



**City of North St. Paul
Arts & Culture Commission
Regular Meeting Agenda**

**April 6, 2022
6:30 PM**

The Arts & Culture Commission Meeting will be conducted on **April 6, 2022** at 6:30 p.m. The meeting location is the Sandberg Room at City Hall, located at 2400 Margaret St., North St. Paul.

The **April 6, 2022** Zoom meeting can be accessed at
tinyurl.com/NSPartsandculture
(from a PC, Mac, tablet, iPhone, or Android device)
or by phone at 1-929-205-6099.

Participants accessing the meeting by phone please use the following meeting ID:
87921831549

The Arts & Culture Commission Zoom meeting will be 'open to the public to listen in but will be muted from contributing at all times with the exception of a Public Hearing and open to the public forum.

Please join the meeting early to test your audio and video settings.

I. Call to Order

II. Roll Call

Tom Sonnek, Chair
Julie Barrett, Commissioner
Carey Nadeau, Commissioner
Stacy Maher, Commissioner
Trudy Ohnsorg, Commissioner
Lisa Wong, Council Member

Staff
Lisa Ritchie, Commission Secretary

III. Adopt Agenda

IV. Approval of Minutes

A. Approval of the March 2, 2022 Meeting Minutes

V. Meeting Open to the Public

This Open Forum is an opportunity for persons to address the Arts & Culture Commission on items not on the agenda. A completed public comment form should be presented to the staff liaison prior to the meeting. Comments will be limited to 3 minutes per person. While the Commission may ask clarifying questions of the speaker, no formal action by the Commission or discussion will be held on these items.

VI. Public Hearings

VII. Commission Business, Action Items & Recommendations

VIII. Old Business

- A. Potential Sponsors for SnowFolk project
- B. Council Chambers wall art
- C. Programming for the Art Cart - 5 events total.

IX. Reports from Staff

- A. Report on creating our own Facebook page
- B. Simplified path to donate to the Arts & Culture on the city website
- C. Update on filling commission vacancy.
- D. Update on Call for Volunteers on city website
- E. Update on Art Cart Project
- F. ACC apparel design/logo
- G. New design ideas for banners

X. Reports from Commissioners

- A. Stacy - Status of Bighley Auto Body painting the Art Cart.
- B. Trudy & Carey - Discuss the buildout plan for executing the Snowfolk project.
- C. Tom - Update on mural RFP with Kii.
- D. Trudy - Online apparel website/host options
- E. Update from Stacy on art programs at colleges/student thesis collaboration possibilities

XI. Reports from Council Liaison

XII. Adjournment

The next regularly scheduled Arts & Culture Commission meeting is May 4, 2022

March 2, 2022

6:30 PM

I. Call to Order

Tom Sonnek called the meeting to order at 6:31 PM

II. Roll Call

Tom Sonnek, Chair
Trudy Ohnsorg, Vice Chair
Julie Barrett, Commissioner - Resigned
Stacy Maher, Commissioner
Lisa Wong, Council Representative
Carey Nadeau

STAFF

Lisa Ritchie, Admin. Assistant

A. Attending via ZOOM

Attendee:

Hart Johnson (aka: the Snowman Man) from Tivoli Too Inc Too

III. Adopt Agenda

Tom proposed one change to the agenda. Under Commission Business, Action Items & Recommendations we add Item F – Commissioner replacement in light of Julie Barrett's resignation.

Trudy Ohnsorg made a motion to adopt the agenda with the proposed change and it was seconded by Carey Nadeau. Motion carried to adopt the agenda with all present voting AYE. Motion carried.

IV. Approval of Minutes

A. Meeting Minutes from 2/2/2022

Stacy stated the final motion to close the meeting was Carey moved it and Stacy seconded it. Lisa stated that Carey had sent an email with 2 other changes that needed to be done to correct the minutes. Trudy made a motion to approve the 2/2/2022 meeting minutes with recommended corrections which was seconded by Carey, with all present voting aye. Motion carried to approve the meeting minutes.

V. Meeting Open to the Public

Note: This is a courtesy extended to persons wishing to address the committee who are not on the agenda. A completed public comment form should be presented to the Arts and Culture Commission Committee Secretary prior to the meeting; presentations will be limited to 3 minutes. This session will be limited to 15 minutes.

Attendee: None

VI. Commission Business, Action Items & Recommendations

A. Hart Johnson presentation – Snowman Statues

Summary:

Hart Johnson from Tivoli Too Inc, attended the meeting to provide information to the commission regarding the Snowman Sculptures that have been discussed in past meetings. Tom Sonnek have been corresponding via email. There were a number of photos of past sculpture projects as well as a guide. Tom Sonnek asked Hart to have a conversation with the commission to answer questions such as what should the commission expect and what is the scope and size.

Hart kicked off the conversation stating he is willing to take questions and would like to give a little background on Tivoli Too Inc Too; the company he works for. Over the years they have had a niche in a number of different companies and today they consider themselves a theming company. They employ about 40 people, most are artists. Hart stated the statue events are really fun and are special because it provides benefits to so many entities. He said Tivoli Too already has a snowman statue so that would save the city the cost of having to create the make the mold. The process is the Arts & Culture commission would create the Snowman project/program/event. This creates something really special for artists because they have the opportunity to do something that gives them exposure. It's a great thing for the artists as well as the community. The community takes a lot of pride in these events. The city benefits as it is an attraction that draws people to the community. The businesses gain business as a result. It can also do a lot of things for the Arts & Culture Commission as well, depending on what the objective is there a lot of different ways to structure an event.

Objectives could be for fun and create good will and community involvement. It could be raising awareness for the Arts & Culture organization and for the City. It could be for raising money. There isn't a minimum or maximum number of statues that need to be ordered. Tivoli will not just make the statue, but rather will be involved in helping to create the event that meets our objectives. They bring many years of knowledge and experience to help do this. Hart stated the City of Roseville did 20 roses in 2020 to celebrate their 20th anniversary of their visitor's bureau. Roses in Bloom was the event and it was very successful. It received a lot of social media.

Hart then opened the floor for questions. Stacy attested what Hart was saying is very true. She had actually visited his company in the past. Trudy asked how past events have been used as a fundraiser and on the scale of a smaller number. Hart recommended structuring the budget to meet our financial objectives is a starting point. The commission should set a feasible cost structure? What do we think sponsors will pay? Hart has a pro-forma budget. Finding the cost to make and how many to make, getting our budget number. Decide how the commission will proceed in getting the funding. Options include: self fund, example: Donate \$10K, reducing the cost down to \$4K each @ 10 snow folk. Or if we subsidize it, maybe we could get \$15K and drives the amortized cost down per statue. If we don't self-fund, we say we are going to sell 10 of these @ \$5K each, which puts us at a break even. The other way we could fund this is to find presenting sponsors. Find sponsors that donate \$ at their discretion for the benefit of this project. In the end, we are looking at: total costs, and how much do we need to charge for each statue, how many statues can we sell?

To bring back a profit to increase our funds or specify what the profits will be used for. We could set the parameters for the price to the sponsors is to use it, to have it for the summer. To get all of the benefits of the people coming and the good will. If you want to keep the statue, that will be an extra \$1k, which is a donation to the commission. Another option is to create an auction. It would be a live event or online. Hart gave the example of the Snoopy statues in St. Paul which averaged \$21K each. The profits went to the Charles Schultz Foundation. Over \$800K was raised. The foundation used the donation to fund other

events. It was wildly successful.

Tom Sonnek inquired if it is the best approach to get the sponsors up front? Hart summed it up as the buy back option, where do you want to put your risk.

Tom also inquired about how do we get the artists? Hart stated there a lot of different ways, a call for artists, advertise on social media. Hart added they have an artist packet with a call for artists letter and an artist's fact sheet. There is a whole process to get the artist, typically artists submit their designs and sponsors look at the design book. Sometimes the design number is limited to 3 and artists choose one of the three. Sometimes, sponsors have an artist they want to use. Artists are usually paid and it is highly recommended to do so. It may be helpful to get the sponsors line of business out to the artists so they can tie it into their art.

Trudy inquired about who the contact person was in Roseville that he worked with. It was the executive director of the Roseville Business Association; Julie Wearn.

Stacy inquired about the turn-around time. Hart thought the timeline for 10 Snowman would be 6-8 weeks approximately.

Hart extended an invitation to the commission to come visit the business.

Tom asked what they are made of and how much to they weigh? They are made out of fiberglass with steel inside. The snowman approximately weighs 150 – 175 not including the concrete base which stabilizes them and keeps the statue in place.

Hart also indicated, he has had companies contribute in kind. Such as a construction company making the base and donating for the cause. Companies have been willing to move the statues around at no cost. In kind donations can help off-set the cost of the project.

Stacy inquired about how long the artists would need to paint the statues. Hart stated that could be an event in itself. All artists would set up in a designated place where the public can come and watch.

Hart left the Zoom meeting and the commission discussed further. Stacey commented the cost breakdown does not increase significantly by the number of statues ordered. She feels it is important to get our plan together so we can present to council as the commission doesn't have the funds to make this happen. She thinks it would be good to get our sponsorship put in place and present that. Lisa Wong suggested getting our objectives established. Tom likes the idea of having a bigger purpose for the project. Tom will talk to Terry Furlong about the project as he is well connected with the city. There was discussion on approaching banks etc. for sponsors. Carey commented that the park shelters may be a good location for the artists to paint the statues.

Stacy stated that she is hesitant to sound negative but if we are planning this year, it's a bit late to pull the trigger. Stacy added we need to come up with a sponsorship plan, plan for how we might generate revenue for the commission and have it approved by the Council before we move ahead.

Lisa stated if we take our time and put more time into planning, it may be more successful. Tom agreed that is a good way to think and maybe incorporating with the fall parade or something like that.

Trudy inquired if there is a place downtown the we could do this at. She would like to start with one and maybe do more in the future.

Stacy suggested it be a kick-off with the Parade. The snow folk march into town which is when they would be introduced to the public and then they don't go to their homes for a while.

Tom stated there is a lot to this and we could table the discussion for a future meeting so we can address the other items on the agenda. He recommended a sub-committee be formed to discuss details. He will talk to Terry about potential sponsors. Most of the sponsors that Tom can think of are not downtown. Trudy, Carey and Lisa will meet to discuss building out a plan for the Snow Folk.

B. Craft Wagon

Summary: Lisa Wong gave an update after talked to John Stark. Public Works will transport the Art Cart as needed. As far as staffing and budget go, there isn't a money specifically earmarked for Arts & Culture but the job generally falls under Lisa Ritchie's responsibility so long as it doesn't interfere with the EDA or Planning Commission, she can assist as needed. As far as fundraising goes, we currently have something on the city website. People can donate thru the site and specify if there is a particular project the funds should be towards. There was brief discussion on where it was located on the website and determined it would be good if it could be streamlined to make it easier to find. Lisa Ritchie will talk to Kari about that. There was also brief conversation around the possibility of the commission creating our own Facebook page to promote our group and the Art Cart. Lisa will check on this as well. Tom indicated take aways from our last meeting was a call for volunteers, a web form, materials, programming and schedule. Per Lisa Ritchie, she will be able to host at the Art in the Park events, with the exception of July as there is a conflict with another commission meeting so someone else will need to man the cart for that date. She presented a collaborative art project for the kids. They will decorate their handprints and those will be used as leaves for a large 3'x6' tree that will be displayed in the North Saint Paul/Ramsey County Library. Lisa would also like to incorporate a quote into the art. She will design the background & tree in Photoshop and come up with an idea for the hands that will be decorated by the kids. The costs should be minimal for this project as it will just require the art supplies the kids will need to decorate the hands.

It could be a fun family event for families to visit the library with the kids to find their art. Depending on how many participants there are, will determine how many trees are done. Possibly one tree for all three dates or one tree for each date.

One thing that still needs be discussed is how many events will need to be hosted this summer? The Art in the Park will be three events, the third Thursday of June, July and August. Tom would like at least 3 additional events with different programming during the day in the parks. Stacy suggested takeaway flyers for each event listing the upcoming events. Another idea is to host the event at the Car Show. The consensus is to have a total of 8 events. 3 with Music in the Park, 3 daytime events (4th week of June, July and August at the parks and 2 at the Car Show. Programming needs to be created for the daytime and Car Show events. Volunteers will be needed for the daytime events. Lisa Ritchie will check with the city attorney regarding working with volunteers.

C. Downtown banners, council chamber background and 135-year anniversary

Summary:

Lisa presented the downtown banners that were on file from the 125-year anniversary. Being as the border was red rather than the North St Paul PMS blue, she changed the banners before presenting. The feedback on the banners was that the commission would like to go a different direction in the design as previously, the used images that were really busy. The consensus was to go with a colorful & simple design without pictures. Lisa will work on a design to present. The street pole banners should coordinate with the 135-year large banner. Tom questioned a design for the Council Chambers background? There was some discussion around different ideas for it but it will need to be discussed further.

D. Luv's Mural (Funding Sources, how to find artists, etc.)

Summary: Tom introduced Suzanne to a mural artist who previously was a North St. Paul resident (Kii) and she fell in love with his art. His art is colorful and simple which will fit an Ice Cream Shop perfectly. The artist will be back in town at the end of June so Tom will get an estimate and some design ideas from the artist. The cost will be based on the square footage and the complexity of the art. Tom will get the RFP form out to him.

E. Intake Form and RFP

Summary:

F. Commissioner vacancy

Summary:

Julie Barrett has given her resignation so there is an open seat on the commission. Lisa will let Kari know to advertise for it.

VII. Reports from Staff

Summary: Lisa Ritchie got quotes from a local vendor for Arts & Culture Commission apparel but the commission indicated there were other sources which cost less so Trudy will look into this. Lisa Ritchie will bring back a concept design to the next meeting.

VIII. Reports from Commissioners

Summary:

Trudy had lunch with Alison Clate (?). She has some ideas for connections for Trudy to work with in connecting artists with funding. Trudy feels this is a good next step.

On Friday she is going to happy hour with the Executive Director of Compas. A non-profit organization that has several programs connecting kids as well as communities with art. This will also be a great resource going forward. We could connect with them for our programming.

Stacy likes the idea of working with college artists, grad students that we could possibly partner with for their thesis as an art project for the city. Being it is a scholarly activity, there would not be a cost to the commission.

Carey attended the Parks & Rec Commission meeting. She stated she learned there will most likely be a lot of kids at Music in the Parks. She recommends setting limits on the number of kids as well as the length of time per child for their project. Potential volunteers would be honor society students, local churches and boy scout/girl scouts. Or even cultural organizations. Laura Greenlee Karp did a passport event to get kids to participate in all events and give a prize at the end. She is willing to share what she has left if we are interested. Another suggestion was to get vests or t-shirts for staff so we can be easily identified. Local large retailers could be potential sponsors especially Target for art supplies (in-kind donations).

IX. Reports from Council Liaison

Summary: Lisa Wong gave an update on what the Redevelopment Master Plan Review committee has been discussing. Redevelopment of Seppala Blvd, the parking lot behind fka: K&J Catering and the development of the city owned parking lot on 7th Ave next to Sidewinders.

X. Adjournment

Summary:

Tom made a motion to adjourn. Carey moved it and Trudy seconded the motion with all present voting aye. Meeting adjourned at 9:16 PM.



To

Arts and Culture Commissioners

Date

April 6, 2022

Agenda Placement # IX.A

Reports from Staff

Subject

Report on creating our own Facebook page

Background/Facts

The Arts & Cultural Commission can create and manage our own Facebook page as long as no city logos or city contact information is used. Basically, we cannot represent ourselves as a city because of legalities.

Recommended Action

Attachments

None

Respectfully submitted,



To

Arts and Culture Commissioners

Date

April 6, 2022

Agenda Placement # IX.C

Reports from Staff

Subject

Update on filling commission vacancy.

Background/Facts

A notice went out in our e-news advertising for the Arts & Culture Commission as well as the Planning Commission.

Recommended Action

Attachments

None

Respectfully submitted,
Lisa Ritchie, Administrative Assistant

