

CITY OF SURPRISE
ARTS AND CULTURAL ADVISORY COMMISSION

Meeting Minutes – Approved

January 6, 2020 / 6:00 PM

COMMUNITY ROOM
16000 NORTH CIVIC CENTER PLAZA
SURPRISE, ARIZONA 85374

CALL TO ORDER:

Meeting began at 6:04 p.m.

A. Roll Call

Chair Margaret Lieu, Vice-Chair Deborah Welch, Commission members, Susan deJong, Kathie Morgan, Jack Hastings, Rhiannon Miett, Crystal Miller.

Staff: Paul Bernardo, Community Partnerships Manager, Danielle Osborne, Management Analyst.

B. Pledge of Allegiance

C. Current Events Reports

Chair Lieu welcomed everyone to 2020. Hoped everyone had a great holiday. Shared that there are two Surprise poets who participate in Poetry Slam regularly and will be representing Surprise at the All-Arizona Slam championships. Chair Lieu also shared that she recently visited Beaumont, TX which has a fire station museum. They have the world's largest working fire hydrant, created by Disney. She encouraged everyone to look at programs and how best to change, add, or remove them to be more successful. She felt that a full conversation can't be had about these events unless everyone has attended them at least once.

Ms. Miller entertained family for the holidays and saw "A Christmas Carol."

Vice-Chair Welch had a meeting with a collaboration of Surprise and the library who are doing a Women's Suffrage Centennial exhibit. She said that she will discuss in detail later in the meeting. Chair Lieu thanked Vice-Chair Welch for taking the lead on attending the meeting.

Mr. Hastings visited the Estrella Star Tower in Goodyear. It also contains history about the area. He said that it is a nice, quiet area located where Loop 303 and I-10 meet.

Ms. Morgan saw "A Christmas Carol" and met with Ms. deJong regarding the policies and procedures.

Ms. deJong went to Theater Works for "Amadeus," and attended the Lunchtime Theater ProMusica performance, where Mayor Hall sang with the group. She shared the latest issue of the Progress magazine and the arts spread within. The arts in Surprise also received a full page ad in the West Valley Symphony playbill. Ms. deJong passed around the Vision &

Sound opening ceremony invitation and encouraged everyone to spread the word. She added that AZ Humanities will be conducting a program on January 16th at 6pm as part of Martin Luther King, Jr. Day celebrations. Finally, she shared that the Joe Tyler tour is at capacity and now has a waiting list.

D. **Staff Reports**

Ms. Osborne wished everyone a happy New Year and reported on the following items:

- FY21 budget packages submitted; internal discussions taking place at this time.
- Reached out to Connie Whitlock about re-installing the “Give Your Community a Hand” mural; she’s got many commitments over the next couple of months but said she would send a quote over within the next few weeks. As of today, Ms. Osborne has not received anything, so she will follow up within next week.
- Development Center Bench – reached out to E² to see if they do acrylic fabrication; it turns out that they do, although the examples they sent were not pieces done exclusively in acrylic. The examples were the same pieces done through the Gallery 37 program and now housed along downtown Tolleson.

Ms. deJong asked whether another Call to Artists could be placed for the bench. Ms. Osborne said that this topic could be discussed at length in an agenda item. Chair Lieu asked if we received approval to install the mural at Dreamcatcher. Mr. Bernardo said that staff is reviewing the area to ensure that the same sprinkler issue does not arise as last time.

CALL TO THE PUBLIC:

Andy Cepon – commented on the trip to Texas. He said that when he goes on vacations, it’s amazing how sensitive he gets to the art all around. All of the miles he traveled, no matter the size of the city, there was art everywhere. One city had the largest roadrunner in the world made out of recycled materials. He was amazed by the creativity. The fire hydrant in Texas in particular was a centerpiece. Across the street, there was a two story brick station converted to a fire museum, and also served as a memorial park and tribute to firefighters. It was a beautiful mix of whimsy and honoring the firefighters.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – Consideration and action approving the November 19, 2019 Arts and Cultural Advisory Commission special meeting minutes.

Ms. deJong moved to approve the minutes of the November 19, 2019 Arts & Cultural Advisory Commission meeting. Ms. Miller 2nd. 7 Yes votes. Motion carried.

Item 2 – Consideration and action approving the December 2, 2019 Arts and Cultural Advisory Commission regular meeting minutes.

Mr. Hastings moved to approve the minutes of the December 2, 2019 Arts & Cultural Advisory Commission meeting. Ms. Miatt 2nd. 7 Yes votes. Motion carried.

Item 3 – Presentation and discussion pertaining to the Fiscal Year 2020 budget of the Arts and Cultural Advisory Commission.

Chair Lieu introduced the item. Ms. Osborne said that she listed every potential project, but if she missed any, to let her know.

Chair Lieu asked Ms. Morgan if she had enough AZ Humanities flyers to last the remainder of the year. Ms. Morgan would like to order more, especially for the next few events. Chair Lieu asked whether the calendar of events is also handed out, which they are. Ms. Osborne reminded the commission that a motion cannot be made on procuring additional flyers tonight, so it can be revisited at the next meeting and still have enough in time to promote the February 25th event. Ms. Morgan said that if we get into a bind, we can make color copies of the flyer.

Chair Lieu revisited the idea of purchasing shirts with commissioner names or the commission name printed, which could be worn to events. Since the commission does not have business cards, this would be a good way to identify the commissioners when they are working or soliciting for partnerships with outside companies or agencies. Mr. Hastings said that it was pretty split the last time, and that the commission would have to decide on a unified front whether to wear them or not. Ms. deJong said that they still have the name badges, but Ms. Miller said that not everyone has one, especially the new commissioners. Chair Lieu asked whether a majority of the commission would want the shirt, because if they did not, the conversation would stop. Ms. Mielt suggested that the shirts be artistic and less formal looking. Ideas were discussed regarding the style of the shirt, including long sleeves, lightweight shirts, etc. Chair Lieu asked that Ms. Osborne research what is possible for the shirts, as well as costs.

Chair Lieu asked that the commissioners review the budget and begin brainstorming projects in case any current projects fall through. Ms. Osborne said that this item was placed first because the rest of the agenda concerns action items that will begin to consume the remainder of the budget, and to keep this in mind prior to proposing new projects or approving funds related to those that are ongoing.

Item 4 – Discussion and action pertaining to a recommendation of a final design of the Surprise Historical Timeline wall.

Ms. Osborne overviewed the latest draft of the Historical Timeline. She explained that the base of the design is a vinyl wrap, which will progress in color as it progresses in years. This will help to better utilize the space. Over the vinyl wrap will be hard plastic panels used for descriptive language, images printed on acrylic, and historical artifacts housed in Plexiglas cases. These elements will provide a multi-dimensional feel for the overall display.

Multiple commissioners chimed in stating that they loved the design. Ms. Miller asked some questions related to how the acrylic would be adhered to the wall. Chair Lieu asked whether the curator was involved in the design. Ms. Osborne said that while staff has been in consult with the curator, his preference was that the graphic artist flesh out the design, and then he review it as a whole. Chair Lieu asked where the stained glass and the acrylic would be included, to which Ms. Osborne shared some additional renderings and explained that the design included in the packet is only one part of the entire display. Four total panels are expected and will include existing artifacts, which will all be protected by Plexiglas cases. The acrylic panels that were purchased a few years back may not work well with the design,

however they may be utilized in white space throughout the atrium. Chair Lieu asked what the timeline would be moving forward. Ms. Osborne requested approval for the concept so that the remainder of the design could be finished and brought to the Council at the first meeting in February. Ms. Morgan verified that the display would need to be installed on time for the State of the City event. Ms. Osborne explained that time for printing, procurement, and installation is needed, which is why she is seeking immediate approval. Her intent was for the commission to view the design concept and sign off on it to move forward based on previously viewed content. Ms. Mielt opined that the design exceeded the commission's expectations. Chair Lieu felt that the collaboration between the graphic artist and the curator could be trusted to finish the project well.

Mr. Hastings asked whether there was a cost on the project. Ms. Osborne explained that she placed a high estimate on the agenda because she was still in the process of receiving quotes from vendors. She went on to lay out various costs and estimates, which she had been struggling to get from vendors due to the holidays. Ms. deJong noted the cost of the Plexiglas cases. Ms. Mielt felt that there should be no expenses spared for this project. Ms. Morgan suggested a high approval amount so that staff would have room to work with. Ms. Osborne said that while her estimates are high, she plans to utilize the best quality vendors at the best price points. Chair Lieu asked that staff spend from the general fund budget prior to utilizing the municipal art fund, which is what Ms. Osborne intended to do.

Ms. Miller moved to recommend a final design of the Surprise Historical Timeline wall to the City Council for final approval at a cost not to exceed \$40,000 utilizing existing funds first. Ms. deJong 2nd. 7 Yes votes. Motion carried.

Item 5 – Discussion and action pertaining to the commissioning of a public art mural in Surprise.

Ms. Osborne shared that she spoke with BacPac, who is very eager to work with the city on a mural for the Aquatic Center. She was planning to make a site visit to assess the area and determine her fees. She is requesting a design sketch fee of \$150 per 3-5 sketches. Ms. Osborne set the amount at \$300.00 in case all designs are rejected and she has to start over. Ms. Osborne advised that per her conversations with the artist, the mural cost may get into the five-figure range, but it would be dependent on the level of equipment she needs.

Mr. Bernardo stated that the Aquatic Center has been approved for final placement of the mural, and that a public outreach strategy will need to be developed. Ms. Osborne said that BacPac was willing to participate in any public outreach related to this project. Mr. Bernardo described some ways in which the outreach could be conducted. Mr. Hastings asked whether the public would be allowed to talk and interact with the artist while she is working, to which Ms. Osborne responded that she encourages it.

Ms. Mielt moved to approve expenditures toward design concept fees at a cost not to exceed \$300.00. Mr. Hastings 2nd. 7 Yes votes. Motion carried.

Item 6 – Discussion and action pertaining to maintenance on “The Learning Tree.”

Ms. Osborne provided an overview of the quote for improvements to “The Learning Tree” landscaping. She explained that maintenance staff sought a quote from a different vendor utilized by the city, and were able to obtain a cost estimate at half the price of the previous quote. She also explained that after inquiring with staff about the disparity in amounts, it was

explained to her that sometimes when a vendor has a high workload, they prefer to offer an inflated quote rather than outright decline the work. Ms. deJong and Ms. Miller asked why plants were going to be installed. Ms. Osborne responded that it would be utilized to beautify the area, but rather than sprinklers, a drip system would be installed. She added that since Parks & Recreation was paying half the costs, she had no issue with them having input on the landscaping. Chair Lieu agreed, stating that she had forgotten they were going to absorb half the costs. Discussion pursued regarding the specific plants being used for the landscaping.

Mr. Hastings moved to approve maintenance of “The Learning Tree” at a cost not to exceed \$2,500.00. Ms. Mielt 2nd. 7 Yes votes. Motion carried.

Item 7 – Discussion and action pertaining to the maintenance efforts on the “Reflections of Surprise” mural at the Northwest Regional Library.

Ms. Osborne explained that this item was regarding repairs to the mural on the library building. She further explained that she conducted much outreach, but exhausted her options and was able to receive quotes from two artists, based on referrals from trusted arts partners. The first artist – Ruben Hernandez – specializes in aerosol work, while the second artist – Ignacio Garcia – uses paintbrushes as his medium. Mr. Hernandez quoted higher than Mr. Garcia.

Mr. Hastings asked whether we had to pay the first artist who attempted to restore the mural last year. Ms. Osborne added that through this process she found that there is no average price for this type of work and that the market varies depending on the artist. She also found that it is extremely difficult to find artists willing to restore other artists’ works.

Ms. deJong discussed the Mr. Garcia’s proposal and said that he had beautiful works. Ms. Osborne explained how she was able to connect with him. She also elaborated on his quote and some areas where he would help to cut costs for the city. Chair Lieu pointed out that with all things considered, the fees for both artists were very similar. Mr. Hastings added that Mr. Hernandez included repairs to holes in the wall as part of his proposal. He asked whether Mr. Garcia would perform the same repairs. Ms. Osborne explained that he lives in Tucson and was unable to see the work up close.

Chair Lieu shared her opinion that while Mr. Hernandez is proposing a higher fee, he has the experience needed to achieve the restoration. Ms. Mielt liked that he was backed by a non-profit organization that could be held accountable more easily than an individual artist. Ms. Osborne pointed out that Mr. Garcia addressed the fact that his medium does not match the original style, but that he was confident he could achieve the same look. Chair Lieu felt that he still would not be able to obtain the gradient look that the original paint had. Mr. Hastings felt that it would be best to use the artist better suited for the job. Chair Lieu added that an artist has been sought for a long time, so it would be worth the expense. Discussion pursued regarding the best way to cut costs based on the two proposals. Ms. Morgan asked that staff work with the artist to see if there are any ways to reduce the price.

Chair Lieu asked that the commission look at the proposals and make their decision based on who would be better suited for the job, rather than whose artworks are more preferable to the commission. Chair Lieu asked whether a vote was needed prior to negotiations with the artist. Ms. Osborne said she would prefer to know definitively which artist was preferred. Ms.

Miett felt it would be better to jump at opportunities like this rather than leave money on the table each year.

Mr. Bernardo clarified that any costs related to this item and where to source the funds. Chair Lieu preferred that the general fund budget be exhausted before using the municipal arts fund. Ms. Osborne added that aside from this restoration, cost estimates for the Aquatic Center mural are pending as well, and would need to be sourced from the municipal art fund if the goal was to complete it this year. Chair Lieu said that all of these projects are aimed to be completed this year, and that it would be Ms. Osborne's job to pull the funds from the appropriate sources based on the work being performed.

Ms. Miett asked whether the work could be completed by or during Spring Training season, since there will be a high volume of traffic in the area. Ms. Osborne said she would ask, but it is dependent on his schedule. He anticipates a 4-7 day turnaround on the work.

Ms. Miett moved to approve repairs of "Reflections of Surprise" at a cost not-to-exceed \$14,000.00 using artist Ruben Hernandez. Ms. Miller 2nd. 7 Yes votes. Motion carried.

Chair Lieu asked that Ms. Osborne start a list of artists to keep in mind for future projects, since the commission loved the work provided by Mr. Garcia.

Item 8 – Discussion and action pertaining to the purchase of promotional materials for special events and tent rental.

Ms. Osborne reviewed prices for promotional materials to be used during special events. She shared that while she pursued costs for bookmarks, the Marketing & Communications department proposed a customized 8-page coloring book using the outlines of public art pieces in Surprise. She explained that if the bookmarks were chosen, those also would be customized. She went on to share that she also researched costs for colored pencils and crayons, which are not included when purchasing either product.

The commission discussed which option to pursue and whether to purchase crayons with them. Ms. deJong pointed out that the next event is taking place within a week, and that there is no rush to purchase the items. Ms. Miett said that it would not hurt to stock up on materials, to which Ms. Osborne agreed that this was the intent. Mr. Hastings agreed with the sentiment. The commission continued to discuss whether the promotional materials were needed immediately. It was ultimately decided to hold off on procuring those materials until the new budget year.

Ms. Osborne moved on to discuss the upcoming Thunderbird Art & Wine festival. She said that the promoters do not allow any tents other than white canopies, so tents would need to be rented. She said that WHAM rented them out last year at \$50 per tent. The commission decided to rent two tents and display the interior as normal.

Ms. Welch moved to approve the rental of tents at a cost not to exceed \$100.00 for the upcoming Thunderbird event. Mr. Hastings 2nd. 7 Yes votes. Motion carried.

Item 9 – Presentation and discussion pertaining to an update on the Women’s Heritage Trail event.

Vice-Chair Welch and Ms. Miller met with City Clerk Aguilar to finalize concepts surrounding the Women’s Heritage Trail event. Ms. Aguilar was going to talk with HSCV Director Seth Dyson regarding the use of facilities. Three locations would be utilized, and the event would conclude at the Community Center. It works best for center to host in the afternoon rather than morning. Ms. Aguilar has hosted other events there before. She will also bring maps to pass around. The second location would be the Fulcher home; Ms. Aguilar plans to contact them, and have the family members come outside and chat with visitors. The event would end at the community center, where a presentation would be held regarding the Women’s History Trail. It has been recommended to do the event on March 10th.

Ms. Morgan had an organization reach out to Mr. Bernardo regarding the Women’s Suffrage movement. Surprise has secured the display, and will be able to display it at the same time that Sherry is discussing the Women’s Heritage Tour. It was suggested that there be a launch on March 3rd for this display at City Hall, and the commission could have a table there publicizing the Women’s Heritage Trail event. March 2nd is when the group would come in to organize the display. Vice-Chair Welch said that she would need help on the 3rd for the big kick-off at 3 p.m. She asked staff if they could look into costs associated with advertisement in the local paper. Vice-Chair Welch said that it would also be great to host the tent at the suffrage display kick-off event.

Ms. Osborne said that she would look into the costs, and also inquire with the Marketing & Communications Department about doing promotion through social media. She explained that the paper will sometimes take our social media promotion and advertise it, but if the desire was to have a guaranteed advertisement, the commission should pay for it. Ms. Morgan felt that an ad should be bought since they would be partnering with a large organization. The commission understood that any expenditures related to this item would not allow for action today, so they asked to bring it forward at the next meeting.

Item 10 – Discussion pertaining to a sports-themed gallery display.

Chair Lieu introduced the item. Ms. deJong said that they have about $\frac{3}{4}$ of what is needed, but need the remainder. The Call to Artists is out, and available through Arts HQ and City Hall. She said that the commission needs to decide on a night for the reception, and that it can’t be on a night with baseball night games. She presented March 12th, 19th or 20th as options for an opening reception. Due to the timing of Spring Training and Dysart Unified School District’s spring break schedule, it was decided that March 12th would be the best option for a reception, and that it would be held from 5-7 p.m.

Mr. Bernardo suggested that the commission set tent up their tent during a Spring Training game to promote the exhibition. The commission liked the idea. Ms. Miller suggested setting up the tent at the game which takes place the same day of the reception in order to promote it and invite people to attend later that night. Mr. Bernardo reviewed additional promotional opportunities for this exhibition, including advertisements and PA announcements. The commission agreed to revisit this topic at an upcoming meeting.

Item 11 – Discussion pertaining to the list of events and duties for the Arts & Cultural Advisory Commission.

Chair Lieu tabled this item for a future meeting. She asked that they think about this list in the meantime and think about continuity of these programs and how best to run them. She asked that they come to the next meeting prepared with any information they feel needs to be added to the document.

Other Business and Future Agenda Items:

Printing of AZ Humanities Flyers
Printing of Heritage Trail Flyer
Public Art Maps
Events & Responsibilities
Sports Gallery Reception
Policies & Procedures – changes and updates
Top Knot
Call for bench area
Hands mural

ADJOURNMENT – Motion to adjourn 8:31 p.m. – Vice-Chair Welch, 2nd by Ms. Miett. 7 Yes votes. Motion carried.

ATTEST:

Paul Bernardo, Community Partnerships
Manager.

CERTIFICATION:

I, Danielle Osborne, Management Analyst for the City of Surprise City Manager’s Office, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the Arts and Cultural Advisory Commission meeting held on January 6, 2020.

Danielle Osborne, Management Analyst