

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

Meeting Minutes

June 4, 2012 / 6:00 PM

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

CALL TO ORDER:

A. Roll Call

Sandra Staehle (Chair), Kathie Morgan (Vice Chair), Susan deJong, ellise hayden, Loretta Warner, Margaret Lieu, Fred Ramsay, Julie Richards (absent), Heather Donaldson and Paul Frie

B. Pledge of Allegiance

C. Current Events Reports

Sandra Staehle (S. Staehle) requested to have Tara attend a future meeting and thanked ellise hayden (e. hayden) for her service on the Board. S. Staehle reported on several events she attended during the previous month. She also reported that she met with Councilman Biundo at his request to discuss issues related to Boards and Commissions and municipal code for a handbook that he and other councilmembers are working on for Board and Commission members. S. Staehle advised the Board that there have been no applications submitted to fill the vacant spot which will be left by e. hayden. Kathie Morgan (K. Morgan) reported on an event she attended during the previous month which took place in the evening. She suggested Surprise having some evening events in order to attract people who might not be able to attend during Sunday afternoons. Susan deJong (S. deJong) reported on a few events she attended during the previous month. She also reported on the status of an events calendar application which she and Margaret Lieu (M. Lieu) are working on. e hayden reported on a few events she attended during the previous month. Loretta Warner (L. Warner) reported that quite a few members of the Sun City Grand Art Club are represented in the latest Adelante exhibit. M. Lieu reported on several events she attended during the previous month. Fred Ramsay (F. Ramsay) advised the Board of a Health Fair being held on the first Saturday in November, the third.

D. Staff reports

Paul Frie (P. Frie) advised the Board that the City Clerk informed us that in order to change any board member terms (Chair & Vice Chair) a bylaw would need to be revised which would have to be the initiative of a council member. He advised the Board that the Legal Department has informed staff that they will be taking the public art hanging policy to council during the second meeting in June. He reported that the winning pieces of art from the Plein Air contest have been hung in the Fat Freddy's bistro at City Hall. He confirmed with S. Staehle that S. deJong will be the focal point for the Surprise 365 calendar with assistance from M. Lieu. He advised the Board that the City Manager has made a recommendation to Council that Boards and Commissions will not be funded for the next fiscal year. He also advised that the budget

has not yet been finalized, just presented to Council and that they will finalize it during the second meeting in June.

K. Morgan stated that she believes that the City Manager has the duty to present a side by side presentation to Council with what the Board has requested along with his recommendation and that nothing should be implied or assumed as far as Council's awareness of the recommendation. S. Staehle asked Paul to advise Mark Coronado of the Board's concern regarding their zeroed out budget.

P. Frie advised the Board that the Graffiti Program is a Police Department project.

Public Comment

Connie Whitlock asked to comment and gave a debriefing of her experience thus far with the graffiti project and advised staff and the Board of quite a few obstacles she has encountered so far. She also informed everyone that she has started the project already. S. Staehle commented that there is no service agreement in place with WHAM for this project.

K. Morgan expressed concerns regarding the Arts & Cultural Advisory Commission taking steps backwards to a time two years ago when they had no budget. She said they are now a group who is questioning the direction they have taken or the direction they want to take for the next year, and she requested that Mark Coronado attend their next regularly scheduled meeting to have a conversation with the Board to address their concerns. She further stated that in the last few years she believed the Board and staff had made the movement away from what felt like a power struggle and two entities at odds and now they have a sense of an adversarial situation.

P. Frie advised the Board that they had been provided with a document prepared by Heather Donaldson (H. Donaldson) containing information and answers to their questions about the previous breakfast forum hosted by Goodyear. S. Staehle reported that she has approached Mayor Wolcott to speak at the breakfast forum.

H. Donaldson confirmed with the Board that elections for the Chair and Vice-Chair positions will be held during the August meeting, and that July's meeting will be held just to speak about the upcoming breakfast forum. The Board agreed to have July's meeting on July 9, 2012.

CALL TO THE PUBLIC:

Jack Hitchcock of the Surprise Historical Society addressed the Board and asked if the Historical Society might be of help to the Board and vice versa. He spoke about a lack of museums and advised that the Historical Society has gathered a lot of materials and memorabilia from Surprise including a lot of historical information. He advised that the Historical Society would like to partner with the Arts & Cultural Advisory Board with some events and programs.

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 May 7, 2012 Arts & Cultural Advisory Board Meeting.

Motion to approve minutes of the May 7, 2012 Arts & Cultural Advisory Board Meeting – ellise hayden, 2nd Margaret Lieu. Seven yes votes. Motion carried.

Item 2 – CITYWIDE – Debriefing session with Connie Whitlock to discuss 2012 Art is Alive in Surprise festival.

Connie Whitlock (C. Whitlock) of WHAM gave a detailed overview of the 2012 Art is Alive in Surprise festival. She reported that the festival took place on March 30th and April 1st of this year. There was a student art exhibit showcasing children of the Surprise/Dysart School system called H.ART. There were 8 Dysart schools and 19 home schools in participation. There were 181 pieces of artwork on display at the exhibit. All participants received a ribbon. C. Whitlock went over the survey results from the festival with the Board. She went over the layout of the festival and gave some ideas for future setup which might work better. She reported that WHAM was originally allotted around \$23,000 from the Tourism Advisory Board and then another \$6,000 as additional costs arose, for a total of \$29,075.00 from Tourism. WHAM spent \$7,978.49 on the event which was raised partially through tile sales (for a mural) raffle sales, sponsorships and t-shirt sales. The event cost roughly \$36,870 to hold. Connie reported that her research shows that art festivals run anywhere from \$70,000 to \$150,000 to have. Her records indicate that WHAM made a profit of \$547.86. She reported that the event was a success, and the Art Board's Plein Air contest was wonderful. K. Morgan said that Connie should be commended for all her hard work and that the event was fabulous. M. Lieu suggested that if there is another festival next year, the Community and Recreation Services Department should provide more advertisements and signage for the event. S. Staehle commented that she believes the City should be able to waive some fees (permits, licensing, etc.) if they are partnering in the event. e. hayden suggested that the planning for the festival start earlier in order to get more sponsors and businesses involved. S. Staehle said the Chamber of Commerce needs to be more involved next year. S. deJong suggested having banners displayed from the light poles on Bullard. L. Warner commented that there was some logistical confusion as there was more than one event happening simultaneously. Many people did not know where to park for the different events. There was further discussion regarding how the festival is setup next year with ideas for changes. M. Lieu commented that the kids playing basketball was distracting for people at the Art festival. P. Frie responded that the event is being held in a public park and there is nothing to be done in order to prevent people from using the facilities. C. Whitlock commented that the facilities were kept very clean and the CRS staff did a wonderful job helping during the event.

Item 3 – CITYWIDE – Review of Program Grant recipients' final reports.

L. Warner advised that she thought all the grant recipients did a good job on their final reports and they reported on what they would do differently or better the next time. e. hayden reported that she believes from a grant perspective the recipients followed the format and said what they needed to say and followed the directions. K. Morgan commented that she believes if the grants are offered again, it will be more competitive and she set constructive goals for each of the recipients while reading their final reports. e. hayden recommended, if there is funding in the future, that someone, possibly Julie Richard, conduct a grant forum for people who want to write for grants and that there be a presentation about how to write a grant as well as a final report so that there are clear expectations set forth. M. Lieu commented that she didn't think the West Valley Conservatory of Ballet submitted a completed final report. Other Board members agreed that the Ballet did have all the information that was asked for in their report, however it was presented in a different form. K. Morgan commented that the Arizona Opera's report was not complete and that the Board may want to rethink giving them any money next time.

Item 4 – CITYWIDE – Discussion regarding the program and general operating grant applications and process.

S. Staehle recommended tabling this agenda item until the Board has a better understanding of the budget.

Item 5 – CITYWIDE – Discussion of the West Valley Arts Commission Breakfast Forum.

S Staehle commented that this agenda item has already been addressed during staff reports and reconfirmed that M. Lieu has agreed to oversee the planning.

Item 6 – CITYWIDE – Discussion of events to be placed on the City calendar.

S. deJong commented that she and M. Lieu are currently working on their process and are hoping to have a calendar by the fall. She advised that they are reaching out to different organizations for their events and asked the Board to please let she and Margaret know of any events they hear of. They are hoping that in the future, organizations will reach out to us rather than us reach out to them for their events to be placed on the calendar. S. deJong also commented that she believes business cards would help to get a better response from people so that they know who they are dealing with. M. Lieu asked if there should be contact information on the flyer they are creating. S. deJong directed M. Lieu to post her contact information on the flyer.

Item 7 – CITYWIDE – Consideration and possible action to place items on a future agenda.

Suggested items for August's Agenda:

- Discussion with Mark Coronado
- Grant Recipient Final Report discussion (if budget is approved)
- Update on breakfast forum

OTHER BUSINESS

S. Staehle informed the Board that she has prepared an annual report for Council's review. K. Morgan suggested that the Board agree to have S. Staehle present her report directly to Council on behalf of the Arts and Cultural Advisory Board as soon as possible. All board members agreed.

ADJOURNMENT – Motion by Fred Ramsay, 2nd Loretta Warner. Seven yes votes. Motion carried.

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 June 4, 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.