

**CITY OF SURPRISE
ARTS AND CULTURAL ADVISORY BOARD**

DRAFT Meeting Minutes

April 4, 2011/ 6:00 PM

**SURPRISE RECREATION CAMPUS
15960 N. BULLARD
SURPRISE, ARIZONA 85374**

CALL TO ORDER: 6:04pm

- A. Roll Call
Sandra Staehle (Chair), Kathie Morgan (Vice Chair), Eric Cultum, Margaret Lieu, Loretta Warner, Jim Biundo (absent), ellise hayden (absent), Kendra Amburgey (absent)
Guests – Councilman Alton, Councilman Woodard
- B. Pledge of Allegiance
- C. Current Events Reports – Governor Arts Awards April 12. May AZ Town Hall in Tucson focusing on arts and culture for three-four day event. Explore funding, sustainability, perception. Best day is final day which will be included in the final report. Citadel Plaza event. Buckeye May 13 Bluegrass Burnett family. K. Morgan shared April 16 Live Healthy Live well event in Marley Park. AZ spends .17cents per capita which may go down to a nickel. State of MN spends \$5 as the number one state. NM is 17th and in our backyard. If they can do it, we need to figure out how. I'm disappointed in being last in healthcare, education, and the arts and see a relationship. Movement of arts is not in keeping with the population growth. We need to be careful of not doing everything. There are churches, neighborhood groups and other organizations that will run parallel to what this board will do. We should do a good job in defining our niche. We may be trying to be too far reaching and its critical to find our core. We have northwest valley constituency to partner with as proven by the consortium that took place a week ago.
- D. Staff Reports – T. Combs reported on Be Green Be Healthy event in cooperation with Economic Development and Community Development. Over 65 vendors are expected. E-harvesters and Swap meet will also be going on. 2nd Sundays country theme next week. Spring Eggstravaganza with usual draw of 11,000. May will have Movie Nights in the stadium, *Despicable Me*. Memorial Day Parade is a youth art contest, K-5, middle and high school. Board invited to judge.

CALL TO THE PUBLIC

Mr. Thomas Schultz, artist in residence in El Mirage, working on revitalizing through community general plan which included the rezoning of the old town area to be live/work to have studios in homes. Third Thursdays at Mr. Schultz's residence a new artist with performances and vendors come. This has been a transition with a new council and mayor. Scott Chesney and Marianne Archibald no longer are on the board. Been tough losing several members. New leadership expressed that while they weren't going to focus on arts as revitalization and economic development. My contract ended Jan 31 but was not renewed. Appointment with new city mgr and Bill Pupo resulted in the city going in a new direction and my contract not being renewed and my space needed relinquished in five days. I've heard there is space available in the Surprise City Hall. I have artists thru December. Also have talent from several areas ready to perform from \$0-\$300 each. Next is Polynesian. Learned of two artists thru musical Surprise.

Mr. Cepon has been attending meetings for over a year now. City did good job on the 50th Anniversary. We are 10th largest in the state and have virtually no arts events. I am tired of not doing these things in Surprise. Arts is a tool of economic development. As we approach the budget cycle, I would like to see the board fighting for funding. Today, Goodyear (population 66K), doing bus tour through several exhibits such as Pima Air Museum, Antique Car Shows. They also have Phoenix Symphony coming to their amphitheater. He further reported on exhibits in city hall, events at the library, evening concert series free to citizens, crafts for kids. What are we doing? I'm waiting for the city to grow up and move forward. \$1 per resident would be \$117,000. The tourism board has a mechanism through the bed tax. Nothing against city staff or parks department because a lot has to do with budget. I would like to see a more active role as a combined effort.

Mr. Schultz noticed sports and baseball have grown tremendously. Is there a way to get a percentage to go toward the arts?

K. Morgan asked if Connie Whitlock's event has been received yet. Chair Staehle overviewed the concept presented by Ms. Whitlock who plans to submit for a grant from the Tourism Board in April. The event has to be done well the first time so I am feeling a sense of urgency. Chair Staehle appealed to the council members who were present to look into a process that gives the boards flexibility with providing grants as well as grants. I will look into why we haven't pursued hanging art at our risk and not the boards. Art is an integral part of the city and I commend this board on the work they are doing. I recommend this commission come up with a budget and bring forward in the budget process. This board needs to have a voice with the council. We need more feedback as a council. We value your time and experience. I will encourage you and be your proponent on the city council. We know there's hardly any money. What we fail to do as a city is to piggyback other venues. We can have an arts show after a ballgame, or a wine tasting. We need to package and intermingle events. Have a breakfast before Eggstravaganza with entertainment. We need to get outside the box and do things differently. Councilman Woodard stated he is adamant that this commission and others need to submit a budget to council. Our line items show a lot of money that can be used more efficiently and effectively. We want to use this money to promote the city. There's no way we should be asking this board to make decisions we can't fund and help you with. I agree with Richard that arts and culture is a combination that will make our city better. When you think of Scottsdale, you think of arts and culture and not baseball. That's what we need to become. Julie Richards send things to cities, and time and time again nothing is being posted on city websites. We request the city blast our events. We spent two months trying to get art in city hall and it went nowhere. We need to work together and promote each other. There continues to be silos and we wish staff would post on the city website. S. Staehle advised we have been trying since last year to get a calendar posted on the city website. Staff advised this also a priority for the Tourism Board and the Communications Dept as part of their Surprise 365 concept. Chair Staehle also shared frustrations regarding the 2nd Sundays events. T. Schultz commented that its upsetting that very basic things such as the calendar needs to be addressed. There is so much wall space that should be filled up without a doubt. Why don't we have a facility dedicated to art and performances and hanging art. K. Morgan commented what else other than public art are we evolving to? Only meeting once per month and not having subcommittees is a deterrent to us.

CONSENT AGENDA

E. Approval of items on the Consent Agenda

No items were identified as consent agenda items.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – CITYWIDE –Consideration and action to approve the minutes of the March 7, 2011 Arts & Cultural Advisory Board meeting.

Motion to approve Eric Cultum. Seconded by Margaret Lieu.

Item 2 – CITYWIDE – Update and discussion on the Arts hosted by the City of Goodyear.

Already covered in the current events report.

Item 3 – CITYWIDE – Strategic Plan.

Julie Richard questioned if the strategic plan was for the board or the city. Most boards are advisory to the city who implements. S. Staehle answered that the plan is to get the city to support the board. E. Cultum echoed comments from Councilman Hall to find what the tangible is in the plan. The operating plan would come behind this. J. Richard – will that mean a restructuring of staff? E. Cultum what is a transformation of our city? It will be the heading group that this board currently reports to. Basically, it will be a city determination. We can't carry this out. J. Richard has worked with Avondale and has experience. Does everything have to go thru RFP? Staff overviewed how the RFP process has come to place. E. Cultum commented on why Valley Vista attracts outside agents and not us? J. Richard advised they went out to get them. The city should partner. Mr. Alton suggested the city support the arts board in getting a calendar and link up and running and not wait for the tourism board. He questioned why the arts board is under the parks dept. KM – we need to educate the valley about what we offer. Our marketing isn't just about the event but also redirecting and recreating our image. Scrolling calendars are a plus that show something is going on that will reshape their thinking. J. Richards advised people are awed at what we have been doing at Marley Park and the beauty of the facility. No further progress was made on the strategic plan. Consensus of the board was to continue discussions at a future meeting.

Item 4 – CITYWIDE – Future agenda items.

Mr. Cultum – Nine months ago members were asked if business cards would assist us with marketing and getting out into the community. He would like to agendize allowing board members to have business cards made on an individual basis. Also Name Badges that are magnetic.

Thomas Schultz updated.

Julie Richard would like have an agenda item over viewing the West Valley Arts Council in 15minutes.

Strategic plan.

Have representative from the communications dept to overview ch11 and what the website development will entail.

NEW BUSINESS

None

ADJOURNMENT

ATTEST:

Mark Coronado, Interim City Manager

CERTIFICATION:

I, Dana Garr, Analyst for the City of Surprise Community and Recreation Services Department, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the CRS Board meeting held on April 4, 2011.

Dana Garr, Sr. Analyst

POSTED:

TIME:

Linda Stevens, Deputy City Clerk

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