

MINUTES OF THE VISUAL ARTS COMMISSION MEETING

September 16, 2008

Carnegie Town Hall
235 W 10th Street
Sioux Falls SD 57104

(Staff Liaison: Russ Sorenson: 367-8888)

MEMBERS PRESENT: Ann Marie Davis, Lary Etten, Jerry Hauck, Anita Kealey, Lyle Pudwill, Kris Carmody Reaves

MEMBERS ABSENT: Ceca Cooper (excused).

OTHERS PRESENT: Candy Van Dam - Insight Marketing Design, Suzanne Willadsen, Laura Brown, Chris Jacob, Becca Boheman and infant, Shel Boese, (ArtFalls) and Russ Sorenson - Planning Office Staff Liaison.

ITEM 1. Welcome & Introductions

Vice Chairperson, Lyle Pudwill, called the meeting to order at 9:05 a.m. and welcomed the Commissioners and guests. Commission introductions were made and the attending guests introduced themselves.

ITEM 2. REVIEW & ACTION on the August 19, 2008, Meeting Minutes

Russ Sorenson commented the meeting minutes are in the process of being completed and would be available for the Commissioners review and consideration at the next meeting. No action taken.

ITEM 3. DISCUSSION with Artfalls Committee Members

Guest(s): Suzanne Willadsen, Laura Brown, Chris Lacy, Becca Boheman, Shel Boese, (ArtFalls)

Artfalls spokesperson, Suzanne Willadsen, presented the commissioners with a hand out that explained the Artfalls mission statement and historical background and events (see attached handout copy). Ms. Willadsen emphasized that it is Artfalls quest to provide a fine art festival whose quality, education, and hospitality are second to none. The first Artfalls festival was conducted in 1999. Artfalls is a presenting organization. There is no paid staff, just a very dedicated group of people committed to providing a wonderful event free to the public. Ms. Willadsen commented that although Artfalls has a positive and significant impact on the community and surrounding area, it was very unfortunate that the 2008 event did not take place. It was a unanimous Artfalls Board of Directors decision. Such contributing factors include: lack of funding, loss of artists and sponsorships, high gas prices and economy. Ms. Willadsen emphasized that 2009 Artfalls is a two day event scheduled for June 27th and 28th.

Commissioner Etten inquired what the general geographic area for artists participating in Artfalls. Ms. Willadsen responded that artists come from as far away as Montana, Colorado, Arizona, Florida, Kansas, Illinois, and Midwest states.

Commissioner Etten suggested that more arts organizations and groups (ie: SEAC, SD Arts Alive, SF Community Theatre, etc.) be invited to participate in Artfalls by establishing informational booths. Consider having or raising booth fees and recruiting future Artfalls committee members from those various art organizations and groups.

Commissioner Hauck expressed that a new technological marketing strategy for the Artfalls event may be needed. He felt that extending invitations to repeat and new artists, and having on-line information and applications available is important to Artfalls success. He suggested that an artist's survey be conducted. Ms. Willadsen commented the artists scheduled for 2008 Artfalls event will be allowed to participate in the 2009 event without further jurying. On-line information and applications will be available on their website <http://www.artfalls.com/>. Ms. Willadsen requested support from the Commission in forming updated mailing lists. Commissioners mentioned contacting Sioux Empire Arts Council (SEAC) and various state art organizations and groups. Such contact information would be forwarded to Russ Sorenson, VAC Staff Liaison, to share with Artfalls committee.

Commissioner Davis offered other suggestions for the Artfall committee to consider. Those include: 1) Recruiting local artists and other persons with business specialties and talents (ie: legal, finance, marketing) to serve on the Artfalls committee; 2) Contact Sioux Empire Arts Council Director for possible mailing list information; 3) Look at the 2009 dates, as other art festivals are going on in the area. Evaluate if a two day event vs. one day event is best. 4) Update the website to promote the 2009 Artfalls event.

Commissioner Davis asked Ms. Willadsen what the VAC can do to assist Artfalls. Ms. Willadsen explained that assistance is needed in all areas...with planning the event, inviting artists, funding, marketing and securing volunteers for this wonderful community event. The focus is to have the best fine arts festival possible.

Russ Sorenson invited the Commissioners to feel free to send him additional planning, funding and marketing ideas and recommendations for Artfalls committee members consideration.

Mr. Sorenson suggested that after the Artfall committee updates their website to let him know so that it could be posted as a link on the VAC's website page. He also indicated that he would forward a contact list that includes several South Dakota art organizations, associations, networks, studios, galleries, museums, in-state university and college art departments to the Artfalls Committee.

Ms. Willadesen expressed her sincere appreciation to the VAC and staff for inviting her to their meeting and offering their ideas, suggestions and moral support.

There were no further public comments received.

Vice Chairperson, Lyle Pudwill, turned the meeting over to Chairperson Jerry Hauck.

ITEM 4. DISCUSSION & ACTION on Calls for Art

- a) Free-form Design Art Racks (non-standard bicycle racks) on Private and Public Property.
- b) Standard Design Art Racks (non-standard bicycle racks) on Public Property (affixed to parking meters)

Chairperson, Jerry Hauck, summarized the commission's efforts of placing art racks (non-standard bicycle racks) within our downtown area, community businesses and on city property.

Acknowledging that existing bicycle racks are functional, but not very attractive, Chairperson Hauck indicated the commission is working with the cycling community and various other city entities on addressing:

- implementation of art racks into the 2009 Phillips Avenue Reconstruction Project;
- creating art racks that are cost effective, attractive and durable;

- retrofitting some of the existing parking meters with art racks;
- providing design specifications / standards that could be used in the call for art;
- call for art should address two design forms for the art racks - those which are of free-form design on private or public property and those which are on public property – abandoned parking meters and of an acceptable community design standard;
- obtaining community sponsorships for implementing an art rack placement program.

Russ Sorenson commented that he wanted the Commission to give their final review on the DRAFT Calls for Art. He noted the Draft reflects the Commission’s suggestions from previous meeting discussions. He noted that one call for art addresses free-form design art racks for either private or public property and another call for art addresses standard design art racks to be located abandoned parking meters (public property). Russ also commented the project timeline for the Call for Art proposals is:

Project Timeline

Call for Art	September 2008
Proposal Due	November 20, 2008
Jury Panel Review	December 2008
Review/Recommendation	January 2009
City Council Review of Winning Design/Approvals	February 2009
Winning Proposals Announced	February 2009
Execution of Contract	March 2009
Project Completion	July 1, 2009

The Commission then reviewed both calls for art. Commissioners expressed they were very satisfied with the two DRAFT Calls for Art and their respective timelines.

Ms. Candy Van Dam, representing Insight Marketing Design, presented a copy of the postcard notice that will be electronically produced and then distributed statewide to various artist organizations and websites. The Commissioners expressed their enthusiasm and appreciation to Ms. Van Dam and here INSIGHT Marketing Staff for all their time and efforts on this project.

There were no other public comments received.

The Commission directed Russ Sorenson to proceed with distributing and posting the Sioux Falls Call for Art - Art Racks (Non-traditional Bike Racks).

ITEM 5. PROJECT UPDATES (Staff &/or Subcommittees)

- a) CommUnity Youth Mosaic (Phase III)
 Russ Sorenson indicated the students and art teachers are working on fundraising efforts for Phase III of the project. Installation of the capstones is planned for the week of September 22nd. Tile installation is still planned for this fall. Russ commented he would continue to keep the Commissioners informed about this project.
- b) Visual Art Wall – N Phillips Ave
 Russ Sorenson mentioned the artist, Matthew Kargol, has received an engineering report on the project that indicates that using structural steel for the frameworks is acceptable and the foundation base will be approximately 18” thick. The initial site grading and security fencing installation was done during the September 13th & 14th weekend. Russ indicated that he would continue to keep the Commissioners informed about this project.
- c) Website Updates - Completed
 Russ Sorenson stated the Commission’s website page link has been updated.

ITEM 6. PUBLIC INPUT

There were no public comments received.

ITEM 7. ANNOUNCEMENTS

NEXT MEETING – October 21, 2008 Carnegie Town Hall

ITEM 8. MEETING ADJOURNMENT

With No further business, the meeting adjourned at 10:23 am.

HANDOUTS – September 16, 2008 Meeting

- September 16, 2008 Meeting Agenda
- Handouts for Item 4.