



Beautification and Public Art Committee

Tuesday, February 18, 2025
3:30 PM
Elk River City Hall

Special Meeting Agenda

1. CALL MEETING TO ORDER
2. INTRODUCTIONS
3. CONSIDER AGENDA
4. CONSIDER MINUTES

4.1 January 21, 2025 Meeting Minutes

5. 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.

5.1 2025 Committee Activities

5.2 Beautification Award Policy Review

5.3 General Updates

6. ADJOURNMENT



**Meeting of the Beautification and Public
Art Committee
Held at the Elk River City Hall
Tuesday, January 21, 2025**

Members Present: Committee Member Melissa McAlpine, Councilmember Jennifer Wagner, Committee Member Ryan Hardin, Committee Member Nic Hahn

Members Absent: Committee Member Deb Hjermstad

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 4:05 PM by Josh.

2. CONSIDER AGENDA

Moved by Ryan and seconded by Melissa to approve the agenda. Motion carried 4-0.

3. CONSIDER MINUTES

3.1 11-18-2024 Beautification and Public Art Committee Minutes

Moved by Jennifer and seconded by Ryan to approve the 11-18-2024 Meeting Minutes. Motion carried 4-0.

4. GENERAL BUSINESS

4.1 2025 Committee Activities

Beautification Award

Josh asked the committee about continuing the Beautification Award for 2025, noting there were six applications this past year, a four-year-high.

Ryan noted that the award could benefit from increased notoriety in the community. He also suggested considering a tiered award based on improvement costs.

Josh suggested a possible award prize of a dasher board or similar local sponsorship opportunity. He also suggested increasing marketing on the award.

The committee is favorable in continuing the Beautification Award for 2025 after reviewing the policy in the next couple meetings.

Public Art

Josh advised that he has been communicating with Craig Murphy, owner of the Cinema Building and the Occasional Fling building, in regard to the public art murals on both buildings. He also suggested looking into hiring a public art consultant to guide public art programming for the city. Additionally, focusing on preserving and maintaining the existing pieces in the city such as the white deer at Handke. He suggested the committee think about a local public art grant program to assist other organizations add or repair public art.

Ryan suggested including community engagement into a future project or programming.

The committee was favorable to the idea of a small public art grant issued by the committee/EDA.

Jennifer emphasized that we have access to local experts that could assist in guiding the future of public art in Elk River.

Other

Josh reintroduced the Summer Bloom[Summer Blossom] program that Brooklyn Park runs focusing on resident and business landscapes as a potential program to adopt.

Nic suggested that if we were to do a program like that to ensure the requirements are sensitive to the high cost of landscaping.

Mel asked if this would be an extension of the Beautification Award or a separate award.

Josh advised that the committee can table this until next month to get Deb's input as the representative of the Sherburne County Master Gardeners.

4.2 General Updates

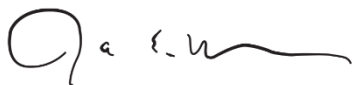
Josh asked if the committee members wanted to sign a card to be sent to Carey Dean.

Josh asked if the current cadence and timing of the meeting has been working for the group.

The committee is comfortable with the current meeting cadence and timing.

5. ADJOURNMENT

There being no further business, Josh adjourned the meeting at 4:41 PM.



Josh Mollan, Recording Secretary



Tina Allard, City Clerk

Elk River Economic Development Authority Public Art Grant Guidelines

Program Overview:

The Elk River Economic Development Authority (EDA) is committed to enhancing the vibrancy and cultural landscape of Elk River through public art. This grant program supports local organizations in creating, purchasing, or maintaining public art installations within the City of Elk River. We believe that public art enriches our community, fosters creativity, and enhances the quality of life for residents and visitors.

Grant Amount:

The EDA will award grants of up to \$2,000 on a first-come-first-served basis. Grantees must provide a matching contribution of at least 50% of the total project cost. For example, a \$2,000 grant would require a minimum \$1,000 match from the applicant, for a total project budget of \$3,000.

Eligibility:

- Applicants must be businesses or non-profit organizations located in the City of Elk River.
- Projects must be located within the City of Elk River.
- Proposed art must be openly accessible without security or cost restrictions.
- Projects must be completed within one year of grant award.

Eligible Projects:

The following types of projects are eligible for funding:

- **Creation of new public art:** This includes, but is not limited to, murals, sculptures, installations, and other forms of visual art.
- **Purchasing of public art:** This includes completed art ready for installation.
- **Maintenance of existing public art:** This includes cleaning, repairing, and restoring existing public art installations.

The following types of projects are *not* eligible for funding:

- Projects that primarily serve a commercial purpose (e.g., signage).
- Projects that are primarily religious or political in nature.
- Projects located on property not readily accessible to the public.
- Projects that pose a safety hazard.
- Projects that do not comply with local ordinances and regulations.

Application Process:

Applicants must submit a complete application package, which includes the following:

1. **Application Form**
2. **Project Proposal:** A detailed description of the proposed project, including:
 - Type of art
 - Location of the art
 - Artist information (if applicable)
 - Timeline for completion
 - Maintenance plan
 - Community engagement plan (if applicable)
3. **Budget:** A detailed budget outlining all project expenses and the source of matching funds.
4. **Supporting Materials:** This may include sketches, renderings, photographs, or other visual representations of the proposed art. Letters of support from community partners are also encouraged.

Review and Selection Process:

Applications will be reviewed by the EDA Beautification and Public Art Committee which is comprised of EDA members and community representatives. Projects will be evaluated based on the following criteria:

- **Artistic Merit:** The quality and creativity of the proposed art.
- **Demonstrated Need:** The community has shown support for the project.
- **Community Impact:** The potential of the project to enhance the community and engage residents.
- **Feasibility:** The likelihood of project completion within the proposed timeline and budget.
- **Accessibility:** The accessibility of the art to the public.
- **Maintenance Plan:** The adequacy of the plan for long-term maintenance of the art.

Grant Disbursement:

Grant funds will be disbursed upon execution of a grant agreement between the EDA and the grantee. Payment may be made in installments, as determined by the EDA.

Reporting Requirements:

Grantees will be required to submit a final report upon completion of the project, including documentation of expenses and photographs of the completed artwork.

Deadline:

Applications may be submitted year-round; however, funding is limited.

Contact Information:

For questions regarding this grant program, please contact the Elk River EDA staff at 763-635-1000. Application forms and further information can be found on the EDA website at EconDev.ElkRiverMN.gov.

Brooklyn Park Summer Blossom Awards Program

About the Program

The Summer Blossom Awards Program highlights attractive gardens and landscaping in Brooklyn Park! This annual competition recognizes and rewards residents and businesses that strive to improve the City's landscape.

Anyone can nominate you including neighbors, family, friends, or yourself.

Program Categories

There are four categories for the Summer Blossom Awards. Each category will be judged city-wide except for single family.

- Single Family Garden (separated into four districts)
- Townhome Garden
- Neighborhood Garden
- Commercial Garden

Program Timeline

<u>Date</u>	<u>Details</u>
May to July	Gardener submits nomination form
August 1	Program judges will tour and evaluate gardens
September 26	The City Council formally recognizes the winning gardens

Requirements

Garden/landscape must be located in Brooklyn Park

Garden/landscape must primarily feature flowering plant, trees, shrubs, ground cover, perennials, retaining walls, arbors or water features to create a visually significant summer long display of flowers

Garden/landscape must be well maintained through the growing season

Garden/landscape must have a positive visual impact on the neighborhood

Awards

Grand winners in each category receive:

- \$400 toward materials
- An engraved garden paver
- Formal recognition from the Brooklyn Park City Council

Single Family winners in each district receive:

- \$100 toward materials
- An engraved garden paver
- Formal recognition from the Brooklyn Park City Council



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 who have made recent~~ efforts to clean, repair, improve, and enhance the overall aesthetics of ~~either the interior or exterior of the their~~ building(s), property, and/or space, thereby maintaining the beauty of their neighborhood and surroundings. It is presented to encourage community improvements, ~~therefore~~ enhance our city's image and economic vitality.

From May through September, ~~t~~The Beautification and Public Art Committee ~~will~~ accepts nominations from the public and/or self-nominations. Nominees meeting the eligibility requirements will become finalists. All finalists will receive public recognition for making and continuing to help keep the City of Elk River beautiful.

At their October meeting, the Beautification and Public Art Committee will judge the finalists using the judging rubric. The highest scoring finalist will be recommended to the Economic Development Authority (EDA) to be awarded the Beautification Award. The 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. The recipient will also be awarded a grand prize as determined by the Beautification and Public Art Committee, and the EDA.~~In addition, the award recipient will be recognized by the Mayor and City Council at their next meeting.~~

What does the Beautification and Public Art Committee look for?

The 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 photos (For businesses eligible to be finalists, additional photos may be requested), including a “before” if available and “after” (if applicable) from May through September of each year.

elkrivermn.gov/FormCenter/Economic-Development-11/City-Beautification-Award-Entry-Form-350



Eligibility

- The applicant/nominee must be an operational business located within the City of Elk River corporate limits.
- A photo release approval may 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 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.

Nominees need to score a minimum of 10 points to be eligible to win.

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	