



Beautification and Public Art Committee

Monday, May 20, 2024
4:00 PM
Elk River City Hall

Special Meeting Agenda

1. CALL MEETING TO ORDER

2. CONSIDER AGENDA

3. CONSIDER MINUTES

3.1 April 15, 2024 Meeting Minutes

4. GENERAL BUSINESS

Items in which the information is presented by city staff or consultants, then deliberation and action occur. General Business items are not opportunities to receive or provide public input. However, the presiding officer may, at its sole discretion, solicit public feedback.

4.1 Public Art Project

4.2 Beautification Award

4.3 Committee Branding

4.4 General Updates

5. ADJOURNMENT



**Special Meeting of the Elk River EDA
Beautification and Public Art Committee
Held at the Elk River City Hall
Monday, April 15, 2024**

Members Present: Deb Hjermstad, Nic Hahn, Dan Tveite, Ryan Hardin, and Melissa McAlpine

Members Absent: Jennifer Wagner

Staff Present: Economic Development Specialist Josh Mollan

1. Call Meeting to Order

Pursuant to due call and notice thereof, the special meeting of the EDA Beautification and Public Art Committee was called to order at 4:33 p.m. by Josh.

2. Consider Agenda

Moved by Dan and seconded by Ryan to approve the agenda. Motion carried 5-0.

3. Consider Minutes

Moved by Dan and seconded by Melissa to approve the March 18, 2024, meeting minutes. Motion carried 5-0.

4.1 Public Art Project Update

Josh shared that the EDA approved a \$10,000 contribution to the public art project. Josh and Carey (remote) will attend the Multipurpose Facility Advisory Commission on April 22nd to approve location and concept. Additionally, staff is still considering a video to highlight Carey's visit to Elk River.

Nic shared that Evening of the Arts at Elk River High School will be on April 25th.

4.2 Committee Branding

Josh shared a potential new name of the committee: Civic Charm Committee, as well as accompanying logos recreated by Melissa.

Dan suggested determining the charter and direction of committee activities before landing on a new name.

The committee was in consensus to brainstorm prior to the next meeting on the direction of a name and logo change.

4.3 Beautification Award

Josh shared that he would work with Plant and Things to award Edge Bar + Boutique their garden bench in the coming weeks. Additionally, Josh will work with Melissa to update the Beautification Award flyer for 2024.

Melissa suggested utilizing swag items to further market the committee and the Beautification Award once the logo and name change are determined.

4.4 General Updates

Josh shared that the city multimedia team is looking for content to film and publish. He asked the committee for any suggestions for video content.

Ryan suggested highlighting the past winners of the Beautification Award.

Nic suggested offering classes to work with the artist, such as paper mosaic making.

Dan suggesting collaborating with the Sherburne County Fair with their art exhibition.

5. Adjournment

There being no further business, Josh adjourned the meeting at 4:57 p.m.

Minutes prepared by Josh Mollan.



To whom it may concern,

On behalf of the City of Elk River Public Art Subcommittee, we are writing to you today to ask for your participation in an exciting new endeavor coming to Elk River! The City of Elk River has commissioned Milligan Studios of St. Paul to design, create, and install a public art sculpture which showcases the city's rich history in leading economic transportation efforts both through the highway system and riverway system.

Milligan Studios, an experienced and esteemed sculpture collaborative, has designed and created specifically for Elk River, a sculpture called, "*Slipstream*." It will be located at the eastern entrance to downtown Elk River, visible from Highway 10/Main Street/Parrish Ave, and will serve as an invitation to travelers and locals alike to learn how the development and use of several transportation systems has shaped the economic vitality of the town. Elk River's own Charles M. Babcock was the first commissioner of the Minnesota Highway Department in 1917. His leadership and forethought laid the foundation for the state's current highway and transportation system. The sculpture, purposely and thoughtfully located near the Mississippi River, also pays homage to the history the river played in establishing early settlements and commerce of the region.

The significance of the sculpture doesn't stop there. We are working with several community organizations including the Elk River Chamber of Commerce, the Elk River Great River Regional Library, ISD 728 schools, Energy City Commission, and Granite Shores Apartments. In addition, we plan to invite high school students and area residents to learn some aspects of metal casting with our artists and to join in a variety of public opportunities that will be conducted under COVID safety protocols.

To complete the funding for this community public art initiative, we are looking for partners like you who see the value in the story and are able to financially donate to the project. In return for your \$500-\$1,000 contribution, you would receive acknowledgement in all publicity and any printed materials. The majority of funding for the project has been secured through the City of Elk River Economic Development Authority as well as a grant from the Central Minnesota Arts Board. But we need your help to contribute to this small funding gap to bring the project to fruition.

Can we count on you to help tell this piece of Elk River's story? **As a donor you will be recognized on the EDA website, in social media posts and in other promotional materials.**

On behalf of the City of Elk River Public Art Subcommittee, we thank you in advance for considering this request.

Sincerely,

Dan Tveite
Jennifer Wagner
Sharon Tracy
Ann McCormick
Michael Niziolek

Together Elk River



City Beautification Award Policy

13065 Orono Parkway
Elk River, MN 55330
763.635.1000



City Beautification Award Policy

What is the City Beautification Award?

The City Beautification Award recognizes businesses whose efforts to clean, repair, improve and enhance the overall aesthetics of either the interior or exterior of the building(s), property and/or space thereby maintaining the beauty of their neighborhood and surroundings. It is presented to encourage community improvements, enhance our city's image and economic vitality.

From May through ~~October~~September, The Beautification and Public Art Committee will accept nominations from the public and/or self-nominations. Nominations meeting the eligibility requirements and the minimum criteria of the judging rubric ~~of the Beautification Award~~ will become finalists. All finalists will receive public recognition for making and continuing to help keep the City of Elk River beautiful!

~~Businesses can be nominated for this award by others within the community or they may nominate themselves. Award finalists will be shown in promotional materials.~~

In ~~November~~October of each year, the Beautification and Public Art Committee will select one of the finalists to be awarded ~~t~~The City Beautification Award. The City Beautification Award ~~r~~Recipient will receive the award at the following EDA meeting presented by the EDA President and /or a member of the Beautification and Public Art Committee. In addition, the award recipient will be recognized by the Mayor and City Council at their ~~November~~next meeting.

What does the Beautification and Public Art Committee look for?

The ~~City of Elk River~~ Beautification and Public Art Committee seeks to recognize commercial/industrial site improvements, commercial/industrial upgrades, landscapes, interior/exterior renovations, restorations, and new structures that are architecturally noteworthy and well maintained.

A major criterion is how the project visually enhances the surrounding neighborhood and community. How the business incorporates design, maintenance, color, organization, and creativity within the existing community. Improvements to structures, interior/exterior spaces, and landscaping are important elements for consideration.

Applications will be evaluated based on the overall visual appearance of the completed project.

Application Requirements

Submit completed online entry form plus at least two high-quality ~~digital~~ photos (For businesses selected as finalists, additional photos may be requested), including a “before” if available and “after” (if applicable) ~~by the first Monday of each month beginning in from~~ May through ~~October~~ September of each year.

<https://www.elkrivermn.gov/FormCenter/Economic-Development-11/City-Beautification-Award-Entry-Form-350>



Eligibility

- The applicant/nominee must be an operational business ~~Site must be~~ located within the City of Elk River corporate limits.
- A photo release approval will be needed to authorize the use of photos in various social media and print forums.
- For new construction or renovations, a certificate of occupancy must have been issued.
- Public projects are not eligible.
- Previous recipients of ~~t~~The City Beautification Award are ineligible to receive the award in the succeeding two years at the same location.

Judging Rubric

This award recognizes businesses whose building(s), property and/or spaces that contribute to the beautification of the city through landscaping and architecture.

Applicants need to score a minimum of 10 points ~~in order to~~ to qualify as a finalist.

Scoring Rubric	0	1	2	3	Total
Criteria	Does not meet the criteria	Neutral	Meets the criteria	Exceeds the criteria	
The business building(s)/property/space visually enhances the surrounding neighborhood.					
The business building(s)/property/space is well maintained.					
The business building(s)/property/space incorporates a visually pleasing color scheme.					
The business building(s)/property/space incorporates creativity and design.					
The business made substantial improvements to their building(s)/property/space.					
				Grand Total	



BEAUTIFICATION
& PUBLIC ART
COMMITTEE



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COMMITTEE



CIVIC CHARM
COMMITTEE