

## WINONA FINE ARTS COMMISSION MEETING MINUTES

**May 5th, 2020 (By Zoom Digital Meeting)**

**Present by Zoom:** Roger Boulay, Caitilin McCoy, Theresa Remick, Alessandra Sulpy, Carrie Frederich, Rebecca Sims, Ben Strand

**Absent:**

**Staff:** Lee Gundersheimer

**Guests:**

**Item I: Meeting called to order** by Boulay at 5:30 p.m.

**Item II: Approval of agenda:** A motion to approve the agenda as amended was made by Sims, seconded by McCoy. All voted aye.

**Item III: Approval of minutes:** A motion to approve the previous month's minutes was made by Remick seconded by Frederich with misspellings to be corrected. A motion to approve the special emergency meeting mid-month's minutes was made by Strand with misspelling corrected, seconded by Boulay. Remick and Sims abstained. The remainder voted aye.

### **Item IV: Financial Statement-**

Gundersheimer presented the report. Total revenue for FAC increased by 5K to 29,300 because of grant from Winona Foundation- it was not in hand to date but was being reported for the discussion to follow about the program. Once that grant is received, 9,650 remains unallocated. He reported as asked: The stamping at 2in size would be \$3242. The poetry walk font would be possibly less after discussion of Poetry Walk to follow. \$417.90 was spent on Sidewalk chalk for the Art Packs

\$3,823 additionally remains in the Blue Heron Fund, a separate line of another budget. Remick motioned acceptance, Sulpy seconded, and all present voted aye.

### **Item V. New Business**

### **Item VI Old Business**

A.) Discussion of Strategic Arts Plan Fine Arts Commission goals for June Meeting.

Boulay asked if the meeting with Cultural Planning Group had been agreed to and arranged. Gundersheimer reported that the Planners were more than happy to meet during the regular

FAC meeting time in June by Zoom. Boulay asked what did they wish to cover? Did they have an agenda for the meeting? Gundersheimer reported that the meeting request was made by the FAC, so they had not set up a formal agenda, and it was assumed to be introductory and fact finding. Boulay requested that Cultural Planning Group would lead the section of the meeting they were involved in, and seek information as a formal gathering piece of the planning process. He then requested a formal second meeting with CPG within the calendar year since there were only 6 meetings left in 2020. Gundersheimer reminded the FAC that the consultants were planning on meeting multiple times with key stakeholders, arts organizations, and the community. He would make the formal request. Remick stated that to provide the planners with important FAC documents would be necessary prior to the meeting. Gundersheimer stated he had provided them with the onbrading FAC documents and will forward the two sets of notes and the updated By-Laws from the strategic planning session of the FAC to the planners and request an agenda from them. Gundersheimer reminded that it was his understanding that the latest bylaws document that the FAC drafted at their retreat had not been formally presented or ratified by the City Council. Remick stated it was her understanding that the updated FAC By-laws did not have to be approved by the Council, and that the FAC was told that as long as the By-Laws did not deviate in spirit from the original Charter, no City Council approval was needed. Gundersheimer stated he would follow up for clarification.

B.) Update on Art Pack project

Discussion began with report that 105 chalk sets had been acquired and more would be sought but distributors are low. The hired educators will give updates soon. 5 folks have signed up on a google form that was created. Gundersheimer will make copies of the education pieces once he receives them. Strand and Sulpy will create the cover instructional and introductory handout. Gundersheimer asked what the name of the initiative should be for publicity. A discussion ensued. Winona Chalk The Walk Program was decided on. Social media postings will begin once the google form is distributed. Strand will reach out to Chapter Two Books, and Jimmy Jams to help. Gundersheimer will make a location on the FAC section of the WINONArts website. Boulay and Frederich will distribute by car. A hashtag to share on Twitter and Instagram was created #Winonachalkthewalk. More chalk sets would be sought after Sulpy forwards her researched sites to Gundersheimer. Gundersheimer was asked to draft and send out a press release. He agreed to also help promote the pictures of artwork created on the front page of the WINONArts website in a section that was created to highlight current arts initiatives.

C.) Discussion of Winona Foundation Grant award and possible projects

Boulay began discussion: the use of the Foundation grant was a collaboration with Main Street and Ben Strand. Planters would be built and painted along with murals to beautify downtown. Boulay mentioned that grants could be used otherwise, FAC is not limited to the projects presented. He felt there was no reason not to move forward with what was proposed. Strand mentioned that upkeep and maintenance of the planters was the only missing element and would have to be addressed. Gundersheimer mentioned that City ordinance approval should be sought so that a repeat of negative fallout of the Third Space seating project did not occur. He suggested that Strand confer with Luke Sims and seek approval and information. Frederich mention that an additional \$1,750 was budgeted but not acquired. Sims stated that there might be access to some planters that are City owned and not being used (12 planters). Remick asked if funds from unused Main Street program might be obtained. The murals and labor might be shared with Main Street. Sarah Johnson will be consulted to find other artists for the door project aspect of the initiative.

C.) Status of current FAC grant projects-

Gundersheimer updated the FAC with all four grants projects. O'Shea and Mansur's are on hold. Farrell's is completed. Anholzer is in process. Mansur and Farrell have been paid. Remick motioned to extend the grant period deadline until the grant programs could all be safely completed due to Covid. Mccoys seconded. All voted Aye. Gundersheimer will seek approval of encumbering the unused funds if the projects cannot be completed in the 2020 calendar year.

D.) Fundraising event/series of events to raise money for grants.

Boulay began discussion recognizing that Covid is making fund raising precarious, but if grants were wanting to be made this year, fund raising would be needed. Strand felt that holding off makes sense given the amount of fund raising going on already. Remick and Sulpy agreed but also felt some programming should be attempted. Boulay noted that the contact information of all the Sidewalk chalk awardees could be used when the funding climate was clearer. Remick recognized the dirth of requests but felt that the Chalk project gives a good touch point to attempt rather than to wait. Frederich asked if a Paypal or Go Fund Me could be set up. Gundersheimer reminded the FAC of the difficulties of an individual fund raising campaign for City projects. There are avenues that must be followed- give to the account at Winona Community Foundation

or direct donations by check to the City of Winona, Park and Rec Department for Fine Arts Commission. The worry of the lack of ways to have a more modern approach to fund raising was shared. Gundersheimer will inquire about the donation avenues available given the difficulties of City rules and regulations.

F.) WINONArts Covid website- Boulay began a discussion with the concern that WINONArts and the Fine Arts Commission relationship seemed unclear. Fine Arts Commission does not fall under the umbrella of WINONArts. Gundersheimer stated that WINONArts is the branding for his office as the Arts and Culture arm of the city. His relationship with the FAC was why they could and ought to be promoted by the WINONArts efforts. The commission being a program of his office was not meant to be implied, but rather a facet of the creative efforts of the City. The name WINONArts was no longer meant to just be limited to special events, that was one facet of the work of the City to promote creativity. Boulay asked if there were metrics of usage for the site. Gundersheimer said the site was relatively new, two weeks old, but he would provide metrics to the Commission. The Commission asked: Why was the Poetry Walk not under the FAC section since they had done most of the work on the project? Gundersheimer stated that the website was set up for the user to locate items and the Public Art section seemed like the best place for that item to be located. He stated that he could list the page in both areas to avoid any concerns of where the project originated, and could add text to make that clearer as well. Boulay and Frederich mentioned that it still seemed like the FAC was a program of WINONArts. Commissioners mentioned this was too big a topic to solve at the end of a lengthy meeting. Gundersheimer mentioned that no hierarchy was implied, but that this seemed to be part of the larger conversation of the relationships between his office and the Fine Arts Commission that ought to take place since there had been requests for more clarification. It was agreed for the meeting time's sake to table the discussion to another meeting. Remick asked that all of the sections of the website that had placeholders be hidden so as not to seem unfinished. Gundersheimer agreed to make those changes.

**Item VIII: Meeting Adjourned-** At 7:07 pm, a motion to adjourn was made by Frederich. Sims seconded. Meeting adjourned.