

Cedar Falls Art & Culture Board

MEETING MINUTES

Wednesday, June 23, 2021 @ 5:00-6:30 PM

Zoom Meeting



Art and Culture Board Mission Statement: We are a volunteer team who work to support, nurture, and inspire passion for the arts at the Hearst Center and throughout Cedar Falls. **Hearst Center Mission Statement:** The Hearst Center works to empower artists and promote arts and culture in our community; to collect, preserve and exhibit works of art; provide education and outreach; and to operate within the dollars allocated and policies governed by the City of Cedar Falls.

1. Call to Order and Roll Call

Meeting was called to order at 5:03PM; attending: Kate Brennan Hall, Kendra Wohlert, Lauren Finke, Matthew Wilson, Stephanie Sheetz, and Heather Skeens.

2. Approval of Agenda

A motion to approve the June agenda was made by Finke, seconded by Wohlert. All ayes, motion carried.

3. Approval of May 2021 Minutes

A motion to approve the May minutes was made by Wilson, seconded by Wohlert. All ayes, motion carried.

4. Monthly Reports

- a. Art & Culture Board Financial Report (Wilson): Last month we earned \$3.13 in interest and \$2.92 this month from our checking out. Quarterly interest will be distributed next month for CD. CD matures (\$109K) in August; discussion needs to be held in early August about planning for CD.
- b. President's Report (Hall): No report.
- c. Supervisor's Report (Skeens): Skeens reported that staff is tracking garden attendance/usage with a drop box for visitors to use. 107 tallies were taken between 2PM Wednesday and 8:30AM Thursday. Limelight continues to work toward securing an Arts and Economic Prosperity Study from Americans for the Arts, in conjunction with the Iowa Arts Council. Skeens is reviewing applicable projects for new funding via the American Recovery Act. The fall brochure of events, classes, exhibitions, and programs will be out in mid-July. Fees for Hearst education programs are under review. A few classes/offerings will see a very slight increase. All additional revenue is being earmarked for Hearst 2.0. Hearst will add a check-box to the online checkout for classes asking if the patron would like to donate \$10 to building improvements.
- d. Friends of the Hearst (Skeens): Skeens reported that Friends approved the FY22 budget at their annual meeting. Hearst staff will work with Friends on a "Giving Tuesday" campaign. Staff is working on plans for the annual campaign. The Hearst will host a special "Friends" reception with artist Duane Slick on Oct. 5.
- e. Public Art Committee (Skeens/Finke): PAC will be celebrating the dedication of the new sculpture at City Hall tomorrow with a public event at 6PM. We had over 150 applicants for the River Place Plaza project; PAC selected 4 finalists to create proposals, which will be reviewed on Aug. 20. A "conservation priority list" is being developed for the public art collection. A new brochure is currently being designed by Sarah Pauls.

5. New Business

- a. Alumni Studio: Skeens reported that Andrew Dickerson, photographer, will be the next UNI Alumni Studio Artist, beginning July 1. Angela Waseskuk and Noah Doely renewed their leases; the third studio will rent to Ann Metz beginning July 1.
- b. Planning for Strategic Planning Session: Hall asked for topics to think about for the strategic plan. Board had discussion around inclusion, Hearst 2.0, marketing, staffing, and how the Board can enhance cultural programming. Wilson suggested a larger strategic "project" the board can get behind for one year. Skeens will

reach out to Iowa Arts Council for potential contacts to lead a strategic planning session for later this summer/early fall.

6. Old Business

- a. Update on vacant board seats (Hall/Skeens): Sheetz will follow up with Mayor about interviewees. Ideally, we'd like to have the vacancies filled within the next month.
- b. Community Sponsorship Fund update (Wilson): No update.

7. Adjournment-

Wilson made a motion to adjourn, seconded by Wohler. Meeting was adjourned at 6:25 PM;

Next Board Meeting (to be held in person): August 4 at 5:00 PM (July meeting moved due to summer schedules.)