

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

DRAFT Meeting Minutes

July 5, 2011/ 6:00 PM

**Northwest Regional Library
16089 N. BULLARD
SURPRISE, ARIZONA 85374**

CALL TO ORDER: 6:04pm

- A. Roll Call
Sandra Staehle (Chair), Kathie Morgan (Vice Chair), Margaret Lieu, Loretta Warner, ,
ellise hayden, Fred Ramsay Julie Richard (absent)
Guests – Travis Ashby, Diane Arthur
- B. Pledge of Allegiance
- C. Current Events Reports

S. Staehle welcomed newest member Ramsey and thanked J. Biundo for his service. She reported meeting with the City Manager to introduce him to the arts board and overview some of the challenges the board had over the past year including actions of city staff and council to try to dissolve the board. City Manager Hillman inquired into the number of boards in the city and other alternatives for the board. S. Staehle explained that is competitive with WVAC and WHAM. She further overviewed the difficulty getting items onto agenda's and staff's task of having to send the agendas thru several approval processes. Also the taking of arts issues to Council before it goes before the board. The history of fund for the arts including the loss of funds and this year's approved request of \$32,500. S. Staehle stated City Manager Hillman did not think that boards and commissions should have their own budgets. Council should set priorities and the board should make recommendations along those lines and request funds be allocated which makes it hard for boards to plan. She did advise that the board does not control the funds directly. The conversation about art in city hall provided a different perspective from Mr. Hillman and shared Mr. Bailey's concern about the fairness issue about obtaining space. S. Staehle stated that the board will approve the art and there is a process in place that was approved by Council so there seems to be a disconnect. She also commented that M. Coronado committed to allowing boards and commissions be a part of the budget process starting next year. S. Staehle and City Manager Hillman also discussed the website and city calendar. It's important that before the Art Board fund events they should know what else is going on in the city so there isn't overlap. City Manager Hillman believes all boards need to be looked at as far as process and policy. S. Staehle also met with Julie Richard per the Board's request regarding putting art in city hall. J. Richard is willing to take it on and believes every piece of art being taken by the board being too cumbersome and would rather have two members of WVAC staff review pieces first. S. Staehle suggested to set up a meeting with WVAC and provide a copy of the City Contracts.

F. Ramsey introduced himself and shared that he writes books.

e. hayden advised that Adelante Healthcare is establishing a building on Bell and has commissioned WHAM to do a very large memorial to the founding CEO Linda Gory of

Clinica Adelante. It is also going to be gallery space for WVAC and WHAM with lighting and special glass to not deteriorate the art. Every quarter new art will be displayed. The Avondale Arts Council is also partnering to do the same at the Avondale location. e. hayden reported that she was appointed Chief Services Officer for the City of Surprise by the Mayor for 52 weeks with the role of highlighting the Mayors projects such as the Community for All Ages. There is no conflict of interest with service on the arts board per the Mayor. The marketing and press opportunity shows that we are all working for the same outcome and supporting art and artists in Surprise. Open house for Clinica Adelante located at Reems and Bell will be in November.

M. Lieu commented on the fireworks in Surprise and stated they were really well done and complimented the event. It was surprising how many showed up. She was at the dog park but all around the lake and into the grass areas and beyond was completely full. What a great thing for our city. TV showed City of Phoenix's parade and festival. M. Lieu asked what else can the city add to the event such as food and art around the lake?

K. Morgan commented on the art festival that is coming in the spring. She stated that it does not have so much to do about the name in the paper, but already the board is disconnected from the event as it didn't link this board to the event. As the spring art festival progresses, the Board is instrumental and does not want to be disenfranchised.

D. Staff reports

T. Combs reported that close to 8,000 people were in the stadium for the 4th of July event. Approximately 4,500 showed early at 4pm to watch the baseball game. There were cars everywhere and people continued to come in while the fireworks were going off. In years past there were more elements, but thru surveys and comments we received feedback that the fireworks were a priority. When budgets were cut, we incorporated the baseball game and have had success with that format. T. Combs commented that M. Coronado and Councilmember Woodard did share at the Council meeting that the Arts Board would be very active in the WHAM event. T. Combs also spoke about the upcoming Surprise Party event that takes place the first weekend in December. The event has an arts and crafts component and would like to help the Board to help recruit artists to participate in the event. Flyers will be provided at the next meeting.

CALL TO THE PUBLIC:

Councilmember Biundo commented he would like to tape a Council Conversation show on Channel 11 that would highlight the arts. A member of the Arts Board could be interviewed during the show. shared the council conversation meetings. . We can have a member of the arts board be a part of and be taped by channel 11.

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 – The City Clerk will welcome and swear in new members Susan DeJong and Fred Ramsey.

Due to an unforeseen illness the City Clerk was not available this evening. However, both members were already sworn in by the clerk last week. Ms. DeJong could not make it, however, F. Ramsey was present and able to participate as a voting member.

Item 2 – CITYWIDE – Consideration and action to elect a new chair and vice chair for the Arts & Cultural Advisory Board.

Nominations were taken

F. Ramsey moved that present officers remain in office. Seconded by ellise.

Item 3 – CITYWIDE – Update on the development of a citywide events calendar.

Diane Arthur from the Communications Department shared the research and past attempts to create a web based calendar.

L. Warner commented that it makes sense to that the city of Surprise does not possibly have the resources to track and manage and capture all that is going on in the city. It would make sense to add a link and let others find it.

Item 4 – CITYWIDE – Discussion of the Second Sunday's in the Park fall programming.

Travis Ashby, Events Coordinator, shared information on Second Sundays. The event started as a small idea to add elements to the park. Over the past year, it has really grown. Some ideas have been extremely popular while others have been duds. T. Ashby stated he would like ideas to keep it fresh with a minimal budget. The Arts Board is welcome to suggest elements that are Art related. There is usually a kids element and a music element. We would like to add a third piece. M. Lieu suggested getting the schools involved and perhaps let them earn credit. In Baltimore they were trying to revitalize the inner harbor with a city fair. They had cotton candy and ferris wheels.

Item 5 – CITYWIDE – Planning, discussion, and possible action to adopt a final draft of the Arts & Cultural Advisory Board Strategic Plan.

Motion to approve e. hayden and seconded by m. lieu. S. Staehle requested the board needs to be notified if it is a work session item first or if straight to council agenda. Mr. Cepon requested to speak on this item and commented that a year makes a big difference. The board now has a budget, an events calendar, and visibility with city council including a former member who is now a council member and a fully staffed board. Mr. Cepon recommended to keep visibility high with quarterly reports to council and tie in to council's strategic plan. This is a day and night turn with an energy. City staff is very supportive and the board is in a position to capitalize on it. Let people know you exist. Increase the visibility and working relationship with city staff. K. Morgan tied into the recommendation to maintain visibility and requested as many of us be present as possible.

Item 6 – CITYWIDE – Report on the status of the tourism funding request from What's Happen'n Arts Movement (WHAM).

S. Staehle spoke with Connie from WHAM to discuss the event. Connie is very upset that the Tourism Board did not approve compensation for the event and the 50/50 split for the event. This

was always featured as a not for profit event. The Tourism Board did discuss making a distinction regarding the salaries for profit versus non-profit entities. Staff was asked to reduce budgets and the board did review and further discuss the salary issue. K. Amburgey and S. Staehle were present to advocate for the salary portion of the nonprofit WHAM event, however, the Tourism Board did not approve. Connie may walk away from the event if negotiations prove to be difficult. T. Combs reported that the board took salaries out of all of the event requests and staff cannot put that portion back. Staff had discussed the likelihood of the salary portion coming out of the event based on board comments. e.hayden advised that WHAM has not yet fully achieved nonprofit status. The Arts Board may consider funding a portion of the event coordination/salary thru their grant funds for operating expenses. This seems to be the only option to not circumvent.... K. Morgan suggested this creates a lack of collaboration with other boards. F. Ramsey suggested this may be a precedent that we don't want to set.

Item 7 – CITYWIDE – Consideration and possible action on a process to place art at City Hall.

e. hayden liked the idea of a sub group of this board to work on it and rotate through to allow others the experience. S. Staehle overviewed that the contract would go to WVAC to rotate an exhibit on a quarterly basis. WVAC would take responsibility under their insurance. Two representatives of the arts board would join two members of WVAC to narrow the choices. The final items would be brought before the Arts Board to approve. The art doesn't have to be from just one artist and several can exhibit. L. Warner commented that this is our best shot to get something up and running quickly. K. Morgan likes the idea of rotating to allow all to be involved and learn the process. L. Warner motion to allow WVAC negotiate a contract with the city, rotation of members to review. Seconded by e. hayden.

Item 8 – CITYWIDE – Approval of minutes from the June 6, 2011 Arts & Cultural Advisory Board.

Motion F. Ramsey, second M. Lieu.

Item 9 – CITYWIDE 0 Consideration and possible action to place items on a future agenda.

Public Art Policy

Send Mr. Ramsey list of names (make his namecard) and city staff names (make tent cards

Grants

NEW BUSINESS

ADJOURNMENT – Motion to adjourn EH, and ML second .

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 July 5, 2011.

Dana Garr, Sr. Analyst

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.