

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

Meeting Minutes

March 5, 2012 / 6:00 PM

**COMMUNITY & RECREATION SERVICES
15960 NORTH BULLARD AVENUE
SURPRISE, ARIZONA 85374**

CALL TO ORDER: 6:01pm

A. Roll Call

Sandra Staehle (Chair), Kathie Morgan (Vice Chair), Loretta Warner, Susan deJong, Fred Ramsay, Margaret Lieu, ellise hayden (absent), Julie Richards (absent),
Guests – Lori Fisher of the Arizona Opera – Sergeant Norman Owens, Officer Christopher Tovar and Officer Douglas Lynch of the Surprise Police Department – Connie Whitlock of WHAM

B. Pledge of Allegiance

C. Current Events Reports

Sandra Staehle (S. Staehle) reported that she presented the grant presentation to Council at a Workshop and Council approved all the grant recommendations as well as the transfer of funds for the Police Department's anti-graffiti campaign at the following Council Meeting. She also reported that she attended a meeting with Council Members Biundo and Woodard as well as Vice Mayor Williams and other City of Surprise Boards and Commission Chairpersons where she requested changes to prohibitions for sub committees and working groups as well as changes for ex-officio members so that they are not specifically named in the code and so we can go back to the ability to have three ex-officio members subject to Council approval. They also discussed having Board meetings take place at City Hall. She also reported that she has attended meetings with Connie Whitlock and members of the Police Department regarding the anti-graffiti campaign and she informed the group that the Diamond Ball will be taking place this weekend.

Kathie Morgan (K. Morgan) reported that she has attended a number of events, one of which was the Carefree Art Festival where she met Teresa Joy the daughter of Esteban. Ms. Joy informed K. Morgan that Esteban is no longer participating at smaller festivals, however she does. K. Morgan suggested that Teresa Joy may be someone we want to contact for a Sunday in the Park event. K. Morgan made contact with My Daddy's Bakery regarding the Art is Alive in Surprise festival.

Loretta Warner (L. Warner) reported that the Sun City Grand Spring Fair will be taking place on March 17th from 9:00 a.m. to 4:00 p.m. She also reported that she attended the BBQ Festival and that it was a nice event with some room for growth and improvement.

Susan deJong (S. deJong) reported that she attended both the Benevilla and Wigwam Farmers Markets and the Benevilla Planning Meeting where the subject of an Arts Calendar came up.

Fred Ramsay reported that he was at the Southern California Writers Conference where he was as key note speaker. He will be doing a signing at the Art is Alive in Surprise festival. He has also written a play which will be produced at a church and there will be people in costume from it at the festival.

Margaret Lieu (M. Lieu) reported that she attended both the workshop and the Council Meeting where the grant recommendations were approved. She also attended the Benevilla and Wigwam Farmers Markets and the Wigwam Art Show, Farmers Market at Park West, as well as the Youngtown Health Fair and Sun City Rec Center Art Show. She also attended the BBQ Festival and agreed with L. Warner that it was a nice event with room for growth and improvement.

D. Staff reports

Heather Donaldson (H. Donaldson) reported that the stamp for the Plein Air Event has been received. She also reported that correspondence has been sent to the grant recipients confirming their grant award and instructing them to forward in invoices to receive the grant money. She reported that three of the organizations have forwarded their invoices thus far. Travis Ashby (T. Ashby) reported that Second Sundays in the Park is this Sunday where there will be live Irish music.

CALL TO THE PUBLIC:

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 – Presentation by the Arizona Opera.

Lori Fisher, Director of Education of the Arizona Opera, visited the Board to present about the Arizona Opera which has been in existence for over 40 years and which is a Tier 2 Opera House. The Arizona Opera has 5 productions a year which are performed out of the Phoenix Symphony Hall. Ms. Fisher's goal is to create a new audience for opera. She has been brought to the Arizona Opera to revamp the education department with 3 objectives:

- 1) Statewide coverage
- 2) Encourage students to attend final rehearsals
- 3) Begin to re-engage the adult audience

Ms. Fisher reported that the Arizona Opera has taken the following steps in order to achieve their goals:

- 1) Started Community Night at the Opera wherein students can attend the final dress rehearsal for \$5.00 and adults for \$10.00
- 2) Taking film of productions into parks
- 3) Series of lecture demonstrations (singing)

Item 2 – CITYWIDE – Discussion of the Surprise Police Department's Public Graffiti Art Program and the Recommended Use of the Awarded Grant Funds.

Sergeant Norman Owens (S. Owens), Officer Christopher Tovar (C. Tovar) and Officer Douglas Lynch (D. Lynch) spoke to the Board about the status of Surprise Police Department's anti-graffiti campaign. S. Owens advised the Board that C. Tovar is now the lead on this project. They presented a drawing prepared by Connie Whitlock of what the concept is for the art on the structure. D. Lynch advised the Board that he has recently located a grant through Benevilla which they are going to be applying for, for additional funding. Connie Whitlock (C. Whitlock) advised the Board that she has 5 high-school students interested in helping with the project, and they will bring other friends along to help. S. Staehle informed the Board that besides the \$1,570 approved by Council to award to this campaign, the Arts and Cultural Advisory Board has another \$2,500 allocated in their budget for this fiscal year for the Art in the Park program. She suggested using those funds for this anti-graffiti campaign as the costs associated with a project this size are considerable. K. Morgan asked the Police representatives what type of monitoring system will be put in place to make the area where the proposed mural will be placed safe. D. Lynch advised that they will be planting hostile vegetation around the structure as well as changing the lighting and adding mirrors. He also advised that they will be tracking the results. S. deJong asked if the aforementioned grant from Benevilla would be for the same project. D. Lynch responded that any additional monies obtained from this grant could be used for this type of project in the future, but they need to act on the structure in question as quickly as possible as the constant damage there is costing the City a large amount of money at this time. C. Whitlock reported that the proposed project would cost somewhere close to \$2,800 which would include all supplies and sealant. M. Lieu commented that it is important to have youth from the area participate in this project, as well as it would be a good idea to find youth who have previously been caught tagging to help with the mural.

Public Comment

Andy Cepon, Surprise resident, commented that he believes the element that needs to be stressed is turning this project into a teaching opportunity. He suggested that the Police approach previous offenders to help with the project.

N. Owens responded that they have to be careful when dealing with juveniles as far as approaching previous offenders. M. Lieu suggested that the police could contact local teachers who might be able to help select the proper students to help with this project. S. Staehle asked the Board again if they would be in favor of using the remaining funds in the Art in the Park program for this anti-graffiti campaign if allowed to do so and reminded that the only conversation they have had regarding the potential use of these funds was to somehow host another event along with the Peter and the Wolf Ballet, however nothing has been defined. She reported that the funds need to be used by the end of the fiscal year.

Motion to transfer \$2,500 from Art in the Park fund to the Police Graffiti Program – Fred Ramsay, 2nd Loretta Warner. Six yes votes. Motion carried.

Item 3 – CITYWIDE – Update on the WHAM Arts Festival.

Connie Whitlock (C. Whitlock) of WHAM gave an update of the Art is Alive in Surprise Festival getting ready to take place on March 31st and April 1st. She reported that all arrangements are moving forward however WHAM is going to fall short of funds for this event. C. Whitlock advised that she is planning on meeting with the Tourism Advisory Board regarding additional funds. She advised the

board that she recently found out that WHAM will need to have an additional insurance policy above and beyond the policy the City will be obtaining which will cost an additional \$2,600. She reported that all the performing artists for the event have been scheduled and there are 8 food vendors participating. She advised that they still need to make arrangements for security guards and Portable Restrooms. She advised that their signage is near complete and there will be a welcome tent with coffee and donuts for fair visitors which will have t-shirt sales (WHAM) and CRS memorabilia available for raffle. She reported that sponsorships are going slow. There are 42 artists and businesses signed up, 14 of which are commercial businesses. C. Whitlock is still looking to find a Native American Art Group to participate. She reported that all the demo artists are lined up and she knows of 8-10 people who will be participating in the Plein Air contest. L. Warner advised that she will be meeting with the Sun City Grand Art Club Business Meeting this week and she will mention the festival and Plein Air event there. K. Morgan advised that she will be at the registration site by 7:00 a.m. for registration. K. Morgan asked who the food vendors are going to be at the event. C. Whitlock responded that they are New York Flavor, Dillons, AJ's (egg rolls and pork and chicken on a stick), a hot dog vendor (Corey), a fry bread vendor (George Avilla), a kettle corn vendor, a cupcake vendor, a cotton candy vendor and Claudine's Kitchen (middle-eastern cuisine). C. Whitlock advised that the clay mural will be happening inside the Dream Catcher's stadium. She reported that there is an event taking place on Saturday evening there so they will have to move their stuff to a room that evening and then bring it back out Sunday morning. C. Whitlock said she expecting 5,000 people or more at the event. She is hoping for 50 booths in total. M. Lieu asked if everything is in place for the judging. Sandi said that Margaret, she and a third person volunteered to judge the artwork. K. Morgan advised that she will ask the registrants where they will be painting when they register. M. Lieu advised that she will be bringing her camera to the event to take photographs. H. Donaldson reminded the Board that L. Warner had volunteered to judge the artwork during the January Art Advisory Board Meeting. L. Warner agreed. The judges agreed to be at the judging site by 3:30 p.m.

Item 4 – CITYWIDE – Discussion Regarding Possible Surprise Arts and Cultural Event Schedule.

S. deJong reported that while she was at the Benevilla meeting Councilman Hall commented that it would be great to have a Surprise events calendar prepared by the Arts Board. S. Staehle responded that this is an advisory board who does not control the city website and who is not allowed to put anything out on their own. She said that during the Council Work Shop a councilmember said that it would be nice to be able to advertise the events receiving grant funds, and at that time Mark Coronado responded by saying we will have to look at what the City is permitted to do as this would not be in accordance with the current City policy. S. deJong advised that Councilman Hall suggested it would be good to put in chamber's website, Progress, City of Surprise website and Channel 11. S. Staehle advised that Channel 11 was mentioned at the City Council meeting and as a result, Ken Lynch left with an action item to look into it. She advised that the City will have to change its policy to allow events to be placed on the City Calendar. H. Donaldson reported to the Board that the Communications Department is currently working on this action item. S. Staehle commented that the Board does support the concept of having an Arts Event Calendar. K. Morgan suggested having the Communications Department come to a future meeting to give an update on this matter so that we can decide if this is worth pursuing any further.

Item 5 – CITYWIDE – Consideration and Action to Approve the Minutes of the February 6, 2012 Arts & Cultural Advisory Board Meeting.

Changes need to be made to the February 6, 2012 minutes:

- The Arts Festival listed in the first sentence of the Current Events Report should read that it is coming up on March 31, 2012 rather than March 30, 2012.
- Revision needs to be made in Susan deJong’s Current Event Report to complete the final sentence.

Motion to approve minutes with change – Susan deJong, 2nd Fred Ramsay. Six yes votes. Motion carried.

Item 6 – CITYWIDE – Consideration and Possible Action to Place Items on a Future Agenda.

Suggested items for April’s Agenda:

- Review and discuss Arts Board Checklist
- Review status of the updated public art hanging policy
- Discussion of Plein Air recommendations for City purchase of selected artwork

Suggested items for May’s Agenda

- Communications Department to come and discuss a possible events calendar
- Discussion of grant terms and conditions

OTHER BUSINESS

ADJOURNMENT – Motion by Fred Ramsay, 2nd Loretta Warner

ATTEST:

 Mark Coronado, Director
 Community & Recreation Services

CERTIFICATION:

I, Heather Donaldson, Administrative Specialist 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 Arts and Cultural Advisory Board meeting held on March 5, 2012, 2012.

 Heather Donaldson, Administrative Specialist

POSTED:

TIME:

 Linda Stevens, Deputy City Clerk

SPECIAL NOTE: Individuals needing reasonable accommodations, such as large print materials and oral/ ASL interpreters, should contact the Disability Advocate at **623.222.3821** (Voice) or **623.222.3802** (TTY/VP) at least three (3) business days prior to the event so arrangements can be made.