

# Advisory Team Meeting #24

## September 14, 2022

**Location: Community Development Building**  
**6:00 p.m.**

*Summary notes are below. An audio recording of this meeting is also available on the website at [www.red-wing.org/1032/Policy-and-Practice-Project-Meetings](http://www.red-wing.org/1032/Policy-and-Practice-Project-Meetings)*

### **Team Members Present**

Yaneth Santiago Huerta, Sara Kern, Cory Koplin, Steve Blaine, Alexis DeVries

**Team Members Absent:** Michael Lickness Holmes, Cholwe Hantuba Walker, Samantha Malcolm, Liz Magill (Rachael Savage just moved and is no longer a member.)

**Facilitator:** Michelle Leise, City of Red Wing Community Engagement Facilitator

**Others:** Jeff Larson, Sheldon Theatre Executive Director  
Kyle Klatt, Community Development Director

### **Meeting Notes**

#### **Welcome**

The meeting began at 6:08 p.m. Meeting attendees introduced themselves.

#### **6:10 to 7:00 – Information Sharing and Idea Swaps between Team Members and Sheldon Executive Director.**

Jeff Larson shared his professional background with the team and how he came to the Sheldon in Red Wing. Jeff then shared his philosophy about the Sheldon and its programming. He said he wants the Sheldon to be “Red Wing’s living room” where everyone feels comfortable. He shared some features he is bringing to the work:

- ❖ Adding a wider range of ticket prices so more people can attend at a lower price point.
- ❖ Bringing programming that attracts a wider variety of audiences. Jeff gave one recent example of a group that performed a mix of hip-hop and bluegrass so the music is blending genres and reaching across wide audiences.
- ❖ Providing more events where community members can engage with artists before or after their performances—sometimes for free.
- ❖ Working on ideas to revamp the third-floor room into a place more people can use.

- ❖ Partnering with organizations to bring ideas for shows to the Sheldon.  
(The organization does not have to pay for it, but publicity could be shared with the organization to bring awareness of the partnership.)

Team members discussed the following ideas for the Sheldon:

- Work with young residents to research and potentially revamp a portion of the third-floor room into a makerspace for people to make and record music/podcasts/etc.
- Build more diversity within the Sheldon board.
- Create a new promotional campaign that reaches broad audiences and helps them know that the Sheldon is for everyone. Could include a new, brighter, eye-catching cover style for the annual programming booklet.
- Create promotional materials that spotlight different shows - like programming for families with small children and/or free events with artists.
- Place promotional materials in areas not reached now – elementary school folders, on posters in the middle and high school, and through short videos.
- Translate the main information, including at the box office, so Spanish speakers learn what programming is offered.
- Consider bringing slam poetry to the Sheldon. (Jeff commented it might be better in a smaller space like the third-floor space.)
- Have a Spotify playlist of songs coming up or played at the Sheldon.

**7:00 to 8:00 – Information Sharing and Idea Swaps Between Team Members and Community Development Director.**

Kyle Klatt introduced himself and shared his professional background and how he came to work in his current position in Red Wing. Kyle also explained the different facets of his job: (a) Building inspections; (b) Planning and zoning; (c) Economic development, including the Port Authority, the City's economic development agency. Kyle pointed out that economic development includes economic activity of all kinds, including helping to bring in and maintain businesses in Red Wing, making sure Red Wing has good recreational opportunities, safe streets and roads, and safe and affordable housing. The

Port also helps build and maintain economic development along the river. Staff members are also the liaisons to the Heritage Preservation Commission, Port Authority, and Advisory Planning Commission. His staff also does most licensing (except liquor licenses) and the Rental License Program, which began in 2022.

Kyle talked about upcoming projects the Advisory Team may be interested in.

--A parking study for downtown. This will begin in the fall.

--The Jordan Court area. In upcoming weeks and months, the City will engage with the public and businesses on new ideas for this area.

--The newly renovated Memorial Park Overlook. The final stages will be done this fall.

--The potential redevelopment of the Bauer Built building on Old West Main Street. The City will try to find a redeveloper to develop this. Potentially there could be parking and a plaza in front, too, to complement the area.

--More housing. This includes possibilities in the space adjacent to the Elks (where Mike's Barbershop is now), in the Associated Bank building, in the Hallstrom's Building on the upper floors above the store, and in the vacant lots on West 4<sup>th</sup> Street where the old hospital used to be in the Old Fairgrounds area.

--A small business loan program through the Port Authority that is being researched and would focus funds on starting businesses owned by women, veterans, and/or BIPOC individuals.

#### Recommendations/comments made by Advisory Team members:

--Mobile home parks. The City should focus some energy on these areas. Some people have problems with parking and maintaining the parking there. Kyle mentioned that the manager of Grandview will be making upgrades soon. City needs to find out what the City has control over and what we don't regarding mobile home neighborhoods.

--Red Wing still needs many more housing units and needs to listen more to the people who need housing, rather than the folks who are speaking up against new housing.

--It would benefit the community if the City could provide more detailed facts to the public when a developer comes to build something in a specific area. This could hopefully combat misinformation. Examples include traffic numbers, tax information, etc., so people have the correct information.

#### **Adjourn**

The meeting ended at 8:00 p.m.