

**MEETING MINUTES
SIOUX FALLS VISUAL ARTS COMMISSION**

March 13, 2017

5:30 p.m.

Sioux Falls Design Center 108 W 11th Street Sioux Falls SD

(Staff Liaison: Russ Sorenson: 367-8888)

MEMBERS PRESENT: Aleta Branson; Larry Crane; Zach DeBoer; Ivy Oland; Sandra Pay;

MEMBERS ABSENT: Larry Ling (Chair) - excused;

OTHERS PRESENT: Kara Dirkson – Executive Director of Sioux Falls Arts Council; Kellen Boice, Director SF Design Center; Russ Sorenson - VAC Staff Liaison (City Planning Office)

Work Sessions Agenda Topic: Public Art Integration in Sioux Falls

ITEM 1. CALL TO ORDER & QUORUM DETERMINATION

Zach DeBoer, Chairperson Pro Temp and Art Integration Subcommittee Member, called the meeting to order at 5:46 p.m.

ITEM 2. WELCOME & INTRODUCTIONS

Zach DeBoer welcomed the Commissioners and guest.

Ivy Oland arrived at the meeting and presided and facilitated the remainder of the meeting.

ITEM 3. REVIEW & APPROVAL of March 8, 2017 Work Session I Meeting Minutes

Ivy Oland, requested a motion to approve Work Session I Meeting Minutes. Zach DeBoer made a motion to approve the March 8, 2017 Work Session I meeting minutes. Sandra seconded the motion. The motion passed by unanimous vote.

ITEM 4. What are the Work Sessions Ground Rules?

There were no additions or revisions made by the VAC to the ground rules established at the March 8, 2017 meeting, and noted below.

- a) Governance for Work Sessions – Select a Facilitator
 - Commissioner Larry Crane was selected as Facilitator for the VAC's Art Integration Work Sessions.
- b) Verify Work Session Meeting Schedule – Dates, Times, Locations
 - March 8, 2017 5:30 – 7:30 pm – SF Design Center
 - March 13, 2017 5:30 – 7:30 pm – SF Design Center
- c) VAC consensus or vote
 - Yes
- d) Documenting VAC Ideas
 - Russ Sorenson was requested by the Commissioners to scribe meeting summaries.
- e) Public vs. Non-Public Involvement
 - To be determined

(over)

f) LISTEN RESPECT RESOLVE OPENESS

Larry Crane arrived at the meeting.

ITEM 5. Determine VAC Focus

a) Work Session II - Agenda Development:
What is Public Art Integration?

Zach DeBoer commented that for him, art integration involves funding art. Figuring out the structure; bodies of governance; establishing partnerships between the city and Sioux Falls Arts Council (SFAC); determining funding sources and what percentage of municipal art funding is appropriate. Zach referenced Seattle WA Cultural Arts Plan;

Ivy Oland explained that public art integration noted in adopted SF Cultural Plan. The funding component is referenced as Goal #2 and that arts funding and support outcomes and key strategies are addressed. Ivy mentioned it is the VAC's desire to flush ideas for art integration and to understand the relationship structure between the VAC and SFAC.

Sandra Pay remarked that although we've been talking about art, there is a need for good design within our community, so it is important to have an artist involved in good design.

Ivy Oland agreed and mentioned that a policy should developed to include artists in project design and define what art integration is in a few sentences.

Russ Sorenson commented the VAC should continue working on determining their definition of what art integration is.

Home Work: VAC to define Art Integration

Sioux Falls Arts Council - Kara Dirkson, Executive Director

Kara Dirkson, Executive Director for Sioux Falls Arts Council offered the following comments:

- Agreed with previous VAC statements the design process should include considerations for art. Artists should be allowed to integrate art into the design process. Kara referenced artist, Scott Parsons, who does a tremendous job regarding art integration. He evaluates climate, location, surrounding building and landscapes, values of the place mission, and the project mission. With art integration one's experience is something that is very transformative. Since the SFAC supports all the arts, she suggested the VAC focus on how visual art gets into the design process.

Ivy Oland suggested using the SF Cultural plan and language - as a guide for beginning art integration process.

Larry Crane urged exploration of the levels of art integration and master planning.

- What is the relationship structure between VAC and SFAC?
Kara Dirkson briefly explained the SFAC history, governance, mission, and board membership. The SFAC strategic plan is the adopted Cultural Plan. The Cultural Plan has recommended actions. SFAC will no longer focus or do small projects or neighborhood projects. SFAC will embrace systemic diversity and wants to incubate groups of art interests.

Kara Dirkson suggested the VAC members read the book, New Creative Community: The Art of Cultural Development by author, Arlene Goldbard. Arlene Goldbard is a writer, social activist and consultant whose focus is the intersection of culture, politics, and spirituality. She is best known as an advocate for cultural democracy and a creator of cultural critique and new cultural policy proposals. This book explains how community-driven art can transform and improve American society. It also provides direction to set up a community for success by having infrastructure in the arts community.

Kara Dirkson stated the SFAC is not in a position to unify in the VAC's arts integration cause directly. However, their organization is supportive in the following:

- Raising public awareness - the Downtown 2025 Plan; SF Tomorrow; includes support of the cultural plan aspects.
- Raising support toward facilities, resources for art
- In 2017 – SFAC will pursue implementation of the adopted cultural plan – specifically Goals 3, 4 & 7
 - Goal 3 – Economic/Community Development and Cultural Tourism;
 - Goal 4 – Audience Development, Access, and Diversity;
 - Goal 7 – Arts Leadership and Coordination;
- Conduct analysis and evaluations as to what has been done in the arts in Sioux Falls
- SFAC to be the bridge for communications.
- Why arts? – all inclusive;
- Kara Dirkson suggested the VAC explore arts councils across the country and find comparisons. She highlighted the cities of Ashville, North Carolina and Cambridge, Massachusetts.
- Goal 7 Arts leadership and Coordination
- Development of an SFAC consortium – that serves as a communications bridge and creates an exchange of ideas. Establish a system for deliberate and coordinated communications
- Local arts venues need coordination
- SFAC to work on capacity for funding.
- SFAC is looking at larger efforts to “Brand” the arts council. (IE: CVB; arts groups; Levitt, Bush Foundations;
- Kara’s “Growing the Arts Tree” example ☺
- SFAC to open the arts door wider with a “welcome wagon” - outreach toward artists and newcomers
- Review existing arts funding - see time schedule of the Cultural Plan – integration (p. 28)
- Create a work plan – establish common vision and benchmarks for a master plan, funding mechanism process
- Cultural Plan Section 6.1.2, “Public Art Funding and Process – All proposed Capital Improvement Projects in the City of Sioux Falls include a 1% funding provision for Public Art.”

Commissioners expressed their appreciation to Kara Dirkson for her evening time, SFAC efforts, and insightful suggestions for the VAC to consider in their art integration journey.

Kara Dirkson left the meeting.

- Ivy Oland announced her enthusiasm to explore five (5) pillars of an art integration strategy. Those pillars include: Policy; Administration; Funding; Master Planning; and Sustainability (art inventory and management). Ivy suggested the Commission express their questions under each pillar topic. The question items are noted below.

POLICY

- How do the right people get involved? And When?
- What kind of projects does this apply to?
- Who does it benefit?
- When is budget submitted, reviewed, and approved?
- What qualifies as public art?
- Identify needs and opportunities?
- What qualifies as a public art need or opportunity?
- What are the goals for the public art collection?
-

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ADMINISTRATION

- Who oversees distribution of funds?
- How does public know about this resource?
- Who makes selections/decisions (artists?)
- Who are the stakeholders and their roles and responsibilities?
- What does the management structure look like?
- Does VAC (or appointed person) manage monies, or do we rely on other departments?
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FUNDING

- What is the percentage?
- Is there a way to do public /private funding?
- How is/does the fund become self-sustaining?
- Budget – when, who, how approved?
- Can we find an example of CIP projects from other communities where other department(s) manage the funds?
- Who administers funding?
-

MASTER PLANNING

- What are we doing annually – in terms of work plan, budget?
- Identifying needs & opportunities?
-

SUSTAINABILITY

- Maintenance Plans?
-

Meeting time expired. It was the consensus of the VAC to continue their strategy discussion at their next meeting.

ITEM 6. PUBLIC INPUT

No input from the public was received.

ITEM 7. ANNOUNCEMENTS

a) **NEXT MEETING – Tuesday, March 21, 2017 at 9:00 a.m., Carnegie Town Hall (regular VAC meeting).**

b) Homework Assignments:

Please review the documents in blue folder packet:

- Literature Review and Research Findings about Public Art Integration
- City Ordinance about VAC Authority, Duties, and Responsibilities
- Adopted Cultural Plan - GOAL 6 – Cultural Facilities and Public Art Sections 6.1- 6.3

Each member define Art Integration

c) DISCUSSION ITEM for next Work Session III Meeting – Tuesday, March 21, 2017, 9:00 am, Carnegie

- VAC continue their strategy discussion of Policy; Administration; Funding; Master Planning; and Sustainability (art inventory and management) at their next meeting.

Larry Crane requested the following items also be considered for discussion at the next Work Session III meeting:

- Discuss Strengths / Weaknesses / Opportunities / and Threats = SWAT;
 - 1) What is the VAC's Public Art Integration Strategy?
 - 2) Identify Strategy Elements (ie: Master Planning; Policy; Administration; Funding; Public Involvement; etc.)
 - 3) Identify Goals, Objectives, Actions, Implementation, Monitoring for each Strategic Element
- Meeting IV - if necessary - Discuss Outcomes & Prioritize Actions

ITEM 8. ADJOURNMENT

With no further business, the Visual Arts Commission meeting adjourned at 7:45 p.m.

HANDOUTS – March 13, 2017 Meeting - Public Art Integration

- Agenda