebrating Hastings, MN



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## WORK SAMPLES - IMAGE LIST

### 5. DEL SUR EMPANADAS

MEDIUM: ACRYLIC | DIMENSIONS: 13' X 30' X 0' | MINNETONKA, MN | COMPLETED: 2021

The owners of the delicious DelSur Empanadas wanted this mural to capture the elements of their Argentinian culture, such as wine, music, dancing, food, and fútbol. I used soft yet bold colors and a graphic black outline to celebrate the vibrancy of Argentinian culture. In addition to featuring the wine, folk music, dancing, and fútbol of their culture, the mural wouldn't be complete without the delicious empanadas of DelSur!

### 6. BURNES BUILDING INTERIOR MURAL

MEDIUM: ACRYLIC | DIMENSIONS: 9' X 40' X 0' | HOPKINS, MN | COMPLETED: 2022

This mural for the Burnes Building in Hopkins, MN, honors Dr. Catherine Burnes, known as 'Doc Kate,' the first woman to graduate from the University of Minnesota Medical School and the only doctor in Hopkins in the late 1800s. The clients wanted a design celebrating Doc Kate's work and Hopkins' history. I used vivid colors, modern design, and realistic historical references. The mural features a sunburst and contemporary shapes, with historical elements in black and gray for accuracy. Glazing techniques bring the background to life, with details meticulously researched with help from The Hopkins Historical Society. It was a joy to create a mural that tells a story and captivates viewers.

### 7. LYNLAKE STREET ART SERIES

MEDIUM: ACRYLIC | DIMENSIONS: 25' X 12' X 0' | MINNEAPOLIS, MN | COMPLETED: 2023

I was thrilled to be selected to add my art to this wonderful street art series on LynLake in Minneapolis. Using spray and aura paint gave me the opportunity to play with a variety of vibrant, bold colors.

### 8. UMN MECHANICAL ENGINEERING

MEDIUM: ACRYLIC | DIMENSIONS: 8' X 15' X 0' | 8' X 10' X 0' | SAINT PAUL, MN | COMPLETED: 2022

The University of Minnesota School of Mechanical Engineering commissioned me to create a mural for its newly renovated space, with the goal of enhancing vibrancy and engagement. The design features bold graphic elements in the University's maroon and gold colors, with blue accents. This mural serves as a welcoming and engaging focal point.

### 9. WINGSPAN

MEDIUM: ACRYLIC | DIMENSIONS: 80' X 18' X 0' | SAINT PAUL, MN | COMPLETED: 2022

I was commissioned by St. Anthony Park Community Council to complete this mural on two sides of the Murphy Rigging building. SAPCC let me really delve into all of the different styles and breadth of my work. I wanted to incorporate realism, graphic, soft and geometric styles. I love the bright colors and geometry paired with both the black and white details and soft flowers. The balance of these contrasting elements is something I love to incorporate into my work.

### 10. PLACE VIA SOL

MEDIUM: ACRYLIC | DIMENSIONS: 36' X 12' X 0' | MINNEAPOLIS, MN | COMPLETED: 2022

PLACE VIA SOL is a mixed-income, transit-oriented development that features the arts and affordable living opportunities. I was commissioned to create a mural that reflected the value and vision of this new location. This mural features flora and fauna native to Minnesota with characteristics and meanings that represent the values of Place Via Sol. This 4 story mural was such an honor to create.

Mural Celebrating Hastings, MN

## Item 12. Hastings City Hall – Art Collection – Master List (Preview)

Item ID	Title/Subject	Artist Last Name	Artist First Name	Value	Location	Ad
1	Hastings Depot with Horses	White		\$700.00	120	
2	LeDuc - Original	Nordstrom		\$650.00	227	
3	Bluejays	Schnirring		\$300.00	200	
4	Upper Vermillion Falls, Near the Gardner Mill	Voight		\$125.00	200	
5	The Spiral Bridge, Hastings MN: 1895-1951	Zotalis		\$225.00	128	
6	LeDuc - 1 of 200 Print	Nordstrom		\$650.00	225	
7	LeDuc Mansion	Vanzo		\$235.00	228	
9	Hastings River Front	White		\$700.00	120	
12	Hummingbirds and Flowers	Kranz		\$275.00	122	
13	Cardinals in Evergreen Branches	Kranz		\$300.00	122	
17	Tulips	Ceran		\$900.00	227	
18	Mississippi River Below Pine Bend	Koestner		\$750.00	200	
19	Bird Foot Trefoil 2X Life Size	Koestner		\$50.00	200	
20	Butter & Eggs 2X Life Size	Koestner		\$50.00	200	
21	Ramsey Mill: 1962	Koestner		\$600.00	227	
22	Raccoon X2	Kranz		\$210.00	225	
23	Thorne- Lowell House	Nordstrom		\$150.00	228	
24	Blue in the Fall	Kranz		\$310.00	219	
25	Owl on Bare Tree Branch	Kranz		\$310.00	227	
26	Loon	Kranz		\$110.00	218	
29	Circa 1890 So St. Paul Fire Department	Kranz		\$200.00	228	
30	Wings of Glory	Pasch		\$1,500.00	130	
32	Reflecting Back, Hastings Spiral Bridge 1935	Geister		\$375.00	128	
34	The Old Spiral Bridge in Hastings on 1949 Calendar	Brewer	Edward	\$660.00	228	
35	My Life on the River	Adamek		\$325.00	200	
36	The Depot X2	Zeien		\$235.00	228 & 133	
37	Split Rock Lighthouse, Lake Superior	Eddy		\$275.00	200	
38	A Paint Brush Album of a Hastings Native	Karpen		\$325.00	122	
39	The Spiral Bridge	Fox		\$250.00	128	
42	Rail Crossings at Hastings	Moen		\$2,000.00	227	
43	Mississippi Locks at Hastings, Minnesota	Bornhoft		\$950.00	225	
44	Spiral Bridge	Jernigan		\$300.00	229	