Meeting of the Beautification and Public Art Committee
Held at the Elk River City Hall
Monday, May 20, 2024

Members Present: Committee Member Deb Hjermstad, Committee Member Melissa McAlpine, Councilmember Jennifer Wagner, Committee Member Ryan Hardin, Committee Member Nic Hahn, Commissioner Dan Tveite

Staff Present: Economic Development Specialist Josh Mollan, and Senior Planner Chris Leeseberg

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 4:01 p.m. by Josh.

2. CONSIDER AGENDA

Deb requested to add item 4.5 Consideration of Landscape Art Project.

Moved by Dan and seconded by Ryan to approve the agenda as amended. Motion carried 6-0.

3. CONSIDER MINUTES

3.1 April 15, 2024 Meeting Minutes

Moved by Deb and seconded by Melissa to approve the April 15, 2024, meeting minutes. Motion carried 6-0.

4. GENERAL BUSINESS

4.1 Public Art Project

Josh shared that the Central Minnesota Arts Board (CMAB) granted Elk River the requested $8,000 public art grant. Additionally, Josh shared that he attended the April 22nd Multipurpose Facility Advisory Commission meeting and was advised to bring Carey to FT Center prior to securing a specific location for the piece. Otherwise, the commission was in favor of "Where Energy Flows" within their facility. Josh will meet with Carey on June 18th to visit FT Center to determine the best location for the piece.

Jennifer inquired about if additional funding is secured, could Carey increase the size of "Where Energy Flows".

Josh advised that he confirmed with CMAB that additional funds could be used for the project. He will connect with Carey to see if she would be willing to increase the size for an additional cost.

The committee was in favor of an email and a follow-up phone call to the naming sponsors at FT

Center for the initial round of fundraising.

4.2 Beautification Award

Josh shared that we have already received an applicant for the award: Professional Karate Studios.

Josh shared proposed changes to the Beautification Award.

Ryan suggested clarifying the eligibility requirements and finalist language.

Moved by Ryan and seconded by Dan to approve the changes to the Beautification Award policy with the following conditions:
1. Remove "finalist" language
2. Clarify eligibility requirements and timing of judging.
Motion carried 6-0.

Josh advised that the chamber will post a Beautification Award ad in the weekly email newsletter for the next four weeks.

4.3 Committee Branding

The committee was in consensus about not changing the committee name. Also, they were in consensus on using the new logo that incorporates the "B" and "P".

4.4 General Updates

Josh shared that the multimedia team is eager to produce video content and the committee should share ideas with him as they come up.

4.5 Consideration of Landscape Art Project

Deb proposed adding a small art project to the butterfly garden which would involve painted bricks depicting a monarch butterfly larva and chrysalis. The bricks would be painted by children in the Junior Master Gardeners program which starts June 13th.

Dan advised that he will request to add the item to the EDA agenda, and suggested Josh share the item.

Moved by Dan and seconded by Jennifer to recommend the art project to the EDA for approval. Motion carried 6-0.

5. ADJOURNMENT
There being no further business, Josh adjourned the meeting at 4:34 p.m.

Minutes prepared by Josh Mollan.

Josh Mollan, Recording Secretary

Tina Allard, City Clerk