

CITY OF SURPRISE
ARTS AND CULTURAL ADVISORY COMMISSION

Meeting Minutes – Approved

November 4, 2019 / 6:00 PM

COMMUNITY ROOM
16000 NORTH CIVIC CENTER PLAZA
SURPRISE, ARIZONA 85374

CALL TO ORDER:

A. Roll Call

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

Absent: Commission member, Rhiannon Miatt.

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

B. Pledge of Allegiance

C. Current Events Reports

Chair Lieu went to the Parks & Recreation commission meeting and did a call to the public as a private resident to talk about her experience at Fiesta Grande. She felt that there were some great parts, but the mariachis were loud and took away from some parts of the event. Portions of the festival stayed activated throughout the night, but the whole row with vendors was dead after the mariachis left. She suggested that Parks & Rec come to the Arts & Cultural Advisory commission for ideas on how to add more culture and art to the festival. WHAM on wheels was there and was active all night. There were some great components, but the event could benefit from some changes. Chair Lieu also reported that she personally created an arts in Surprise Facebook page in an attempt to bring all arts organizations together on one page. She stated that she is not benefitting from this page in anyway, but is simply trying to find another way to get all of the arts out there for Surprise. She told the commissioners that if they know of anyone that is interested in art events and information, they should be directed to this page. She also shared that the Bowls of Hope event by WHAM would be taking place on November 30th. Proceeds from purchases go towards the West Valley Food Bank. The event takes place from 8am to 3pm. Not only do they help the food bank, but some of it goes to St. Mary's and helps One Step Beyond. All of the materials and labor are donated, and WHAM gains nothing from the event.

Ms. deJong attended the Lunchtime Theater, where a group called WE3 performed classic jazz vocals, and it was absolutely fabulous. She hopes to have them again next year. She shared images of a mural project that is not quite completed, and is taking a long time but is well worth it. The Rotary Club collaborated with Eve's Place and started doing this project about 2 months ago, eventually joining with the Human Service Department during their Day of Service. Chair Lieu led the project, which included participation from seven Rotary people

and members of the City Council, who helped paint the mural. The mural is 45 feet long and is located in “the cage” room. She is hoping it will be done in another week or so.

Ms. Morgan had a meeting with Ms. deJong about the city hall exhibitions. She also attended Fiesta Grande, and had some concerns about whether the commission’s participation is even needed at this point, and felt it warranted a conversation. She shared that the first piece of publicity regarding the AZ Humanities Speaker Series went out today, resulting in a phone call from a father whose two children are homeschooled and was inquiring about whether students were invited to the speaker series. Ms. Morgan found it interesting because the event has always been thought of as geared toward an adult audience. She told him that it was open to anyone, and would love his feedback should he choose to attend. She also shared the first piece of publicity from Thunderbird Artists, which included art from the showcase artist on the front of the flyer.

Ms. Miller went to Fiesta Grande as well, and had suggestions for the booth to make it more interactive. She would like to figure out where the commission actually fits into that festival. She also went to the arts & craft festival at Litchfield Park yesterday, where she ran into an artist who was particularly interesting. He does sculptures out of metal, and she is planning to send the RFP to him. He did one piece in particular for a motorcycle company that she thought was noteworthy.

Vice-Chair Welch didn’t make it to Fiesta Grande due to work. She shared that she and her husband visited Indiana a week ago, and got to see some older communities, including one that had a mural which depicted the history of the community in a mural format. She was able to speak with the artist while she was there. She asked that the commission think about this and incorporating the heritage part of Surprise into future murals.

Mr. Hastings went to Fiesta Grande, and said that it was a great experience despite the music being a little loud. He also went to the Day of Service event and helped with Valley Vista’s project. He also attended the Council meeting and the Dysart job fair.

Chair Lieu went to the Sci-Tech festival. While she was there, she thought about Tinker Time and possibly partnering with that event instead of creating a whole separate event.

D. Staff Reports

Ms. Osborne updated the Commission on progress with the History Wall, saying that they met with a curator whose experience and availability is perfect for this project. She is awaiting a proposal, and may need to call a special meeting to approve the expenditure of funds for his services. She also announced that the RFP for art at Fire Station 304 opens this Thursday, and will be distributed through various channels for advertisement. She shared that the panel for the Development Center Bench centerpiece met and reviewed the lone submission, which was over budget and outside of the scope. The proposal was rejected, and some ideas were suggested for how best to proceed. Finally, the Fiscal Year 2021 budget season kicked off last week, and budget entry will take place over the next month. An item will be placed on next month’s agenda to allow the commission an opportunity to discuss and provide feedback for next year’s budget.

CALL TO THE PUBLIC:

Andy Cepon – Mr. Cepon shared an email which he asked to be placed on the record. He added that he was contacted by Connie Whitlock and Bernadette Carroll in regards to this matter.

Hello, I'm Andy, WHAM's Public Relations Coordinator, I'm here on behalf of nonprofit Arts Organizations in Surprise.

With respect for the Surprise Arts Commission, Surprise's Art Coalition of nonprofits, are providing the commission with our intent to go to Mayor and Council to present a case asking The City of Surprise assistance in operational funding. We have had meetings to discuss ways to collaborate and pool resources to better support the arts in Surprise. However, grants and local government funding is limited for the struggling non-profit art organizations.

According to the Americans For The Arts, 2018 report, the majority of adults living in Arizona approve of government funding for nonprofit arts organizations. The federal government spends 45 cents per person on nonprofit arts organizations in the U.S. (such as museums, theaters, and community arts centers), where 48% of Arizonians say that is not enough. This report summarizes that Americans are highly engaged in the arts and believe more strongly than ever that the arts promote personal well-being, help us understand other cultures in our community, are essential to a well-rounded K-12 education and that government has an important role in funding the arts.

Surprise's Art Coalition is asking for support and advocacy from the Surprise Arts and Cultural Commission to take this request to our Mayor and City Council to be added to the current city budget planning.

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*Connie Whitlock
Executive Director
WHAM Art Association*

Mr. Cepon said that ultimately, this is a City Manager and Mayor/Council decision, but he would like the arts commission to consider the request.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – Consideration and action approving the October 7, 2019 Arts and Cultural Advisory Commission Meeting minutes.

Ms. Miller moved to approve the minutes of the October 7, 2019 Arts & Cultural Advisory Commission meeting. Ms. deJong 2nd. 6 Yes votes. 1 Absent (Miett). Motion carried.

Item 2 – Presentation and discussion pertaining to the Dysart Arts Academy.

Chair Lieu introduced Marilee Timbrooks, Principal at West Point Elementary School, to discuss the arts program. Ms. Timbrooks thanked the commission for hosting her, and introduced staff who accompanied her. West Point is on Greenway and Litchfield behind the CVS. She shared that West Point's signature program is the arts academy. Each school has the opportunity to select a signature program to focus on and build - West Point selected the arts to build upon. Students have the opportunity to be involved in creative courses. The arts academy inspires unique learners and leaders, and looks to expand unique opportunities for students. The students choose two year-long classes and two semester classes to allow

them more exposure and help them find what their passions are. Ms. Timbrooks shared some of the choices. She elaborated that the creative courses are taught by core content teachers, for efficiency.

West Point is working on bringing some of those opportunities down to lower grades as well, to allow choices despite the differences in their schedule structure. A key focus is on performing arts and theater. Over the last three years, the school has held a tradition of putting on a theater musical production, which is a collaboration of all classes; 120 students participated in last year's performance. This year the play will be "Aladdin," which was selected by the students. They will be casting in December and working diligently from there on. She also invited the commission to attend the Tribute to our Veterans event on November 7th at 5:30 p.m.

Ms. Timbrooks discussed how the students like to go out into the community and perform. Each year, they go to Sun Village to do a Christmas performance, then stay and have lunch in the clubhouse. They also do Christmas tree lighting ceremony and have choir caroling. One teacher in particular helps spotlight visual arts on campus. Last year, one of the students was selected as the winner of the cyber bullying calendar contest out of over 1,000 students. West Point is currently working on art for the Martin Luther King, Jr. Day event.

Ms. Timbrooks discussed the Reflections Program through the PTA, which allows students to submit their own original works in five categories. The school will then submit them onto the state PTA, who judges them and offers scholarships, and recognition, and submits them onto the national convention. They are working this year to strengthen community partnerships. West Point is working with WHAM to submit a grant to beautify the front of the school. They are also currently working on a creative career fair which will help them find professional artists who will come into the school and share with students how the arts have impacted them. She asked the commission to share names of any people who could participate. The event will take place in March.

Chair Lieu asked whether there is a way of tracking student art progress as they go into high school. Ms. Timbrooks said that while there is no formal process, many students feed into Valley Vista and stay involved in the arts. They also continually partner with high school and middle school students on projects. Chair Lieu said that the reason why she is asking is that the state of Arizona just voted and approved a state art seal. It would be included on students' graduation diplomas. She said that it may be motivating to students if she shared that information with them.

Mr. Hastings thanked Ms. Timbrooks and the teachers for visiting and for all that they do for the kids.

Mr. Bernardo asked about the program structure. Ms. Timbrooks responded that they offer creative courses and allow the students to work them into their schedules. They have gone towards performing arts in elective courses, and STEAM courses in creative courses. Many of the courses are low level introductory to give the kids an opportunity to explore them. A lot of it is driven by the students and what they are interested in. Mr. Bernardo said that he spent a year helping various students with the arts, and it really opened his eyes, so kudos to all of the faculty, because what's being done and the impact it has on the kids' lives is fantastic.

Mayor Hall shared that he is very familiar with West Point, and loves what they're doing with the arts academy. He added that Sun Village is looking forward to hosting the kids again.

Item 3 – Presentation and discussion pertaining to future gallery exhibitions in City Hall and related facility use agreements.

Chair Lieu gave the floor to commissioners deJong and Morgan. Ms. deJong discussed the upcoming sports display. While she has some contacts who will be providing some materials for display, she was hoping to talk to the sports departments to see if they have any interest in participating. Mr. Bernardo said that he reached out to director Kendra Pettis, who is excited and interested in the display. She will involve the spring training teams and see what they have available.

Chair Lieu asked whether the memorabilia have encasements. Ms. deJong said that the Sports Illustrated covers are framed, but the jackets will be hung openly or in the display cases. She said that One Step Beyond may be able to provide additional materials for the other case if there is not enough to fill both. Chair Lieu hesitated to reach out to too many more contacts, in case Sports & Tourism has a number of collectibles to display.

Ms. deJong did not want to put out a call to artists if there were already enough materials. Additionally, at the 50th anniversary of WVAC, Ms. deJong spoke with Barbara Dalstead, who was excited about doing a show for the exhibition. Her medium is colored pencil art. About a year from now, she will have more pieces ready for display.

Ms. deJong said that the Charter School was supposed to hang today, but the principal had a health issue so they will be hanging next Tuesday. She also wanted to talk about a possible reception for the sports display, and investing in some bunting for the walls to make it sporty. Amazon sells the bunting for \$27 a package, and they would need two packages. She also sent Ms. Osborne contact information for a catering vendor, but the commission would need to see if they can afford it. The show would be in January. They would try to have the reception on days where there aren't night games or Council meetings, sometime during Spring Training season.

Chair Lieu asked when the Vision & Sound reception takes place. She asked if they could pair up a reception as has been done in the past, especially when many of the jackets are from the Negro league, and their historical significance to Black History Month. The commission discussed logistics of a reception date, ultimately settling on some time towards the end of February. Chair Lieu suggested hiring a docent to roam the hallway and share information with the crowd as they view the display.

Ms. Miller asked whether there was a way to advertise the exhibit on the back of the Spring Training tickets when people purchase them. Ms. Morgan suggested advertising on the jumbotron. Ms. deJong suggested the sign on Bullard Ave., as well as the newsletter and city website.

Ms. Morgan said that the other thing to discuss is the hanging of the art. The city pays WVAC to hang the art, and she wanted to ensure that they are hanging the art and that no individual artist is hanging his or her own art. Ms. deJong said that one artist in particular hangs their own art, but there is always a WVAC staff member present. Ms. Miller asked whether WVAC was accepting liability by simply having a staff member present. Chair Lieu

asked whether the artist should sign a waiver, and if these concerns could be vetted through Legal.

Ms. deJong said that the document in the agenda was for 2016, and that it likely was outdated. Ms. Osborne said that there was no change to the 2018 agreement other than the date. Chair Lieu said that they should look at the language and make sure the city is covered. She did not feel that there was an issue, especially if WVAC was willing to take the liability if an artist wants to hang their own work. Ms. Morgan asked whether this would change the fee structure. Chair Lieu said that it would not, since they are still the umbrella organization for hanging the art.

Ms. Osborne said that Friends of the Library has contacted her regarding the annual bookmark contest in March, and that with plans still in the air for the sports display, she needed to give a definitive answer to FOTL as far as space for the bookmarks. Ms. deJong said that the portable walls have been reserved, and that we would use them to display the bookmarks. Ms. Osborne said that the portable walls would probably be better to display the bookmarks anyway, because they can fit more and will house them in a more prominent area of City Hall.

Mr. Bernardo said that he had notes from several meetings regarding how the shows are identified, how pieces are selected, and who is the representative. He stated that at some point, the commission would need to decide on the process. Chair Lieu deferred to the art hanging panel for the exhibition process. She asked that Ms. deJong and Ms. Morgan meet to discuss the contract, no later than January, so that there is enough information for the update to the agreement.

Item 4 – Presentation and discussion pertaining to potential locations of public art murals and a subsequent presentation to City Council.

Mr. Bernardo discussed some internal conversations that have been taking place with the City Manager in his team. He shared the locations with the team so that they had an opportunity to hear about it before a Council meeting. He also clarified with the Mayor the role of Council as approving the final concept only. The commission has been successful in locating and identifying projects in the past, so there was no need to change the process. Of the proposed locations, three have a good chance of moving forward. The reason for eliminating the other locations had to do with, among other issues, newer buildings having a newer façade that don't warrant murals, issues of utilizing buildings such as the courthouse which are meant to maintain neutrality, and general concerns about visibility. He said that at this point, any presentation made to Council should be one that finalizes a location that is suitable. There was also some discussion about possible public outreach or input. He added that there may be some concerns related to Dreamcatcher Park and the sensitivity of the users there. He reiterated that the presentation should be for finalization purposes.

Chair Lieu asked whether there were any other locations open to murals. Mr. Bernardo said that the commission did a great job of identifying city-owned properties and available locations. Chair Lieu asked about a wall that was being painted by Councilmember Remley during the Day of Service, along Grand and Greenway, and whether it was available to have a mural. Mr. Bernardo said he was unfamiliar with the wall, but he would look into it.

Mr. Hastings said that he worked at the Aquatics Center, and it's a great wall to work with. He thanked Mr. Bernardo for running this through the City Manager rather than get shot

down later in the process. Mr. Hastings felt that public outreach would be a great idea. He asked what the timeline would be if they pursued public outreach.

Mr. Bernardo said that they would need to think of what the public outreach would look like in order to determine that. Ms. deJong liked the wall on the Villanueva Center but, acknowledged that the wall may come down at some point due to the work in the OTS.

Ms. Morgan visited the art by BacPac on a house and opined that it doesn't look good on a brick wall. She felt that it looked like a piece of art on their houses rather than a piece of public art. Chair Lieu said that the Aquatic Center, Dreamcatcher, and Villanueva naturally have the interactive element. Ms. Miller said that the space has the community park and library, therefore also hosts many visitors.

Mr. Hastings liked the Aquatic Center and Dreamcatcher Park, since both are starting to age, and it would be nice to do something that would revitalize them. He felt that the pool looks so bland, but there are so many people that frequent the area.

Chair Lieu said that she would tend towards the Aquatic Center because Dreamcatcher doesn't get as much of an audience. Ms. Miller said that Aquatic Center has a significant break with the grass line and sidewalk that should prevent it from being watered, and therefore damaging the mural.

Mr. Bernardo said that we could reach out to the swim team, swim lesson parents and so on as part of the public outreach. Chair Lieu said that in anticipation for public outreach, it would be helpful to see if BacPac could come up with some quick sketches or designs to present to the public. Ms. deJong said that having the public come to see a few ideas would be better than them all coming with many different ideas.

Ms. Miller suggested that since West Point is looking for art on the face of the building, perhaps this is an opportunity to engage and partner with them. Chair Lieu felt that the project would be using taxpayer money, and that there is a thin line for how to handle it. She said that they chose not to beautify the book drops at the library for that reason.

Chair Lieu asked how many meetings would suffice for public outreach. Ms. Osborne and Mr. Bernardo said that three would work. Chair Lieu suggested one at Sierra Montana, and Ms. Miller suggested one through Sarah Ann Ranch. Chair Lieu felt that they needed an additional, more centralized location, so Ms. Osborne suggested the Aquatic Center, since those users would be most affected.

Vice-Chair Welch said that there is usually a big launch for the new swim season at beginning of the summer, and it would be cool to have the mural done by then. Ms. Osborne and Mr. Bernardo said that they would narrow down the timeline for outreach.

Item 5 – Discussion and action pertaining to use of and possible improvements to the Mobile Museum for upcoming special events in Surprise.

Ms. Osborne said that the next event available for hosting the Mobile Museum would be the Vermillion Promotions Surprise Arts Festival on November 29 – December 1, 10:00 a.m. to 5:00 p.m. at Mark Coronado Park. Chair Lieu asked whether it could be unmanned during this event, since it was immediately following Thanksgiving and availability would be difficult for everyone. She also asked about having someone who can discuss staging a tent

properly. She suggested investing in a card table so that people can walk through and read. Ms. deJong said that they haven't actually seen the tent fully set up, so they don't know what the layout would be. Ms. Osborne said that the next event would be the true test of the display. Chair Lieu asked that everyone man the tent at least once so that they could provide good feedback on the experience.

The commission discussed the possibility of purchasing a card table. Ms. Miller said that she had one she was willing to loan out for the event.

Ms. Morgan brought up her concerns regarding the banner and the fact that she wasn't happy about the spacing of the questions. She brought up the suggestion from the graphic artist to print hand fans to have the questions, but didn't feel that they would be useful beyond the event. She asked whether the Commission would entertain the idea of re-printing the banner to make it more legible, or if they could live with it as it is. Chair Lieu didn't feel like the costs were justifiable, and preferred to live with it as-is, unless the commission felt strongly after the next event that it needed to be re-print.

Item 6 – Presentation and discussion pertaining to an update on the Women's Heritage Trail event.

Chair Lieu tabled this item for a future meeting.

Item 7 – Discussion and update pertaining to the FY20 budget.

Chair Lieu reviewed the budget with the commission, going over funds that are already spoken for, and funds that are remaining. Ms. Osborne pointed out that some costs have since changed, including the Development Center Bench, which is potentially going a different route and has not had an associated cost determined yet.

Through the course of discussion, Chair Lieu suggested installing the "Give Your Community a Hand" mosaic onto the wall at Dreamcatcher Park. Ms. deJong asked that staff check for sprinklers, so that they don't run into the same problem as before.

Chair Lieu suggested further improvements to the Mobile Museum, including some type of giveaway to draw people in, since there was a significant budget remaining for printing services. Ms. Miller suggested a rug printout of the public art map, and 3D miniature figures of the city's public art sculptures to place within the tent. Ms. Osborne said that the Communications Department had already created something in that vein, and that they were available for the commission's use as-needed. Chair Lieu loved the idea, and said that they could potentially create an interactive element in the booth utilizing those pieces. Ms. deJong asked about purchasing different lights for the interior of the tent. Ms. Morgan said that Fiesta Grande is the only nighttime event that they participate in, so there may not be a need for them.

Ms. Osborne alerted the commission to potential renovations in the Mayor's Atrium, and said that they should hold off on purchasing any lights for the display cases. She did not know the timeline for the renovations, or whether they would fully come to fruition, as they are dependent on budget availability.

Other Business and Future Agenda Items:

- FY21 Budget
- Murals
- Receptions
- Heritage Trail
- Mobile Museum
- The Learning Tree

ADJOURNMENT – Motion to adjourn 8:26 p.m. – Vice-Chair Welch, 2nd by Ms. Miller. 6 Yes votes. 1 Absent (Miatt). 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 November 4, 2019.

Danielle Osborne, Management Analyst