

**MEETING MINUTES
SIOUX FALLS VISUAL ARTS COMMISSION**

March 8, 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);

OTHERS PRESENT: 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

Commission Vice Chairperson, Ivy Oland called the meeting to order at 5:31p.m.

ITEM 2. WELCOME & INTRODUCTIONS

Vice Chairperson, Ivy Oland welcomed the Commissioners and guest.

ITEM 3. VAC Member Passion(s) and Commitment(s)

Each attendee explained their passion(s) and voiced their commitment to attend and participate in the public art integration work sessions.

ITEM 4. What are the Work Sessions Ground Rules?

- 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
- c) Documenting VAC Ideas
 - Russ Sorenson was requested by the Commissioners to scribe meeting summaries.
- d) Public vs. Non-Public Involvement
 - To be determined
- f) LISTEN RESPECT RESOLVE
 - OPENESS (was added by Commissioner Aleta Branson)

ITEM 5. Determine VAC Focus

- a) Work Session I - Agenda Development:
 - Commissioner and Facilitator Larry Crane proceeded with the remainder of the meeting agenda. Defining the Need for Art Integration
 - Larry Crane commented that it will be important to establish a benchmark – a point of reference. He asked the question, “What makes you proud of what “we” did?”

(over)

“What makes you proud of what “we” did? (continued)

Commissioners responded with comments below:

- Opportunities for artists Income for and by the arts
- Visible public art on buildings
- More diversity of art within our community
- SF become a destination for art (Dance, Music, Theater) Year Round
- A creative artist colony
- Arts Festival (“Sante Fe of the North” // Art Mecca // ARTropolis”)
- Compel private business and organization to embrace art integration – set the bar high
- Encourage integration opportunities for art within community development
- Art be developed along side
- VAC be cheerleader and leader of art opportunities
- SF Model be a benchmark for other communities larger and smaller than us
- Planning Tools – facade easements, incentives
- Capture visiting artists to our community
- Art not an obstacle
- Minimize barriers to accessing the arts
- Increase ARTIST stock – more artists needed, so attract with opportunities -paying jobs, housing, markets;
- Artists need to be increased within workforce development
- Create an advocacy for Branding & Marketing Art
- Create partnerships – business, education, non-profits, artists, arts organizations (National, State, Local)
- Incentivize private planning, integration, and investment of the arts
- Find opportunities for permanent and temporary art
- Economic development & tourism opportunities – work with CVB
- Increase collaboration with city partners
- Dismantle the silos and bridge the gaps between the arts
- VAC set policy for art integration
- VAC funding mechanism be self-sustaining

ITEMS TO ADDRESS:

- Review Cultural Plan GOAL 6 – Cultural Facilities and Public Art Sections 6.1.- 6.3
- Commissioners requested an invitation be extended to Kara Dirkson, SFAC Executive Director to educate the Commission about the Cultural Plan
- Identify other Stakeholders
- Need to address the following:
 - 1) What is Public Art Integration?
 - 2) Public Art Integration Occurrence – Why? When? and How?
 - 3) What are Public Art Integration Needs?
 - 4) What Does Current Literature Review and Research Findings Say About Public Art Integration?
 - 5) What Does City Ordinance Say About VAC’s Authority, Duties, and Responsibilities?
 - 6) What Does the Adopted Cultural Plan Say About Public Art Integration?
 - 7) Who are the Stakeholders? (Internal & External)
 - 8) Importance of Developing a Public Involvement & Participation Plan
 - 9) Definitions
 - Define Art Integration?
 - Public Art?
 - Define roles and responsibilities SFAC and VAC
 - Educate city leaders on importance of art(s)
 - Define unified message to go to City Council /Mayor
 - Define how entities will work together to implement plan;
 - Marketing Communication about the Plan

Facilitator Larry Crane requested the following items be considered for discussion at the next Work Session II meeting:
ITEMS for next Work Session II Meeting – Monday, March 13, 2017:

- Invite Kara Dirkson, SFAC Executive Director to the next work session - focus on Cultural Plan and SFAC /VAC partnership, and roles and responsibilities;
- 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 III - if necessary - Discuss Outcomes & Prioritize Actions

ITEM 6. PUBLIC INPUT

No input from the public was received.

ITEM 7. ANNOUNCEMENTS

a) **NEXT MEETING – Monday, March 13, 2017 at 5:30 p.m., Sioux Falls Design Center 108 W. 11th Street**

b) **Homework Assignment:**

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

ITEM 8. ADJOURNMENT

With no further business, the Visual Arts Commission meeting adjourned at 7:35 p.m.

HANDOUTS – March 8, 2017 Meeting Public Art Integration

- Agenda
- 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