



Minutes TEMPE MUNICIPAL ARTS COMMISSION February 10, 2010

Minutes of the Tempe Municipal Arts Commission (TMAC) recorded at 6 p.m. on Feb. 10, 2010, in the Tempe Center for the Arts (TCA) 201 Lounge, 700 W. Rio Salado Parkway, Tempe, AZ.

(MEMBERS) Present:

Robert Bortfeld, Vice Chair
Doris Chamberlain
Nikie Crawford
Judy Ellison
Nancy Goren
Donna Goyette
Barbara Hanigsberg
Hotchy Kiene
Shirlee King

City Staff Present:

Maja Aurora, Arts Coordinator
Rachael Peterson, Administrative Assistant - Cultural Services Division
Adrienne Richwine, Deputy Manager - Library and Cultural Services Division

Guest(s) Present:

Amy Heisler, Metro Phoenix Partnership for Arts and Culture (MPAC)

(MEMBERS) Absent:

Betsy Fahlman, Chair
Ed Coyoli
Kate Hanley
Frank Williams

Agenda Item 1 – Call to Order

- Robert Bortfeld, Tempe Municipal Arts Commission (TMAC) Vice Chair, called the meeting to order at 6:03 p.m.

Agenda Item 2 – Approval of the Dec. 9, 2009, Commission Minutes

- **MOTION:** Judy Ellison moved to approve the minutes.
SECOND: Hotchy Kiene seconded.
DECISION: Minutes approved.

Agenda Item 3 – Cultural Services Division Director's Report

- Adrienne Richwine, Deputy Manager - Library and Cultural Services Division, announced that the City of Tempe will incur serious cuts to its general operating budget.
- A. Richwine reported that the City of Tempe Community Services Department was asked to prepare a proposed plan to meet a target monetary reduction value of 1.9

million dollars; Richwine added that the target reduction value was established by the City's Management Team.

- A. Richwine further reported that the Community Services Department's Target Reduction Budget Team consisted of the following City of Tempe employees:
 - Kathy Berzins
 - Adrienne Richwine
 - Don Fassinger
 - Kim Bauman
 - Keith Burke
 - Clay Workman
- A. Richwine stated that the Community Services Department's Target Reduction Budget Team proposed budget cuts in the best interest of maintaining integral services rendered to the Tempe community. Richwine added that the department's budget proposal was presented to the Charlie Meyer, Tempe City Manager, on February 4.
- A. Richwine further reported that the Tempe City Council reviewed all department budget reduction proposals in an issue review session on February 5.
- Nancy Goren inquired about the merger of the City of Tempe Community Services and Parks and Recreation Departments; A. Richwine explained that the Community Services Department will merge with the recreation element of the Parks and Recreation Department. The parks element of the City's Parks and Recreation Department will merge with the City's Public Works Department.
- N. Goren further inquired about the administration for the City's Community Services Department; A. Richwine explained that the Tempe City Manager (C. Meyer) requested that each department reorganize to reflect five levels. Richwine further acknowledged that the Community Services Department Manager position remains vacant; Richwine added that an internal recruitment is currently taking place to fill the position. Richwine further explained that an external recruitment may occur for the position if the City deems that there is an insufficient number of qualified internal candidates.
- Barbara Hanigsberg expressed concern for the stability of the City's Art Grants Program; A. Richwine affirmed that the Art Grants Program is funded by Capitol Improvement (CIP) Monies and will not be immediately impacted by the department's proposed operating budget cuts.
- Hotchy Kiene inquired about the timeline for the renewal of the City's CIP budget; A. Richwine affirmed that per the City's Percent for Arts Program, the Cultural Services Division will continue to receive 1% of CIP funds for the 2010/2011 fiscal year in June, 2010.
- H. Kiene suggested that the Cultural Services Division consider conserving CIP funds.
- A. Richwine reported that the City's Sales Tax Revenue Statistics for Dec., 2009, reflected a lower value than what was originally predicted. Richwine added that the Jan., 2010, Sales Tax Revenue Statistics are not yet available for review.
- A. Richwine encouraged the Tempe Municipal Arts Commission (TMAC) members to attend any of the remaining City of Tempe community budget forums; Richwine encouraged the TMAC members to view the community budget forums announcement in their regular meeting packet. Richwine reminded the TMAC members that the community forums were established to solely address the City's General Operating Budget.

- A. Richwine further encouraged the TMAC members to contact her via email message at Adrienne_Richwine@tempe.gov if they have any questions or concerns in regards to the status of the City's General Operating Budget.
- B. Hanigsberg inquired if the City's proposed General Operating Budget reduction information was available for review online; A. Richwine confirmed that the information may be reviewed at www.tempe.gov/budgetplan.
- A. Richwine reported that the Tempe Center for the Arts (TCA) played host to an Arts Career Day for high school students in January; Richwine added that approximately 100 students attended.
- A. Richwine encouraged the TMAC members to view the TCA event report in their meeting packet; Richwine added that the Walk-In-Wednesdays program continues to grow and be successful. Richwine further reported that the TMAC members may view a video via YouTube.com created by Tempe 11 staff members by visiting the following link:
 - www.youtube.com/watch?v=hu_K20yAaBg
- A. Richwine invited the TMAC members to attend a free, public opening reception for "Chuck Amuck," an exhibition of original sketches, paintings and animation cells highlighting the life and art of legendary artist, animator and director Chuck Jones; Richwine explained that C. Jones helped bring-to-life famous, well-known characters such as Bugs Bunny, Daffy Duck and Wile E. Coyote. Richwine further reported that the TCA is playing host to the exhibition's opening reception at 6 p.m. on February 26.
- A. Richwine announced that the Tempe History Museum's Reopening Celebration is scheduled to take place at 10 a.m. on February 27; Richwine encouraged the TMAC members to attend the event.
- A. Richwine reported that the Tempe Community Complex Courtyard is playing host to Tempe Empty Bowls at 11 a.m. on February 20.

Agenda Item 4 – Chairperson's Report

- No report.

Agenda Item 5 – Budget Update: Kathy Berzins, Interim Manager – City of Tempe Community Services Department

- No update; Adrienne Richwine announced that Kathy Berzins, Interim Manager – City of Tempe Community Services Department, will provide the Tempe Municipal Arts Commission (TMAC) members with a General Operating Budget update at the next regularly-scheduled TMAC meeting set to take place at 6 p.m. on March 10 in the Edna Vihel Center for the Arts Multipurpose Room Space.

Agenda Item 6 – Economic Impact of the Arts and Culture Update: Amy Heisler, Director of Communications – Metro Phoenix Partnership for Arts and Cultural (MPAC)

- Robert Bortfeld, Tempe Municipal Arts Commission (TMAC) Vice Chair, introduced Amy Heisler, MPAC Director of Communications, and welcomed A. Heisler to the TMAC meeting.
- A. Heisler facilitated a PowerPoint presentation that highlighted and explained the history and goals of MPAC.

- A. Heisler further explained that MPAC, a non-profit organization, was founded in 2004. Heisler added that MPAC's mission is to promote a vibrant, creative community that serves as a critical partner in the economic vitality of the greater Phoenix area.
- A. Heisler reported that MPAC focuses on three main areas: arts and culture as an economic driver, regional distinction, and funding and support of arts and culture.
- A. Heisler presented the TMAC members with research statistics funded by MPAC to raise awareness of the vital role that arts and culture play within the Phoenix metropolitan area.
- A. Heisler confirmed MPAC's intention of placing an arts initiative on the Nov. 2012 ballot that would provide for a one-tenth of one percent sales tax increase to continue to fund arts and culture in Arizona.
- A. Heisler encouraged the TMAC members to contact her via telephone call at 602-224-8400, or via email message at aheisler@impacarts.org, with any questions or concerns related to MPAC.
- R. Bortfeld thanked A. Heisler for her presentation.

Agenda Item 7a – Public Art/Art in Private Development (AIPD) Committee

- Judy Ellison, Public Art/AIPD Committee Chair, reported that the Goodwin Park Public Art Opportunity Panel Review took place at 4 p.m. on Jan. 26 in the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, AZ.
- J. Ellison explained that the City of Tempe issues an RFQ Call to Artists for its public art opportunities. Ellison reminded the TMAC members that the budget for the Goodwin Park Public Art Opportunity is approximately \$15,000.
- J. Ellison further stated that the project's panel reviewed and discussed 10 local artist submissions; Ellison further reported that upon review and discussion of the artist submissions, the panel unanimously recommended the selection of Nina Solomon and Heidi Dauphin to fulfill the public art element at Goodwin Park.
- Maja Aurora, Arts Coordinator, facilitated an electronic presentation of 10 digital images submitted by Nina Solomon and Heidi Dauphin; Aurora explained that the images were part of the project's required submission materials.

MOTION: Barbara Hanigsberg moved to approve the selection of the artist team of Nina Solomon and Heidi Dauphin to fulfill the public artwork element at Goodwin Park.

SECOND: Nancy Goren seconded.

DECISION: Selection of the artist team of Nina Solomon and Heidi Dauphin to fulfill the public artwork element at Goodwin Park approved.

- M. Aurora presented the Tempe Municipal Arts Commission members with a Final Design PowerPoint submitted by coLAB studio, LLC (Matthew and Maria Salenger). Aurora explained that the PowerPoint included digital images, an installation plan, a detailed budget and additional material information for the Evelyn Hallman Park Public Art Opportunity.
- J. Ellison explained that the project's final design was based upon criteria established by information and feedback gathered by city staff and the Evelyn Hallman Park Artist Selection Panel; Ellison further explained that the design criteria are as follows:
 - Desert Environment
 - Values of Evelyn Hallman

- Educational Components

- J. Ellison further explained that coLAB studio, LLC, is proposing to place four 18" tall, bronze, steel-based sculptures within Evelyn Hallman Park that highlight different elements of the Creosote plant.
- H. Kiene inquired about the possibility of placing a graffiti coating on the sculptures, as well as markers along the park's popular pathways to provide information related to the artwork elements.
- M. Aurora reported that coLAB studio, LLC, is proposing to place several pedestal text panels along the park's pathways. Aurora added that informative, educational text will be etched onto metal plates that will be welded to steel pedestals.

MOTION: Hotchy Kiene moved to approve the Evelyn Hallman Park public artwork elements as presented.

SECOND: Doris Chamberlain seconded.

DECISION: Evelyn Hallman Park public artwork element approved as presented.

Agenda Item 7b– Grants Committee

- Nancy Goren, Grants Committee Chair, reported that the Grants Committee met and reviewed an Arts MiniGrant application submitted by Tempe Preparatory Academy.
- N. Goren further reported that Tempe Preparatory Academy requested \$500 in funding for a project titled, "The Fantasticks: An Experience in American Culture." Goren added that the project's performances will take place on March 8 and 9, 2010, at the Zellman Center located within Tempe Preparatory Academy.
- Hotchy Kiene inquired about the nature of Tempe Preparatory Academy; Maja Aurora reported that Tempe Preparatory Academy is a charter school for grades six and higher.
- Barbara Hanigsberg requested further clarification as to what element of the school's project will be funded by a City of Tempe Arts MiniGrant award.
- Doris Chamberlain explained that a City of Tempe Arts MiniGrant Award may be utilized for any element of a proposed project; D. Chamberlain added that an award recipient may explain a more detailed use of a mini-grant award within the recipient's required final report document to be submitted to the City of Tempe Cultural Services Division staff upon completion of the recipient's proposed project.
- **MOTION:** Nikie Crawford moved to approve Tempe Preparatory Academy's Arts MiniGrant Application as presented.
- **SECOND:** Judy Ellison seconded.
- **DECISION:** Tempe Preparatory Academy's Arts MiniGrant Application approved as presented.

Agenda Item 7c– Communication/Advocacy Committee

- In the absence of Frank Williams, Communication/Advocacy Committee Chair, Barbara Hanigsberg reported that F. Williams met with Jason Scott, Lecturer for Arizona State University's School of Theatre and Film, to continue discussion in regards to a possible film forum in Tempe. Hanigsberg added that F. Williams intends to meet with Dan Harkins, Jason Scott and Phoenix New Times staff members, and will report back to the commission in March, 2010.

- Shirlee King reminded the TMAC members that the Communication/Advocacy Committee, on behalf of the Tempe Municipal Arts Commission (TMAC), displayed information related to City of Tempe arts-related facilities, programming and services at the Tempe Town Lake Turns 10 event that took place on Dec. 12 at Tempe Beach Park. King added that the Communication/Advocacy Committee's table displayed handouts and posters of Tempe Center for the Arts (TCA) partner events, bookmark lists of City event sources, a survey drawing and costumed TCA partner personnel. King further reported that the committee's table displayed an interactive pin map highlighting City of Tempe Public Art and Art in Private Development pieces; King acknowledged that the map was designed by Hotchy Kiene.
- S. King added that the Communication/Advocacy Committee, on behalf of the Tempe Municipal Arts Commission, will maintain a presence at the Tempe History Museum's Reopening Celebration on February 27.
- S. King further reported that she intends to work with Mary Fowler, City of Tempe Cultural Services Division Management Assistant, to explore the possibility of maintaining a presence at the Tempe Library's Reopening Celebration. King added that the date of the celebration is to be determined.

Agenda Item 7d– Facilities Committee

- No report.

Agenda Item 8 – Commission Member's Announcements

- S. King announced that her son's Iditarod equipment and oral history report is one of the case displays to be part of the Museum's reopening exhibit; King encouraged the Tempe Municipal Arts Commission (TMAC) members to view the exhibit.
- Hotchy Kiene encouraged the TMAC members to attend any performance of Avenue Q in March at Arizona State University's Gammage Auditorium.
- H. Kiene announced that Phoenix New Times is hosting an event titled, "Artopia 2010," in conjunction with Phoenix Film Festival 2010.

Agenda Item 9 – Public Appearances

- No appearances.

The next Tempe Municipal Arts Commission meeting is scheduled to take place at 6 p.m. on March 10 in the Edna Vihel Center for the Arts Multipurpose Room Space located at 3340 S. Rural Road, Tempe, AZ.

Meeting adjourned at 7:22 p.m.

Prepared by: Rachael Peterson

Reviewed by: Adrienne Richwine

Authorized Signature

Position/Title

APPROVED