



**Meeting of the Beautification and Public
Art Committee
Held at the Elk River City Hall
Tuesday, February 18, 2025**

Members Present: Committee Member Deb Hjermstad, Committee Member Ryan Hardin,
Committee Member Nic Hahn, Councilmember Cory Grupa

Members Absent: Committee Member Melissa McAlpine, Councilmember J. Brian Calva

Staff Present: Economic Development Specialist Josh Mollan

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 3:37 p.m. by Josh.

2. INTRODUCTIONS

The committee went around the table and introduced themselves.

Josh shared background on the committee and what the past vision has been.

3. CONSIDER AGENDA

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

4. CONSIDER MINUTES

4.1 January 21, 2025 Meeting Minutes

**Moved by Ryan and seconded by Nic to approve the January 21, 2025 Meeting Minutes.
Motion carried 4-0.**

5. GENERAL BUSINESS

5.1 2025 Committee Activities

Potential Public Art Grant

Josh shared a draft public art grant guideline document for committee review.

Ryan suggested clearing up the language in the grant amount section. He also suggested looking into adjusting the language to allow individual artists as recipients of the grant. Additionally, he wanted further consideration for who owns the art specifically if the piece was completed on public property.

Josh shared that staff discussed and thought a quarterly or similar cadence would be beneficial to create a merit-based approach rather than first-come-first-served. Additionally, he shared that there should be extra consideration for language revolving projects that are primarily religious in nature.

Ryan also suggested making a consideration for language that covers possible indecency.

Potential Landscape Award

Josh shared details from the Brooklyn Park Summer Blossom Awards Program.

The committee was favorable in moving forward with a similar program for the City of Elk River.

Deb shared that the Sherburne County Master Gardeners may be open to assisting in some fashion. She will talk with her board and report back.

Cory shared positive remarks, noting community participation and engagement.

Josh advised that he will write up an Elk River specific guideline document to review in March.

Deb suggested that if we were to go live with a program like this, it should be announced by April to give enough time for landscapers to prep.

Ryan asked if the commercial side of this award would overlap with the existing Beautification Award.

Josh advised that he will consider this as he drafts the guidelines. Additionally, he suggested the committee brainstorm some potential name ideas for the program.

5.2 Beautification Award Policy Review

Josh shared the redlined Beautification Award policy noting the most significant change being the removal of verbiage around interior improvements. He stated that while interior projects are still beneficial for the community, the exterior improvements make the largest visual impact to Elk River residents and visitors and greatly improve the beautification of the area.

Moved by Nic and seconded by Deb to approve the suggested revisions to the Beautification Award policy. Motion carried 4-0.

5.3 General Updates

Josh shared that staff wanted to shoot a marketing video for the Beautification Award and asked the committee if they were okay if Jake, Senior Multimedia Specialist, shot b-roll at next month's meeting.

The committee was okay with Jake coming by next month.

Nic asked for a status update on finding local guidance on public art programming.

Josh shared that he connected with Rum River Art Center and is awaiting a response. Additionally, he met with the Elk River Library Director, Marot Barry, noting various locations in the library that would be suitable for public art.

Nic advised that her friend and colleague shared that after an organization receives a grant, there is a good chance of receiving future grants if the vision is to build upon past pieces/programs.

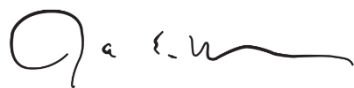
Deb shared that the last three times she has been to FT Center, there has been a table in front of the

newly installed public art piece.

Josh said he will inquire further with FT Center staff.

6. ADJOURNMENT

There being no further business, Josh adjourned the meeting at 4:24 p.m.



Josh Mollan, Recording Secretary



Tina Allard, City Clerk