

**Red Wing Arts & Culture Commission
Special Workshop
Community Development Building
June 11, 2025**

Members Present: Chair Katie Nolan; Commissioners Alyssa Riegelman, Stephanie Rogers, Ashley Bickle, Mark Woerpel, and Zamira Mendoza (arrived at 5:52 p.m.)

Members Absent: Commissioners David Culver, Emily Guida Foos (excused absence), Mark Granlund (excused absence), and Gary Stone

Others Present: Melissa Hill, Staff Liaison; Becky Norton, Council Liaison

1. Roll Call

The workshop was convened by Chair Nolan at 5:34 p.m. Chair Nolan and Commissioners Bickle, Riegelman, Rogers, and Woerpel were in attendance along with Council Liaison Norton and Staff Liaison Hill. Chair Nolan reported that Commissioner Mendoza would be arriving late.

2. Workshop Items

A. Committee Check-Ins.

Finance Committee.

Chair Nolan reported that the Finance Committee has been continuing its work on the grant project.

Public Art Committee.

Chair Nolan noted that the committee had nothing to report.

Marketing Committee.

It was noted that the Marketing Committee had nothing to report.

B. Deep Dive into Website.

Chair Nolan referenced proposed website changes that were presented by Commissioner Rogers during the May meeting, at which time it was decided to conduct a more in-depth discussion in a workshop setting.

Commissioners Woerpel and Bickle were asked to provide their impressions of the ACC website.

Commissioner Riegelman reviewed the current website navigation and the proposed website navigation. She discussed a video playlist link that has been developed.

Staff Liaison Hill commented regarding the landing page format. It was suggested to add the logo to this page.

Commissioner Riegelman detailed proposed changes to the “About Us” page. A link to the ordinance was discussed, and Staff Liaison Hill suggested linking to the Arts & Culture Commission section of the City Code. Chair Nolan provided suggestions that would make it easier to locate information.

Commissioners Riegelman and Rogers reviewed information relating to plans and reports. They suggested including the ACC Work Plan, the Incubate plan and 5-Year Action Plan, and a link to the Arts and Culture chapter of the 2040 Plan. The differences between the plans were clarified. Commissioner Rogers suggested updating the website at least annually. Staff Liaison Hill offered to assist with website updates. Staff Liaison Hill described how the arts and culture master plan (Incubate plan) was developed, with assistance from Forecast Public Art.

Commissioner Riegelman suggested including information relating to the Municipal Arts Fund. It was suggested to include information about the PAPA (Public Art and Placemaking Application) process and a link to the application. Commissioner Rogers requested clarification of the process involving private art installations. Council Liaison Norton provided information in this regard. Chair Nolan suggested adding information and resources to the website over time. Commissioner Rogers referenced existing resources from other entities.

Commissioner Riegelman suggested adding a link to the public art showcase. Staff Liaison Hill suggested also adding a link to the Sculpture Walk. The website format was discussed. The differences between website navigation via a computer screen versus navigation via a mobile phone screen were noted. Council Liaison Norton provided suggestions in this regard. Staff Liaison Hill provided additional information and referenced best practices.

Commissioner Rogers referenced a question posed earlier by Commissioner Woerpel related to determining the audience for the ACC website. She discussed how she has utilized the ACC website in the past. She stated that most website users are looking for municipal information. Staff Liaison Hill reviewed City website analytics. Commissioner Woerpel commented that the Arts & Culture Commission is different from other City boards and commissions. He suggested approaching the website content from a visitor perspective. Commissioner Mendoza suggested a more creative approach to the website content and suggested researching the websites of other arts and culture organizations.

Commissioner Rogers reported that other community organizations are working on an event calendar. It was suggested to include a link to this calendar when it becomes available. She referenced past discussion of compiling resources. Chair Nolan discussed the benefits of providing resources to the public along with transparent information about how taxpayer money is utilized to support the work of the Arts & Culture Commission and how public art is funded.

It was discussed that the website will still need to look like and function as a City website. The use of color and photos was discussed.

Council Liaison Norton discussed how the website may be used for various purposes. She suggested focusing on user-friendly search and navigation tools.

The website format and navigation tools were further discussed.

The resources page was further discussed. It was suggested to include an introductory statement describing the formation and purpose of the Arts & Culture Commission.

Chair Nolan suggested providing a link to PUPP (Private Use of Public Property) information and a YouTube playlist of cultural events. Staff Liaison Hill offered to provide assistance. The differences between the PUPP and the PAPA were discussed.

Commissioner Mendoza suggested including information that would be of interest to potential donors. It was suggested to include a list of projects and programs that the ACC has been involved with along with ACC goals and accomplishments. It was suggested to include the most recent ACC Report Card.

The website menu elements were clarified. Website links were further discussed.

Chair Nolan summarized the discussion, and the next steps were reviewed. The committee communication process was clarified.

C. Cultural Event Support.

Chair Nolan referenced past ACC discussion of ways to support cultural events. It was suggested to compile a list of cultural events, and examples were provided. Council Liaison Norton discussed the 2026 budget planning process and referenced past discussion of City contributions toward community and cultural events. She expressed support for cultural events and suggested that the ACC consider sending a letter to the City Council, advocating for the City to financially support cultural events and activities.

It was stated that it would be valuable to develop a definition of culture and gather information regarding the economic impacts of public cultural events along with the return on the City's investment. Examples from other cities were provided. Staff Liaison Hill and Council Liaison Norton discussed in-kind services that are sometimes provided for public events. Commissioner Mendoza provided examples of various ways to support cultural events. A definition of culture that was included in the Incubate plan was reviewed.

Chair Nolan inquired regarding the criteria that the City uses to evaluate financial requests. Council Liaison Norton provided information in this regard and further detailed the budget-planning process and timeline. She suggested drafting a letter of support to the City Council or providing public comments during a City Council meeting. Commissioner Rogers offered to help draft a letter of support and suggested including economic impact information and feedback from residents. Council Liaison Norton described an ACC member feedback process that would not violate the Open Meeting Law. A list of community and cultural events was discussed.

3. Adjournment

The workshop adjourned at 7:02 p.m.