

Hastings Arts and Culture Commission Agenda

April 10, 2024

6:00 p.m. – City Hall Volunteer Room

1. Approval of Agenda
2. Approval of Minutes – March 13, 2024

3. Guest Presentation: BR4R

OLD BUSINESS

4. Subcommittee Updates
 - a) Policy & Procedures - Rylee
 - b) Finance & Fundraising – N/A
 - c) Outreach & Communications - Sherry & Jeannie
5. Update on Google Calendar – Ryan
6. Civic Arena Mural RFP – Steven
7. Classical Actors Ensemble for June 30 – Steven
8. Fall Music Event (musicians in Vermillion Falls Park) – Draft a name for event
 - a) Performers – Ryan
 - b) Plein Air – Jeannie & Steven
9. Creative Convergence Discussion
 - a) Marketing Strategy – contact assignments – Jeannie
 - b) Outline of event – Steven
 - c) Icebreaker and activity - Sherry

NEW BUSINESS

10. Budget Discussion
11. Recap of Action Items
12. Announcements
13. Adjourn

Hastings Arts & Culture Commission Meeting Minutes

Wednesday, March 13, 2024 – 6:00 PM

Hastings City Hall – Volunteer Room

1. Call Meeting to Order

Meeting called to order at 6:03 p.m.

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

Absent: Commissioner McCoy

2. Approval of Agenda

Vice Chair Read motioned to approve; Commissioner Maner seconded.

Motion carried.

3. Approval of Minutes – February 14, 2024 Regular Meeting

Chair Hollenbeck motioned to approve; Vice Chair Read seconded.

Motion carried.

OLD BUSINESS

6. Subcommittee Updates

a) Policy & Procedures - Maner

Commissioner Maner reported she reviewed policies and procedures from various communities regarding publicly owned art in private spaces, privately owned art in public spaces, and acceptance of art and monetary donations.

Hollenbeck suggested Maner bring the information gathered before the full subcommittee for discussion, and then bring it back to the full commission for further discussion on how this commission can create and implement such policies.

b) Finance & Fundraising

N/A

c) Outreach & Communications - Humphrey and Tribe

Tribe said they didn't meet but attended and spoke highly of the BR4R event.

Hollenbeck said she recently found out that the scripts from past BR4R events are housed in the city's Pioneer Room and suggested they be added to the art inventory list. This prompted discussion that anything donated to the city should go through the Arts and Culture Commission to ensure accuracy of the art inventory list.

Tribe said she has a meeting scheduled with Estrella from BR4R on Monday and will report back regarding ideas for collaboration on a Juneteenth event, as well as offer an invitation to attend the April commission meeting. Humphrey spoke of information distributed regarding a movie for the Juneteenth event, which would be an interesting way to partner. There was also discussion on BR4R potentially hosting a Brown's Chapel memorial event along the river.

7. Update on Google Calendar - McCoy

Commissioner McCoy was absent from the meeting, so this item will be tabled until next month.

8. Civic Arena Mural Meeting with Chris Jenkins: Recap and Next Steps - Read

Vice Chair Read reported that he and Hollenbeck met with Jenkins about the civic arena mural project. He reported Jenkins said they want the project to happen, though they're not willing to throw money into the pot yet and want the commission to figure out its vision. It was agreed the next step would be for the commission to write a Request for Proposal (RFP) with an estimated budget around \$30,000.

Read thought it was important for commissioners to talk as a group to decide how best to move forward. He explained his process for an RFP: the first round would ask interested artists for sketches, then three artists would be chosen from those submissions and offered \$1,000 to submit their refined work according to RFP specifications. From those three, one artist would be chosen to move forward with the project.

He said he will write the RFP with the intention of using \$3,000 of the commission's budget to compensate the three semifinalists. Once at that stage, he will provide a CV from artists, their qualifications, a brief statement about the piece, and an estimate on size to City Council for approval of funds.

Commissioners discussed mural content, specifically incorporating past historic hockey/ice skating figures from Hastings (foreground), as well as recognizable city assets like the city hall dome, the falls, and the bridge (background), plus the Hastings Civic Arena name. The suggestion was made that donors/sponsors could be listed along the bottom. Humphrey proposed incorporating something as a nod to Cole Redhorse Taylor from Prairie Island who recently designed a goalie mask for the Minnesota Wild.

Conversation led to the installation process (vinyl wrap or paint on plywood) and its potential challenges (air flow, moisture), and longevity (permanent or one that could be changed out every 10 years or so). Read clarified that the RFP will detail the artist responsibilities regarding these items.

To meet the deadline for the 2026 Hockey Day Minnesota event, Read shared the necessary project timeline. He will create the RFP and bring it to the April commission meeting for discussion, then it will go before City Council for approval. If the RFP is out by early summer, it will give the artists the summer to submit their proposals, Then the commission can go through their process and get the

artist working in January, with a full year for project installation (most work likely done in spring and summer). He said an installation of this (billboard) size should be roughly a two-week process.

Commissioners asked who would be involved in making the final decision to choose the artist and discussed the need for balance, mentioning the possibility of hockey boosters and City Council weighing in.

9. Classical Actors Ensemble for June 30 – Read

The date for this event had previously been set for Sunday, June 30. Read will be meeting with Joseph from the Classic Actors Ensemble on Saturday to scout a location for the performance. The event time will be determined when they meet, with consideration of sunset of 9:00pm on that date. Read will also request an invoice, so the \$1,100 fee can be paid through the City Council process.

10. Memo on Lake Rebecca Master Plan and Malcolm Trail – Hollenbeck

Hollenbeck pointed to a memo in the packet written in response to Jenkins' request at last month's meeting for Lake Rebecca Park Master Plan and Malcolm Trail commission recommendations. Hollenbeck said that in their meeting with Jenkins, he made no budgetary commitment and spoke of a 90-foot easement where benches could be placed.

11. Fall Music Event (musicians in the park) selection, date, and artists – McCoy

In Commissioner McCoy's absence, the group discussed choosing an artist for the event. The date had already been determined as Saturday, September 28 from 1-3pm, and Vermillion Falls Park chosen as the location. The group discussed event details including the spending cap and whether it will be walking musicians only or adding plein air with the idea of inviting high school art students as artists. Tribe has been unable to contact the high school arts/painting teacher. She will talk to the student she works with about making that connection. Read will also check with a volunteer he knows to see if she can help.

Read will contact Andy Evanson about the plein air opportunity. He also suggested paying high school students a small honorarium in exchange for their efforts and ownership of their paintings to display in the future.

Commissioner Wagner will work with McCoy to ask Travis at Hastings Art Center about providing musicians for the event, as it was his initial idea. The budget and cost will be determined once musicians are secured. Commissioners will also need to come up with a name for the event.

12. Creative Convergence: Create a strategy or marketing plan for attendees

Humphrey reserved The Studio Downtown on May 9th, 6-8pm (plus time for setup and cleanup) and will confirm that Black Dirt Theater will sponsor the event and provide refreshments. She will create event flyers and update Dawn Skelly on details so she can post on the city's website and social media channels.

Hollenbeck expressed the need to be more strategic in reaching out to individuals and groups, in both arts and cultural spaces, to invite them personally so people show up. The suggestion was made to extend an invitation to council members and create an invite list including – but not limited to – BR4R, Hastings Historical Society, River Valley Band, Hastings Prescott Arts Council, Hastings Concert Association, Hastings Arts Center, Friends of the Arts Center, Squeaky Wheel Pottery, Chamber of Commerce, Rotary Club, Senior Center, YMCA, Pleasant Hill Library, high school librarian, and specific artists. The event is open to everyone within the Hastings arts world and all who are arts adjacent to Hastings.

Event flyers will be distributed and posted around the community. The suggestion was made to provide a digital copy to the Downtown Business Association (which meets the first Tuesday of the month) to send out to its members. Staff member Lee will print flyers for distribution.

Tribe suggested also sending a digital copy to arts organizations to send to their email lists. She will create a list of invitees and email to commissioners so they can claim the ones they are willing to contact.

Maner asked if the city has a file saving location so the commission can save all this information for future events, as well other information generated through its work. The group discussed open meeting laws and limitations. As city staff person, Lee can house documents for the commission.

Humphrey inquired about what activity to lead at the event and what questions to ask participants— if they should be the same ones posed at the last event, for the sake of comparison. Read suggested the commission make a group statement about what’s been done since the last event to hold itself accountable and to have interactions about what the commission is doing. As sponsor, Black Dirt can also talk about what they do for the community.

Tribe asked about commissioner reimbursement for event expenses. Lee will confirm the process with and report back to the group.

NEW BUSINESS

13. Annual Report to Council – Hollenbeck

Hollenbeck reported that part of the commission charter is to provide an annual report to City Council. She met with City Administrator Wietecha, and he would like to see a report on what the commission has done, what it is working on, and what has been learned while working as a commission.

Commissioner responses included:

- Actively learning how to navigate the city processes (and limitations, which differ from the task force) and the large learning curve in how to get things done and what we need to do.

- Learning to work on things earlier.
- Considering the amount of time everything takes.
- Learning a valuable lesson when the group started a project and couldn't finish it.
- Understanding the commission needs more buy in of its members to get things done.
- The importance of using a vetting process when deciding which projects to work on and ensuring they are in line with commission goals and mission statement.
- Reflecting on what didn't work and why.

14. Check in with Commissioners - Barb

Hollenbeck asked how members feel about the commission process and meetings. She admitted there has been a learning curve for her as chair to organize, and she wants to do things differently and adjust the format. She felt that last year the commission moved in many different directions and needed to be corralled. She noted it was easy for the group to come up with ideas, but more difficult to follow through and get things done. She feels the commission is still learning.

Humphrey added she likes that the commission has more solid goals now. She appreciates the task list that is sent out, though would like to see it earlier. She is happy with way things are going, despite the hiccups, and likes the direction the commission is heading.

Tribe added that once we determined a clear understanding of what we are doing this year, it really gave us direction. She would also like to see commission budget information including balance, expenditures, and allocations (specifically, the civic arena and Lake Rebecca projects as they come up) and suggested creating a monthly financial report separate from the commission minutes. Others agreed they would like to receive this monthly report as well.

Hollenbeck reminded that the commission be respectful with its budget, as we are the only commission that gets budget monies. In follow up to a request last meeting, she informed that the Pioneer Room's annual budget is \$2,800, while the Parks Department's full programming budget is \$15,000 per year, plus \$5,000 from outside sources.

Read suggested this commission is different because it doesn't fall under a city department, which was addressed extensively during task force discussions. He said this commission does more "roll up your sleeves" work than other commissions and can have a positive influence on public assets themselves.

Tribe asked for clarification regarding commission policies and processes related to communications with department heads of other commissions, as well as input on written communications and recommendations sent on behalf of the full commission. She gave examples of recent situations that left her confused.

Lee said her understanding is that any communications sent on the commission's behalf are to include (via cc:) the commission chair and commission staff person, so everyone stays informed. She believed this to be the protocol for all city commissions and will verify with the staff members of

those commissions. That said, the chair could determine communication protocols for this specific commission.

Hollenbeck clarified the communication protocol concern. When written commission recommendations are requested in the future, ideally a document will be drafted and come back before the full commission before it is put into final form and forwarded on. If time permits, any documents will be sent out for commissioner review and feedback via email. Maner suggested we let others know our process so they can allow for that. The suggestion was made to forward this item to the Policy & Procedures subcommittee for review and be brought back to the full group to incorporate into commission bylaws.

Tribe requested that there be more than two members on the Outreach & Communications subcommittee due to heavy workload. Read suggested amending the charter to add more members. Instead, the group decided to work on filling the vacant student seat. Tribe will talk to the student she knows to gauge interest. Hollenbeck suggested the commission could solicit marketing folks for volunteer opportunities.

15. Recap of Action Items

Maner, Wagner, Hollenbeck – Policy & Procedures Subcommittee will meet within two weeks

- Hollenbeck – send out commissioner task list
- Humphrey – create Creative Convergence flyer and send out
- Read – work on rough draft of RFP for mural project for April 10 meeting
- Read – look at park locations with Classical Actors Ensemble on March 16
- Read – inquire about plein air artists for fall music event
- Read – call Ryan about Black Dirt hosting the Creative Convergence event
- Tribe – meet with Estrella from BR4R on Monday
- Tribe – email all commissioners with Creative Convergence invitation list
- Tribe – reach out about student liaison position and high school painting teacher contact information
- Wagner – ask if Ryan contacted Travis at Hastings Arts Center regarding musicians on the trail event

16. Announcements

- Hollenbeck – The city included a Lake Rebecca survey with interactive map on its website. She suggested members check it out and encourage others to do the same.
- Hollenbeck – On the March 18 City Council agenda, she has approval request for a mural at 209 Sibley Street utilizing CIF funds.
- Hollenbeck – There will be a Hastings Arts Center concert on March 23.
- Read – The River Valley band just had a concert.
- Tribe – She is hosting a Shine a Light on Autism event at the Arts Center on May 19. She has begun photographing kids and will be sharing them through the month of April. In May there will be an event to highlight those photos with stories. This event coincides with a car show

for first responders, which will hopefully draw people in. She is partnering with the charity Ability to Believe that just started in Hastings.

- Humphrey – The Native American Parent Advisory Committee is putting on their first Honoring Graduates ceremony on May 7th at 6pm at the high school. It's the first time in the school district that students will receive eagle feathers (which is considered one of the highest achievement honors). Food will be catered (Indian taco bar), a drum group will perform, an elder from Prairie Island will provide a blessing in Ojibwe, and someone from the Dakota Tribe will be doing a blessing as well.
- Read – Auditions for Cinderella are coming up soon. The production will be held at middle school.

17. Adjourn

Vice Chair Read made a motion to adjourn at 8:14 p.m. Seconded by Commissioner Humphrey. Motion carried.

The next Arts and Culture Commission meeting will be held on Wednesday, April 10th at 6:00pm in the Volunteer Room at City Hall.