

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

**Meeting Minutes**

August 1, 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, Susan DeJong  
Guests – Skip Hall
- B. Pledge of Allegiance
- C. Current Events Reports – Sandi reported on conversations with Connie Whitlock, 2<sup>nd</sup> Sundays in the Park, and requested an action item spreadsheet with statuses of who is responsible for which tasks and associated timelines. J. Richards presented on Arizona Town Hall meeting regarding awareness and funding. Arizona Citizens for the Arts should be an organization the City belongs to that outlines grants and local issues. Looking at ways to integrate with business community and funding from private citizens. Arizona doesn't have a culture of individual giving. The foundations are trying to create an environment that is more conducive to private giving. Many live here, but aren't invested. Arts and Culture not sustainable without help. Closing gallery in Glendale and running Marley Park from the Fall to Spring but closed in the Summer to allow for access to residents. Exhibits will rotate. Gallery 37 pays kids for public art. One of their projects is a bench that is going in the Fire Station in Verrado. Expanding arts education partnership program beyond the 7-8 year program with Liberty Elementary. Looking for public schools and also a charter school here in Surprise. I encourage anyone with Dysart contacts to have them touch base with me. We are monetizing the arts membership program because we have to generate more revenue as an organization. We will do monthly wire updating on what's happening on the state level and on legislative issues. K. Morgan asked if the symphony, opera, and ballet are affected. JR advised they are in a serious situation as is Phoenix Theater and Arizona Theater Company as they all ran with deficits last year. If this continues, the arts and culture community will look very different in 3-5 years. S. DeJong introduced herself. Currently, she is a substitute in Dysart and does work for Free Arts in Arizona. Originally from New Jersey where she was a chef for several years, but moved to Surprise about seven years ago. She also volunteers at the Phoenix Opera. Ellise hayden working on intergenerational mural that will be done sometime in September. Birts Bistro now has a wait list for food and tables during the performance. Scheduled Art Town Hall at Rio Salado college on October 4<sup>th</sup>. As a representative for the Community for All Ages, August 18 at 4pm at Benevilla will present what arts and culture will be in the community. I'm not sure it will be coming back to this committee.
- D. Staff reports – The strategic plan made it on the August worksession agenda, and will go to council in September. Mr. Coronado will introduce a board member to present the strategic plan. Council may have questions during the worksession. From there we will request formal council action to approve at the next regular meeting. The board wanted clarification on whether or not council needs to approve the grants process again since

it was approved in 2008. Staff advised it should be brought forward as part of the strategic plan presentation at a council worksession. T. Combs overviewed discussions with Connie Whitlock regarding the tourism grant and her disappointment with the salary component not being approved. Shakespeare in the Park is in the planning stages. Contacts have been made with appropriate companies. The library is requesting to use this meeting room more often and moving to the CRS offices.

## **CALL TO THE PUBLIC:**

Andy Cepon, seven year resident. Why do we have the 2<sup>nd</sup> Sunday event due to the heat. I went to one in Goodyear on a Friday night that was packed and multigenerational. People brought lunches and picnicked which tells me they bought local food. Trying to diversify – why don't we have Southwest Surfers Beach Boys Band. Julie Richard responded that we run evenings and Sunday is much better attended. The demographic is different - a third of the group was seniors but the vast majority was little kids with glow necklaces.

Eric Cultum – former member Arts and Cultural Advisory Board. During your last meeting in June we were in vacation in Washington. I didn't have an opportunity to thank you and make a nice transition. It was a real privilege to endeavor, persevere and think outside of the box and defend our ability as a board to report directly to council. I commend that the Tourism Board approved funding for events that came directly from the Arts Board. Despite that press releases continue to point elsewhere, it was arts and culture board that brought this forward. I had the opportunity to interview for the planning and zoning commission and quality of life and was invited to transition to the economic development side of it where I have gotten a different perspective. I want to encourage you to persevere and the day will come. I know when Richard Alton and Mr. Woodard admonished you to keep making a difference in the city. Sandi publicly thanked Mr. Cultum for his service. I addressed the displeasure with the City Manager that we as a board helped push the grant through the Tourism Board. It is duly noted with the city the role this board played.

## **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 July 5, 2011 special meeting.**

F. Ramsay motion, second e. hayden.

**Item 2 – CITYWIDE – Consideration and possible action to place items on a future agenda item.**

2<sup>nd</sup> Sunday’s discussion.

Calendar upcoming events

Move meetings to CRS

Channel 11 television program

Presentation on the WVAC

Connie update beer and art festival

Link to the city website to the West Valley Arts Council and other 501 c 3 to see if that has happened.

**Item 3 – CITYWIDE – Discussion regarding the grant process.**

Ellise and Margaret will work together to revise. Two members who are experts in this area and instill credibility. Email comments to staff.

**Item 4 – CITYWIDE – Discussion regarding a contractual agreement with What’s Happen’n Arts Movement to coordinate an art walk display for the World Beer Fest in October.**

CTCA October 8-9. Adding a Beer Festival on that Saturday, from noon to 9pm we are having beer tasting on center court. As an added component to the event we asked Connie if she could bring art and artists to the event. It is a paid admission which will get you into the beer festival. If you purchase a ticket for CTCA you get in free. Solidifying music and artists will sell. Connie will look to the arts board to partner. Tonight we are looking for the board to endorse our working with Connie. Connie will take care of the artist applications. K. Morgan commented that in the Midwest this is bratwurst time. Vendors looking at the western side of beers, known as the Ring of Fire event.

**NEW BUSINESS**

**L. Warner had a thought to add an E at the end to be “Enjoy Arts and Culture in Surprise” or add evaluation.**

**ADJOURNMENT – Motion to F. Ramsay, e. haydn**

**ATTEST:**

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Mark Coronado, Director

Community & Recreation Services

**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 August 1, 2011.

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Dana Garr, Sr. Analyst

**POSTED:**

**TIME:**

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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.