

City of Marquette Arts and Culture Advisory Committee

Sep 9, 2021

5:30 PM

- 1) Call to Order - 5:35 PM
  - a) Michael Motions to approve agenda/ Claire seconds/ APPROVED
  - b) Minutes - Jamie motions/ Maddie seconds/ APPROVED
- 2) Roll Call
  - a) Jon (Excused)
  - b) Carol Resigned
- 3) Public Comment (No Comment)
- 4) Reports
  - a) Manager - Tiina Harris
    - i) Senior Theatre is up and running
      - (1) Meetings will continue
    - ii) Senior letter writing program will continue. Had begun during Covid where seniors respond to a prompt sent out by the senior director. Seniors will read letters on podcast.
      - (1) Creative Song Bird LLC created Morri Embeley. Putting senior letters into a book and expand program outside of city of Marquette
    - iii) Met with Shape and Sound. An arts academy run by Ben Pawlowski and Patrick Booth to create a program using the MACC space. Still in discussions.
    - iv) The last First Thursday will be in October. Working to continue coordinating this program
    - v) Art on the Mountain - partnership is one of support with MACC. Tristan Louma (Director) is employee within the MACC office.
    - vi) Public Art update - working with consultant to create conservation plan for art work. Labeling current public art (Court house gates...)
    - vii) Friends of Public Art - In need of more people to assist with fundraising. Develop a way for the public to contribute money to public art projects specifically for the city of Marquette.
    - viii) Mural on Third - Completed. Unveiling had strong attendance
    - ix) Fall Phantasm - MQT Fringe developing an event at Lakenenland. Spirit of the Spectacle will be in attendance and working with MQT Fringe.
      - (1) Michael asks the question on current support from the city on Spectacle and finding its new home with MQT Fringe.
      - (2) Event is outside of Marquette, so what is our position on support for this event.
        - (a) Tiina makes note that the event raises money for an event that will be in the city of Marquette in 2022.

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- x) Arts and Culture Alliance will be having its first in person meetings. Banquet will be held the day prior at the Graci Gallery.
  - (1) Discussions will be on the Artist Directory, economic impact study, and MQT Compass.
- xi) Susan Estler on economic impact study for the city
  - (1) Pure Michigan has EDA Grant to have a strategic plan for economic recovery from Covid. UP is 3 different sections and one selected company would conduct a brainstorming session with members of the region to see the current recovery and what else could take place. Travel Marquette could work with the company to capture the entire Marquette County
    - (a) Tiina - is there a way to get more specific on the creative economic impact for the City of Marquette
    - (b) Susan recommends an EDA grant. Working with municipalities and businesses. The more people working together the better chance of acquiring assistance. Minimum is \$10,000.
    - (c) Rusty - if we can partner and learn what arts and culture can do for the economy and community. Need to show the impact.
    - (d) Jamie - Start an economic impact study in January would not accurately capture the real numbers due to Covid impact. Cannot even plan an event, and thus knowing how to conduct an economic impact study.
    - (e) Michael - Data can help plan for recovery. Work with local groups, organizations and businesses to begin gathering data. Compare gathered data to past data.
    - (f) Susan - See Source is a system looking back to 2018 and focus on certain geographic locations (Museums) and see the amount of unique individuals, where they are from, income, and other demographics. Can assist in gathering data for the community.
    - (g) Tiina - Will look into grant opportunities to fund an economic impact study to communicate the impact of the arts on the community.

5) Old Business

a) Lighting the Ore Dock-Presentation

- i) Susan Estler (Travel Marquette Director presenting)
  - (1) Tiina - Travel Marquette is considering purchasing multiple laser light projectors to map the Ore Dock and utilize with other events and develop other events throughout Marquette County. Has already been presented to the Public Art Commission who support it but ask for it to be moved to the Advisory Committee.

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- (2) Susan - North Side contains 3 laser projectors/South side will contain 3 laser projectors to map out the Ore Dock during the winter months. South side focus to have visible lights coming into Marquette from the South.
- (3) Projector locations - Hampton Inn for the South side / Mattson Lower Harbor for North side is preferred option / Yacht Club Dock for North side (second option)
- (4) Mapping would be one color / multi-color - in motion - static - utilizing tool to give a Northern Lights effect.
- (5) Beyond the Ore Dock - Creating a "New Tradition" for winter months and for the community. Not a lot going on during holiday months and so developing more. Renting out to events throughout the county. Event include: UP200, Meijer Winter Games, Pride FEst, Fourth of July (To has less of an environmental impact) and many more.
  - (a) New event would be a Holiday Show at base of Ore Dock and a "Show in the Snow" to bring art to life with local artist submissions.
- (6) What is needed - Laser projectors, production, design, power, labor, and permissions. Travel Marquette covers Laser Projectors, design and production.
- (7) Two sets of lasers are considered. Clubmax laser and Spectrum Lasers.
- (8) Production - **Company route** to have a turn-key operation through PRecision Lasers out of LA (Chief engineer is Escanaba raised and familiar with the area). In-house route have more flexibility and more cost effective. But would have larger liability and far more man hours to develop and maintain.
- (9) Maddie - Timeline? Two approvals needed. The test approval and for the actual projection. Everyone is invited for the demo to gather community buy in. Next step is City Manager Karen Kovacs and then to the City Commission.
- (10) Jamie - Would production help initial set up and then train someone on the local level. Susan - YES
- (11) Sensory concerns have been run by SAIL and would in fact be positive stimulation for those with sensory concerns.
- (12) Working with DNR for an environmental impact consult to make sure no major negative impacts.
- (13) Michael - How much does this cost? Susan - Not at liberty to say at this moment. Not sure yet until a test is done.
- (14) Rusty - What do you need from us? Tiina - letter of recommendation for the activity on the Ore Dock.
- (15) Maddie - Spirit would come alive referring back to the ice rink at the Ore Dock in 2021.

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(16) Jamie - What would you normally do with the money that is being invested into the laser production. Susan - Funds have historically gone towards things that can bring in travelers. Would also be an item to elevate the entire footprint of the city and for the community and travelers. Especially something during the holidays. Jamie - would this negatively impact the available funds for events if this money is invested in the laser installation.

(17) Maddie motions, Claire seconds letter of recommendation for Travel Marquette to bring presentation to Marquette City Commission.

(a) Letter of Recommendation - "The MACC finds the concept of the laser projection on the Ore Dock project very interesting and exciting for the community. We agree that Travel Marquette should pursue the project and work on the next step in getting the test going forward. We encourage Travel Marquette to present this to the city commission for consideration."

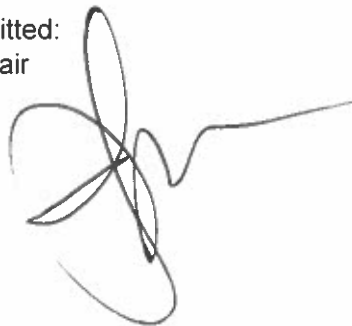
b) Art Awards

i) Tiina - arrive at 4:30 for dress rehearsal. Cocktail hour and cash bar with Innovate Marquette has paid for the show. Networking opportunity for the committee and be active with the attendees.

6) New Business

a) Moved to October meeting

Respectfully Submitted:  
Jamie Weeder, Chair

A handwritten signature in black ink, appearing to be 'Jamie Weeder', with a long horizontal line extending to the right.