

4x4 Gateway Corridor Group

Attendance: Alyssa Melby, Jill Ewald (ACC); Teresa Jensen (City); Alice Thomas, Tracy Heisler, and Dave Neuger (Roundtable)

We met on December 4. It was largely an information sharing day.

- Sculpture Dedication: an estimated 50 people attended, despite cold temps and wind. Many thanks to Teresa and Alice for making it come together! All involved felt it was very successful. Next steps for Flame sculpture: work with Rick Swearer (brother of artist) or another artist on lighting installation in the spring, and create and install plaque.
- Artists on Main Street grant: Alyssa share information about the meeting (see additional report)
- Informational Kiosk PARC process: Teresa shared there were 14 submissions. PARC will meet in a few weeks to determine finalists.
- Riverfront Enhancement Committee: Tracy shared initial information on this new board.

Artists on Main Street Initiative

Alyssa, Teresa, and Jenni Roney (NDDC) attended the first cohort meeting required for all grantees. During the day, there was a presentation from Michelle Anderson (a Northfielder!) at Springboard for the Arts that walked through their definition of creative placemaking and their overall vision and philosophy for this program (small projects can yield big impact was a recurring theme!). Then each town from the year one cohort (Mankato, Faribault, and Winona) shared their projects, process, and lessons learned. The group then took an “observation tour” of a few of Mankato’s project before beginning preliminary planning for each community’s own program.

On a high level here is where we landed:

- We’ll fund 10-15 small projects using local artists, makers, creatives, and other interested community members.
- We’ll host two creative placemaking workshops for local artists, makers, and creatives. Grantees must have attended a workshop in order to receive a grant (Springboard’s recommendations). Dates between January and March 2019 are being explored.
- The area of focus will be the area between 2nd and 5th streets from the railroad tracks all the way over to the east riverbank and back of the W Division St. buildings.
- Each selected work should work towards:
 - activating this main thoroughfare of our community,
 - drawing attention to and getting people to “notice” our downtown,
 - and welcoming and inviting people of all backgrounds into the space.