

WINONA FINE ARTS COMMISSION MEETING MINUTES

June 2nd, 2020 (By Zoom Digital Meeting)

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

Absent: Ben Strand

Staff: Lee Gundersheimer

Guests: David Plettner-Saunders, Linda Flynn, Cultural Planning Group, Eric Heukeshoven, Sam Zierden, Judy Meyers, Sarah Johnson

Item I: Meeting called to order by Boulay at 5:31 p.m.

Item II: Approval of agenda: Introductions occurred for new members (once appointment letters are signed) and the planners from Cultural Planning Group. A motion to approve the agenda as amended was made by Frederich, seconded by Remick. All voted aye.

Item III New Business Cultural Planning Group Introduction and discussions

A.) Welcome and Introductions- happened ptrviously in the meeting.

B.) Brief Overview of Planning Process- At the request of Plettner- Saunders, Gundersheimer gave an overview of why a Strategic Arts and Culture plan: why now, and what are the goals. The plan will include a response to pandemic, and then how does this moment affect the cultural landscape five and ten years out. There should be a micro and macro focus to the planning process. The plan is also a key piece of the desire for the three prong growth initiative for the community with Arts and Culture (along with outdoor recreation and entrepreneurship) These stand alone plans (such as the Downtown Strategic Plan) will also become parts of CIty's Comprehensive plan and still allow more nimble adjustments in the future. If the Cultural Plan needs adjusting, the entire Comp plan is not needed to be re-established. Plettner-Saunders spoke of the unique aspects of Winona's attributes for the process. The recognition of Arts and Culture as necessary and vital is unique and a great starting point. There will be broad extension to, and inclusion of, all areas of the population. Acknowledgment of Brian Voerding and Engage Winona as partners was made. Flynn talk about the foundation of the plan: civic and public engagement. Discussion of how that might work given the pandemic has occurred, the adjustments that will be called on, and may be ongoing.

Then the 4 stages of planning were introduced: Project initiation, Engagement, Complementary Research, Strategic Plan Development. 5 site visits is the usual process. Some of that will have to be virtual. City and Internal stakeholders, Arts organizations, community stakeholders (community, faith based, education, business leaders) and finally the entire community will all be engaged. How will the community be partnered with given the pandemic will be discussed and adapted. Deep research is being moved forward in the process and going on now. Arts and Culture assets and history will be compiled. Then drafting begins with contact with the FAC again at this stage for input and feedback. After a draft plan then a check back with the FAC once more.

C.) Role of Fine Arts Commission

Commissioner Interviews were discussed. One on One Interviews will occur and then a request for participation in broader discussion groups with the community. The commissioners were asked to choose a few of the engagement opportunities. Be a listener and observer

Review Process for the Draft Plan- in Fall with a summary of engagement process will be the next touch base session. Hopefully, in first quarter of 2021, the process of review and approval will occur.

D.) Discussion- Boulay brought up the downtown strategic plan, and had questions about why there were not as many questions as there might have been as the plan was approved this week. He mentioned that there will be a different political climate with a new Mayor and Council after November. Remick asked for the updated plan to be provided to the Commission so the commissioners can refer to it. Gundersheimer will forward it.

Plettner- Saunders asked a question for each of the commissioners to comment on if they choose: How the pandemic has affected the cultural landscape in the short term pandemic- and then long what is an idea worth considering in the long term vision of the arts community,

Frederich- short term, impact on the MMAM and programming organizations have had to adapt— how to keep accessibility a reality.

Heukeshoven- short term: loss of income to all, anything the FAC could do it facilitate and assist would be important. Even in the not so short term. Flynn asked what would he want different- long term- greater cooperation across community and organizations- especially but not limited to universities.

Boulay- concurred with cooperation. Short term: survival, especially performance based organizations- noted how the visual arts and the performing arts are not in the same place.

Performing arts are further ahead in Winona, have more presence and structure. Visual arts need to have more infrastructure.

Johnson- short term- survival is greatest concern, could mean food, money, but also mental health impact. Long term cohesive accessible arts. and the impact of the mental health issues on the future. A sense of belonging across all of our community- community cohesion. Unhealthy competition between creatives, more conversation about how to build community. Younger artists feel very removed from the older creatives, causing desire to leave. How to make art more successful and effective.

Remick- short term- ensure ways that community can stay engaged and support the creative organizations. A platform to be seen and heard, and to assist with financial support. Long term- more wide spread participation from a broader spectrum of patrons. The need to appeal to a broader community. Communication and information needs to reach more, make more space at the table.

Myers- short term- reach the marginalized in the community. More voices. Distance is such a huge issue. What will performance look like- as a theatre person, no audience makes it so difficult. Studying other groups and communities is important.

McCoy- short term- some steps have been taken such as Chalk the Walk, how can we involve all community members. Winona needs more than Festivals, something more permanent, and more public art. Accessibility is important too. More people need to belong.

Sims- accessibility to the arts, some of it is cost, but some of it is value of the arts. How can we show what they bring to the community, including economic growth.

Myers asked for long term, what are the schools offering- are there areas of deficiency in the schools and what can we do to supplement them.

Boulay- accessibility- the well heeled sponsor many events and they support the things they wish- cited MMAM as an example, but those that do not have as reliable sources of funding are suffering, and that has much to do with accessibility. Programming is somehow reflective. MMAM is a great resource for the community and they are trying to reach out to more and that is commendable.

Remick- the scarcity of resources have made so many organizations struggle. But there is no cooperation of organizations to show value to the donors and community. The City has not shown much financial support until this planning process.

Frederich- and that favoritism plays into the lack of cooperation between arts organizations. The deep pocketed supported groups have a much louder voice.

Johnson- how can we leverage support and true cooperation.

Meyers- in 21 years, the question of why is there no central ticketing possibility across organizations keeps being raised, that might help with cooperation.

Plettner-Saunders and Flynn thanked everyone for their input. CPG thinks of their work is to provide a community cultural plan, and one of the things that distinguished it from other plans, is that it allows an exploration of eco-systems, and they look forward to working and listening to these important specific issues raised in the discussion.

Boulay thanked the planners and the commission looks forward to working together. CPG requested that direct communication go through Gundersheimer's office.

Item IV: Approval of minutes: Tabled until July to approve both sets of minutes.

Item V: Financial Statement-

Gundersheimer presented the report provided in packet. FAC has spent 3,342 to date with 603.36 outstanding. Balance to date is 25,957 with 15K to be spent this year on planning. There are two outstanding grants of 2K- Anholzer, O'Shea) that have not been completed and therefore not awarded. That leaves \$8,353.64 to be spent

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

Item VI Old Business

A.) Donation to MWMF- Greater LaCrosse Artist Relief Fund- Johnson presented: 15 applications have been made with four from Winona. 500 dollar capped grants. Crystal Hegge and Sarah Johnson are on the review board. Funded by a Go-Fund me account. Request for information to be spread by the Commission and possible support from the commission. Gundersheimer reported that the initiative is posted on the WINONArts website. Boulay read Chad Ubl's response about City's inability to give directly to outside funds for legal reasons. Johnson stated the donation could not be earmarked for Winona only so that would make it very unlikely. Boulay stated the FAC could offer grants with whatever funds remain in their budget. The FAC could collaborate or work on an emergency grants program.

Gundersheimer reminded that the 5thousand Winona Foundation Grant could be used for Emergency operating awards rather than the programs proposed. Boulay reminded that the Commission did already decide to continue to move forward with the project as submitted. Boulay requested to place an emergency grant program on the agenda for July to be discussed and begun if agreed upon.

B.) Update on Chalk the Walk project - 70-80 art packs have been given. Boulay will do more distribution beginning tomorrow. Social media has show it is effective. Frederich reported that 129 have signed up. Most have been delivered. We have 80 packets unspoken for. Boulay stated it might make sense to do a second push to the community to re-energize. Johnson wondered should we target the users to more day care, faith based and educational resources. Boulay and Frederich agreed to meet with her to consider this idea.

B.) Update on Winona Foundation Grant projects- sub committee Frederich, Boulay, Strand are working toward the next steps for the programming.

C.) Update and discussion on Fundraising event/series of events to raise money for grants
Tabled until July meeting

D.) Continued discussion on indigenous issues to address on WINONArts website
Tabled until July meeting

E.) Continued discussion on branding issues of WINONArts vis-a-vis city- wide arts website
Tabled until July meeting

F.) Update Masonic Theatre and WINONArts (as needed or as time allows)-
Time ran out before.

G.) Commissioner announcements of programming (as needed)
Time ran out before.

Item VIII: Meeting Adjourned- At 7:06 pm, a motion to adjourn was made by Frederich. It was seconded. Meeting adjourned.