

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

Meeting Minutes

September 10, 2012 / 6:00 PM

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

CALL TO ORDER:

A. Roll Call

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

B. Pledge of Allegiance

C. Current Events Reports

Margaret Lieu (M. Lieu) read a letter she drafted to the Arts and Culture Commission, attached hereto as exhibit A, in lieu of giving her current event report and asked that it be made part of the official record. Susan deJong (S. deJong) reported on several different meetings she has attended as well as advised the Commission that she had completed a tile with WHAM. She also reported that she attended the Council Meeting where Connie Whitlock was honored. Loretta Warner (L. Warner) reported that she also attended the Council Meeting where Connie Whitlock was honored. Fred Ramsay (F. Ramsay) reported that he also attended the Council Meeting where Connie Whitlock was honored as well as on other meetings he had attended.

D. Staff reports

Paul Frie (P. Frie) reviewed the Board Meeting Checklist with the Commission where he commented on the status of the hanging system. He advised that Sandra Staehle (S. Staehle) had been in contact with Mark Coronado, and he further advised that Mark is now working directly with Michael Bailey to get some finality on the policy and take it to Council. He reported that the Surprise 365 calendar is up and running. Heather Donaldson (H. Donaldson) reported that the City Clerk will be at the next Commission meeting to issue the Oath of Office to Kathie Morgan (K. Morgan) and S. deJong and advised that their terms will expire on September 11, 2016.

CALL TO THE PUBLIC:

Connie Whitlock of WHAM advised that she has submitted an application for funds to the Tourism Commission for the second Art is Alive in Surprise festival. She advised that they were unable to have a meeting last week and it is imperative that she get some kind of approval to move forward, because the Thunderbird Artists event has already been approved by the Tourism Commission and they have already posted all of their call to artists. She said that this is the time of year where all of the artists determine whether they are going to book, and the longer that she has to wait, the more detrimental it is to Art is Alive in Surprise. She asked for help in finding out when the next Tourism Commission meeting will take place. She stated that she is not a Thunderbird, who was approved

right away for two years. She stated that somebody needs to get back to her this week.

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 August 6, 2012 Arts & Cultural Advisory Board Meeting.

Motion to approve minutes of the August 6, 2012 Arts & Cultural Advisory Board Meeting – Loretta Warner, 2nd Susan deJong. Four yes votes. Motion carried.

Item 2 – CITYWIDE – Discussion with Community and Economic Development in order to gather feedback from the Arts and Cultural Advisory Commission in relation to the arts and culture element of the City of Surprise General Plan Update.

Adam Copeland, City Planner for the City of Surprise for 9 years, presented a PowerPoint presentation to the Commission regarding the General Plan Update. He overviewed the City's outreach plan which has included attending and speaking at block parties, internet, HOA's Newspaper, Events and broadcasting on Channel 11. He presented a quick view of the General Plan website for the Commission, and he informed them of two upcoming open houses scheduled to take place on September 15th at the Northwest Regional Library from 10:00am – noon as well as another one on September 17th at Nadaburg Elementary school from 6:00 – 7:30 p.m. He invited the Commission to attend both open houses and to participate if they would like. He showed the Commission the City of Surprise General Plan Update Survey and had copies at the meeting if any Commission member would like to have them. He reported that during the GPAC meeting there was a common consensus that residents want to establish a dedicated funding source, establish a Master Arts Plan and incorporate public art standards in development projects where arts and culture are concerned. Adam presented a General Plan Pyramid where General Plan appeared at the top of the pyramid followed by Arts Master Plan then New Development Review then Master Site Plan followed by Specific Public Art Placement Permitting appearing at the bottom of the pyramid. He presented a general plan timeline. M. Lieu asked if a possible arts center, area that is art friendly, could be included in the General Plan. Adam Copeland said that an Art District is definitely something that could be included in the General Plan. S. deJong commented that there is a group of people who have been talking about an Art District and who have been planning on getting a committee together to start looking into it. She said this would bring more people into Surprise. She also commented that when she drives around Surprise she sees Walmart and McDonalds which don't bring good jobs to Surprise but just bring business to Surprise. She said these types of places don't bring people out who are going to go to better restaurants and art districts. She said that by bringing these types of businesses here in such a great amount, she believes it is creating a borderline poor community. She said she is wondering how many more Walmarts and McDonalds are going to come into Surprise. Adam Copeland commented that if there are any cities around the nation, or more specifically, around Arizona that have art districts, he asked the Commission members to please send those over to him so that we can take a look at them as they usually have design standards that we

can absorb into our language. S. deJong responded that San Diego has an art district that they have recently developed which was covered in Sunset Magazine. She said it would be nice if Surprise could do something like that. M. Lieu commented that in Tucson the arts district acted as a revitalization of the depressed areas. Adam Copeland commented that there is specific funding available for revitalization districts. F. Ramsay commented that this is a plan for what is now mostly desert, and it is not like San Diego which is a big city that has resources. He said that the problem is that while this plan is being created, buildings and big warehouses are popping up. He wanted to know how this plan has anything to do with the economic development team who is trying to bring business in and who would be happy to get eight Walmarts in if they could get them. Adam Copeland responded that the General Plan also includes a growth map that identifies land use and restricted land use due to flight paths from Luke Air Force Base. He said that the land uses from the General Plan that was approved in 2000 are not changing. There are employment districts identified on the map which must comply with state law, and they cannot have any residential areas or overnight stays in them. Many of those areas are included for the economic development purposes as employment.

Call to the Public

Andy Cepon, Surprise resident, advised the Commission that the Mayor and Council and representatives including David Moss and the Regional Chamber of Commerce were at a public art unveiling last Thursday in Youngtown where there were three murals made by two local artists that were commissioned by the City used. This was done to spur a facelift in their City Hall complex which they admit is dated. For a City that is basically in extremely challenging financial times, they recognize the importance of art and giving a facelift to the City. This is an example of how cities are having to backtrack because they didn't put these types of things into the plans.

Connie Whitlock, WHAM, advised that the City of El Mirage has a plan for an art district and is calling it, Old El Mirage. She also advised that they received money for the revitalization.

M. Lieu commented that both Youngtown and El Mirage are such small cities that they are outsourcing any art projects. She commented that Surprise actually has several established art communities that could come together as a community without the need to outsource any art projects.

Item 3 – CITYWIDE – Discussion and consideration to formally endorse/support a Surprise Fine Arts Festival in February 2013 to be produced by Thunderbird Artists.

P. Frie advised this Commission that the Tourism Advisory Commission has approved granting funds for the Thunderbird Artists event, and notified the Commission that we are looking for discussion this evening and a possible formal endorsement by this Commission of the event to be held in February of 2013, 1st, 2nd and 3rd. He advised that the key element considered by the Tourism Commission was that the Thunderbird Artists are going to highlight the City of Surprise with a focus on close to 4,800,000 media impressions. F. Ramsay asked if this is a done deal no matter what the Arts commission discusses this evening. P. Frie advised that the funding recommendation is approved by the Tourism Commission and it still needs to go to Council who will make the final funding decision. S. deJong said, so you are asking us to approve something? P. Frie responded, we are not asking for any approval just for an endorsement. S. deJong said that she is sure the Commission all endorses this event because they would love to have all kinds of events here, but she does not think it should be at the cost of other events that are good for Surprise and are trying to establish themselves in Surprise and will be here for many years. She said Thunderbird may or may not come back. She said she believes the Tourism Commission must not think that Thunderbird is this wonderful thing that is happening to us, it's great but other things are as well. She said that they aren't the be all end all, and that she has been to some really awful Thunderbird events where no one

showed up and they hardly had any artists. She doesn't think we want that to happen here. M. Lieu asked if there is a possibility that we could ask Judy Combs of Thunderbird Artists to come and speak to the commission before a formal endorsement is made. L. Warner said that she thinks the Thunderbird Artists event is a good thing, and it should be endorsed as we recognize that it is good for Surprise and anything that is arts and culture related has her support. She also advised that we want to make sure that Council and/or anyone else does not rest on their laurels and say that we don't need to support or endorse any other similar types of events because we should and we want to continue what we began this year and diversify. S. deJong said that Surprise is growing and our arts events should grow as well. She said we should not be happy with just one event. P. Frie reminded the Commission of Mark Coronado's comments at the previous meeting that this event is in no way meant to replace any other event. S. deJong responded that if Connie cannot get in front of the Tourism Commission in a timely manner, then that's it for her. F. Ramsay stated that this bus came into town and didn't stop at this station at any time until it was a done deal which is slightly annoying because if you are going to have an Arts & Cultural Board, then use them. S. deJong said we endorse this whole heartedly but there are other things that need to be considered. M. Lieu commented that at this point Council ultimately wants to know whether or not the Arts & Cultural Commission sees any huge issues with the Thunderbird Artists event. H. Donaldson commented that when this item goes before Council, this commission's endorsement or non-endorsement would be recognized at that Council Meeting and reminded the Commission that this is separate from any other event. This item is strictly pertaining to the Thunderbird Artists event.

Call to the Public

Andy Cepon, Surprise resident, commented that Mr. Coronado a month or two ago admitted that there were mistakes made in this process. He accepts that, but stated that this process is backwards. He said Thunderbird Artists should have been at this board's meeting last month where they should have taken the input from the Arts & Cultural board, which is what they are here for, and he said we all know that they probably would have gotten a positive recommendation. Then this should have gone to the Tourism board. This board was totally bypassed. That is wrong and it needs to be pointed out. He suggested to the Arts & Cultural Advisory Commission that if they vote on any motion supporting this event that they state they are not happy that they were bypassed on this event. He told them it needs to be made clear and written into the record and Council needs to be made aware of this. He said in addition that in the minutes of last month's meeting talked about this board being in front of the Tourism board to support this local home grown event. He commented that he didn't see anyone from this board there. This was the crux of the issue since this surfaced with the press release that this event was going to come in and overshadow the local event. He said we will not as residents allow that to happen, period, and he reminded the board that any motion they make should have a caveat on it that acknowledges that they support the event, it's great for the City, but that this was not handled properly and it should have come through this board first rather than coming after the fact and asking for approval.

S. deJong commented that F. Ramsay had previously mentioned what Mr. Cepon said. M. Lieu suggested a change in the chain of information. S. deJong said it was a fait accompli which is objectionable.

Motion to endorse the Thunderbird Artists event with a small notation that this board would prefer in the future that events of this sort be brought to this board in advance of their invitation – Fred Ramsay, 2nd Susan deJong. Four yes votes. Motion carried.

Item 4 – CITYWIDE – Update on the West Valley Arts Information Exchange Breakfast Forum agenda.

M Lieu advised the Commission that she completed an FUA for the use of City Hall. She advised that there is a large room that is now being named the Community Room, and the City Manager has signed off on the FUA and the breakfast will be held in this room. She also showed a sample goody bag to the Commission members including items donated by Economic Development as well as WHAM. She also advised the Commission that Councilman Woodard is planning on spending some of his discretionary fund to purchase some items that will also be placed in the goody bags. She advised that he will be asking Council to be able to spend this money at tomorrow evening's meeting, and she urged this commission's members to attend the meeting and show their support to Councilman Woodard for doing this for us. S. deJong commented that WHAM supplied the original art pieces for the goody bags which she stated they would not have gotten from the Thunderbird Artists. F. Ramsay said to ask Thunderbird what they would like to put in the bag. S. deJong commented that Thunderbird would probably only give us a business card and a price list and F. Ramsay added that they would give us a bill. M. Lieu advised the Commission that WHAM provided these to us free of charge and made them on their own time which we were very grateful for. She advised the Commission that H. Donaldson sent out the final agenda with a map. M. Lieu commented that within the presentations from the chairs we might want them to speak about an arts district and what they have existing. F. Ramsay advised the Commission that he will be unable to attend the breakfast. H. Donaldson commented that she has not heard back from all of this commission's members as far as whether or not they will be in attendance at the breakfast. She confirmed that M. Lieu, S. deJong and Kathie Morgan will all be in attendance and that F. Ramsay, L. Warner and S. Staehle will not be in attendance. She also advised the commission that the RSVP due date is this Friday, September 14th and at this time she has only received 3 confirmed RSVP's from attendees. She advised that she will need a final count for catering by next Wednesday, September 19th and asked the Commission if anyone plans to call invitees who have not RSVP'd. She advised the Commission that Paradise Bakery will be providing food for the breakfast and Sunsational Coffee will be providing the coffee. She told M. Lieu that she would be in touch with her this Thursday to let her know who she has heard back from and who she has not heard back from. She relayed a message from Kathie Morgan to the Commission who was curious to find out what time commissioners are going to be arriving to setup for the breakfast on the 22nd so she knows what time to come. She advised that she and Paul will be there early to handle the food and signage. S. deJong stated that she thinks they need to be there about an hour early. M. Lieu advised that she will be meeting with Clerk Sherry Aguilar to plan on the formation of everything. H. Donaldson advised that she and P. Frie would be at a meeting with Clerk Sherry Aguilar and Facilities towards the end of this week to go over the room details. M. Lieu asked if the room will have a projector and H. Donaldson said that she believed that was something that would have been handled in the FUA M. Lieu submitted and that she didn't know. H. Donaldson also wanted to confirm that the distribution list she sent all the invitations to includes everyone who the Commission wants to be invited. She advised that she had previously sent the distribution list to M. Lieu for approval with no response. She also advised that she does not know who the speaker for the breakfast is and doesn't know if their name is on the distribution list. She asked M. Lieu to please forward that e-mail address to her so that she could get an invitation out to them immediately. S. deJong asked if there would be tea available at the meeting. H. Donaldson responded that there would be no tea at the meeting. M. Lieu asked if they could bring their own pot of hot water so that tea could be made available. H. Donaldson replied that she will speak to the coffee vendor about also making tea available. She also advised that there will be juice and water available as well.

Item 5 – CITYWIDE – Discussion of events to be placed on the City calendar.

S. deJong advised that the calendar is up and running and further advised that there are events from Dysart Unified School District, WHAM, WVAC, The Phoenix Opera, West Valley Symphony, Benevilla, Sun City West and Birt's Bistro. She said that she heard from the Ballet that they have nothing to advertise at this time, but they are aware of our calendar. She advised that Sun City Grand may or may not participate because they think we should go to their website and do it for them. She said she is going to talk to them again. She advised that Arizona Opera has nothing planned. She commented that in just a few weeks we have quite a few events listed and everybody seems very interested in getting their information on the calendar. H. Donaldson asked the Commission if they still want to have this on their agendas as a reoccurring item as when it was originally decided to do so, they were planning on having the Commission discuss every event prior to placing it on the calendar, however now it seems as if they have elected S. deJong to make the final decisions regarding what goes on or does not go on the calendar. S. deJong said that it is no longer necessary to have this item appear on every agenda moving forward. H. Donaldson advised the Commission that if there ever is a time where they would like to have an agenda item regarding the calendar, to just have M. Lieu or S. Staehle ask her to put it on the agenda.

Item 6 – CITYWIDE – Consideration and possible action to place items on a future agenda.

M. Lieu asked why there was a consideration to formally endorse Thunderbird Artists, but there was not a discussion to formally endorse Art is Alive in Surprise on this agenda. She asked if this could be placed on a future agenda. H. Donaldson replied that the Thunderbird Artists item is set to go before Council which is why the endorsement item was on this Arts & Cultural Commission agenda. She advised that the commission is being asked to either endorse or not endorse the item to Council and the WHAM event is not scheduled to go before Council at this time, but when it is this Commission would be asked for the same endorsement of the WHAM event. S. deJong asked if they could endorse the WHAM event for the Tourism board. H. Donaldson replied that this board is welcome to attend the Tourism board meeting when it takes place. Connie Whitlock of WHAM asked when the Tourism board meeting is going to take place. H. Donaldson replied that Mark Coronado would let us know when it will take place and that she would be sure to let Ms. Whitlock know when that happens. Connie Whitlock asked what her next recourse is. M. Lieu suggested that if Connie does not hear anything that she go before City Council. P. Frie commented that he is unaware of what the holdup is for scheduling the next Tourism meeting and he cannot speak for them. Connie Whitlock said that if this goes on too much longer, she is not going to have time to do this and she is not going to beat herself up to try to provide something. She doesn't understand why it is so difficult to get these things through, when Thunderbird can come in and get approval in twenty minutes. P. Frie stated that he cannot speak for the Tourism Commission. He said as far as her next course of action, he will speak with Mark Coronado and find out what he suggests she should do. S. deJong asked if Connie Whitlock would be able to speak to Council during tomorrow's Council meeting. P. Frie advised that she can speak to Council if she chooses to. Connie Whitlock asked for Mark Coronado to give her some feedback. She said she understands he can't get the Tourism meeting together, but she wants to know what she does next. Is she supposed to sit and wait until October which will be too late for her for the most part. F. Ramsay commented that the Tourism board has got their minds set. He said they are looking for flash and dash, and Thunderbird Artists is flash and dash. He said art is something that does not resonate and so they jump at the flash. S. deJong said they (Tourism board) also think that the Thunderbird Artists event will fill up hotel rooms which probably is not going to happen. F. Ramsay said he doesn't know how we can circumvent that. Connie Whitlock said all she is asking is what her next step is without stepping on toes. She said she

is only going to push so far as she has other things to do. She wants to provide this for the City and she thinks it was successful, but she is not going to fight them really hard like she did last year and she is at wits end right now. M. Lieu asked if this commission could receive notice about when the next Tourism commission meeting will take place. H. Donaldson responded that as soon as it is scheduled it will be posted on the City calendar immediately. M. Lieu commented that she was at the last Tourism commission meeting, and it was very disappointing the way Connie was treated and the event was treated and unfortunately as a member of this commission and WHAM her hands were tied as far as what she can publicly say, but she would love it if other commissioners would attend the Tourism meeting and help Connie out. H. Donaldson advised that as soon as the Tourism meeting is scheduled it will be posted on the City calendar and Connie Whitlock will be contacted immediately. Andy Cepon, directed H. Donaldson that she has the ability to inform this commission on anything related to the arts, whether it is a City Council meeting, General Plan, Tourism, etc. He said that if she is aware of a meeting she is responsible for sending out an e-mail making this commission aware of the same. He said this is part of the communication link that is included in the draft boards and commissions manual. He said it talks about staff members facilitating communication between the boards. He said he knows it is not approved and only in draft form. H. Donaldson responded that she would advise Mark Coronado that this commission has asked to be notified when the next Tourism Advisory Commission meeting is scheduled to take place, and she would await his direction as far as sending out an e-mail notifying them of that date.

Public Art Policy Update – Paul informed the Commission that Mark is working on this with Michael Bailey. M. Lieu asked if this commission would receive an update prior to this item being brought back before Council. P. Frie responded that S. Staehle has provided feedback to Michael Bailey. He further advised that if there is another commission meeting prior to the time this is scheduled to be brought back to Council then of course the commission would be updated, however if the Council meeting comes before the next commission meeting then S. Staehle will be communicated with and can pass on that information to the commission. He also reminded the commission that Mark Coronado had previously asked S. Staehle to present this item to Council with him. L. Warner commented that the last thing this commission wants to do is hold up this issue any longer.

December Meeting Future Agenda Item

- Performing Arts School Update with Mary Odom
- Discussion with Janeen Gaskins regarding alternate funding sources

CALL TO THE PUBLIC:

OTHER BUSINESS

Fred Ramsay commented that he was thinking about the last meeting with Mr. Bailey and wanted to further comment that whenever someone starts a conversation with “it’s a process” he knows we are dead and nothing is going to happen. He said there is an obsession with process and a disregard for product for outcomes. He said it seems to him that this art policy should have been a very simple process and we are still at it 15 months later because it is being processed.

ADJOURNMENT – Motion by Susan deJong, 2nd Loretta Warner. Four 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 September 11, 2012.

Heather Donaldson, Administrative Specialist

September 10, 2012

To the Arts and Culture Commission:

It has been brought to my attention that there is a question regarding the circumstances of my nomination for the seat of Vice Chair. I felt the need to address this issue to clear up any misconceptions. During a conversation with another member, I expressed my interest in the seat. I also contacted Chair Sandy Staehle to ask about the nomination and voting process. To avoid violating open meeting law, I did not discuss my interest with any other commissioners.

My actions in no way conflicted with any existing code of conduct, regarding Boards and Commissions, as written and approved by Mayor and City Council, nor the proposed rules within the new handbook being drafted by members of City Council.

In addition, I would like to explain the reason behind my interest in the seat of Vice Chair. As all of you are aware, I am a high school teacher whose goal is to educate others on art and culture. The reason I applied to become a commissioner for the Arts and Cultural Commission, is the same as why I became a teacher- to help educate others on arts and culture. I was also interested in contributing to the artistic growth of my community. My decision to seek the Vice Chair seat was not intended to be a reflection of the performance of the former Vice Chair; in fact, I expressed my admiration for her abilities and service while exploring my potential interest. As I am sure is true with all who are serving on this commission, my only desire is to improve our community by becoming an advocate for the arts.

My hope is that our commission can continue the positive forward momentum we have begun. The activism within our group has led us to accomplish a great many things within our community, and we will succeed as strong advocates as long as we continue working together.

Thank you for your time; it is my pleasure to be able to serve with each of you on this commission.

Sincerely,


Margaret Lieu