Tempe

Minutes
TEMPE MUNICIPAL ARTS COMMISSION
March 12, 2008

Minutes of the Tempe Municipal Arts Commission at 6 p.m. on March 12, 2008, at the Tempe Public Library Board Room, 3500 South Rural Road, Tempe, AZ.

(MEMBERS) Present:
Paul Hubbell, Chair
Linda Sleight, Vice Chair
Robert Bortfeld
Betsy Fahlman
Nancy Goren
Donna Goyette
Kate Hanley
Lise Hawkos
Shirlee King
Lisa Morley
Frank Williams

(MEMBERS) Absent:
Ed Coyoli
Chin-an Shen
Richard Strange

City Staff Present:
Rachael Peterson, Cultural Services Division Admin. Asst.
Adrienne Richwine, Deputy Community Services Manager

Guest(s) Present:
Hansen, city of Community Development Department

Agenda Item 1 – Call to order

- Paul Hubbell called the meeting to order at 6:05 p.m.

Agenda Item 2 – Approval of Feb. 13 Commission Minutes

MOTION: **Betsy Fahlman moved to approve the minutes.**
SECOND: **Bob Bortfeld seconded.**
DECISION: **Minutes approved.**

Agenda Item 3 – Cultural Services Director's Report

- Richwine stated that the city of Tempe's Art Instructional Program Spring '08 Class Session Registration is set to begin Feb. 25. Richwine encouraged the Tempe Municipal Arts Commission (TMAC) members to view new class offerings in the spring '08 Tempe Opportunities Brochure. Richwine added that the winter '08 Class Session is coming to a close.
- Richwine announced that the Edna Vihel Center for the Arts is playing host to a dance party in conjunction with the city of Tempe Art Instructional Program Winter '08 adult dance classes taking place at 6:30 p.m. on March 12. Richwine invited the TMAC members to attend the dance party and stated that the event was facilitated by Lona Gearhart, city of Tempe Art Instructional Program Coordinator.
- Richwine stated that promotional materials were distributed encouraging the public to participate in the spring '08 Class Session Registration process.

- Richwine stated that promotional materials were distributed encouraging the public to participate in the spring '08 Class Session Registration process.
- Richwine announced that Tempe Empty Bowls was a successful event; Tempe Empty Bowls had a high-volume of attendance due to the same-day culmination of the 2008 Regional Unity Walk at the Tempe Public Library.
- Richwine thanked TMAC members for attending the Dream Baby Valentine's Dance that took place at the Tempe Center for the Arts (TCA) in conjunction with Glen Agritelley's exhibition titled, "Mercy: A Roy Orbison Pilgrimage." The Dream Baby Dance was sponsored by the Friends of TCA and Burge & Associates. "Mercy: A Roy Orbison Pilgrimage," is on display through April 18, 2008.
- Richwine distributed a formal TCA Update Report to the commission and stated that Suzanne Durkin-Bighorn, TCA Business Development Coordinator, is working with Mary Fowler, Cultural Services Division Management Assistant, to develop and implement new marketing initiatives at the TCA. Richwine added that the TCA report provides information on the active use of the TCA, the progress of a marketing effort, TCA staffing and facility operations, an RFP for the operation of a TCA gift shop and notes regarding recent awards and visibility of the TCA. The TCA Update Report is being presented to the Social Services and Culture Committee on March 19.
- Richwine announced that the Friends of TCA, with the help of three local event promoters, intends to facilitate a monthly jazz series at the TCA.
- Richwine stated that the development west of the TCA is in the conceptual stage; the area has not yet been formerly designed. Richwine distributed a concept map of the development and added that Childsplay, the Roberto-Venn School of Luthiery, Meltdown Glass and Arizona Bronze have expressed a desire for their facilities to be part of the development.
- Richwine acknowledged the following special events:
  - The 2008 Governor's Arts Awards (April 23)
  - The Childsplay Gala (May 2)
  - The Academy Drum & Bugle Corps Dinner (May 16)
  - The Friends of TCA Gala (Nov. 1)
- Robert Bortfeld inquired about the cost of attending the special events; Richwine stated that the city of Tempe Cultural Services Division purchases tickets for TMAC members.

Agenda Item 4 – Chairperson's Report

- No report.

Agenda Item 5 – New Business

- Hubbell introduced Hansen, city of Tempe Planner – Community Development Department, who was scheduled to present the Tempe Urban Open Space Development Plan. Hansen distributed the Tempe Urban Open Space Development Plan Table of Contents document to the commission.
- Hansen outlined, presented the plan and stated that it was conceived by Chris Salomone, city of Tempe Community Development Manager, and Neil Calfee, city of Tempe Deputy Community Development Manager – Redevelopment and Revitalization. Hansen added that the plan takes a critical look at Tempe's Westside neighborhoods and Tempe Town Lake Proper and highlights how the Tempe community utilizes its public spaces.

- Using the Tempe Parks and Recreation Department's Masterplan as an example, Hansen stated that Pros Consulting conducted a space audit of Tempe's amenities addressing the costs of services provided to the community while accenting over served and underserved populations. Based on the audit's findings, the city of Tempe Community Development Department implemented the Urban Open Space Development Plan to address public spaces.
- Hansen explained that the plan addresses the following concepts:
  - Power of Ten: Ten Great Places to Visit; Ten Great Activities
  - Triangulation: Diversifying Space; Creating Destinations
  - Designing for Use: Identifying Population Demographics
  - The Role of Streets and Transportation: Sustainability (Rainwater Harvesting)
- Hansen added that the plan addresses public art and art in private development components (section six, page 116) and addresses how art activates space and creates social interactions.
- Hansen stated that $400,000 of funding was incorporated into the CIP budget for the plan.
- Robert Bortfeld inquired about the plan's overlay districts.
- Nancy Goren inquired about downtown Tempe's public pocket spaces; Goren stated that she'd like to see space made available for weekend art shows. Hansen affirmed that the downtown Tempe spaces are under-utilized; the reprogramming of public city spaces will allow for a more diverse range of activities.
- Lisa Morley asked Hansen to explain how the plan addresses reconnecting Arizona State University (ASU) to its surrounding neighborhoods (Tempe Center); Hansen replied that the plan suggests incorporating crossing elements (for example, public art pieces) into Tempe Center enabling smoother transitions from Point A to Point B.
- Goren inquired about the intersection of Ash and University; Hansen acknowledged the importance of rethinking the role of Ash Avenue.
- Hubbell requested that the commission be involved in the plan's aesthetic considerations; Hansen added that TMAC input will be necessary when designing engaging, cultural paths (transitions from art-related components).
- Betsy Fahlman inquired about the funding sources for the envisioned art-related components; Hansen stated that funding will come from private developers or art in private development (AIPD). Fahlman expressed the importance of being aware of the current city if Tempe AIPD Guidelines.
- Frank Williams stated that he'd like to see an art template integrated into the plan.
- Hansen stated that the Tempe Urban Open Space Development Plan may be viewed online at http://www.tempe.gov/comdev/UrbanOpenSpace.htm. Boards and Commissions feedback will be considered through the end of April; the plan will be presented to the Tempe City Council in May. Hansen encouraged the TMAC members to contact him with any questions or concerns regarding the plan; Hansen may be reached via phone at 480.350.8763 or via email message at hansen1@tempe.gov.
- Hubbell, on behalf of the commission, thanked Hansen for his presentation.

Agenda Item 6a – Public Art/AIPD Committee

- Fahlman announced that she had participated in a Five Art Circle discussion at the TCA; Fahlman added that the discussion participants praised the TCA for its breathtaking views and the RK Group's food.

- Fahlman affirmed that the city of Tempe Cultural Services Division, in conjunction with the Double Butte Cemetery Advisory Board Committee/city of Tempe Parks and Recreation Department, is considering an art piece in the Double Butte Cemetery. Fahlman met with the Cemetery Advisory Board Committee and asked them to define their values in a way that honors Tempe history. Fahlman stated that the Public Art/AIPD Committee is recommending a budget of up to $100,000 for this project.
  MOTION: **Lisa Morley moved to approve the Double Butte Cemetery public art project and budget.**
  SECOND: **Robert Bortfeld seconded.**
  DECISION: **Double Butte Cemetery project and budget approved.**
- Fahlman announced that the Public Art/AIPD Committee recommends adding $20,000 of Percent for Art Program funding to the Tempe Public Library Renovation Public Art Project Budget. Additional funding will be used to support a design team. The total budget for the Library Renovation Project, with recommended funding, is $100,000.
  MOTION: **Robert Bortfeld moved to approve the Library Renovation Public Art Project Budget.**
  SECOND: **Lisa Morley seconded.**
  DECISION: **Library Renovation Public Art Project Budget approved.**
- Fahlman added that the Public Art/AIPD Committee recommends adding $40,000 of Percent for Art Program funding to the Tempe Historical Museum Renovation Public Art Project Budget. Additional funding will be used to support a design team. The total budget for the Museum Renovation Project, with recommended funding, is $75,000.
  MOTION: **Frank Williams moved to approve the Museum Renovation Public Art Project Budget.**
  SECOND: **Linda Sleight seconded.**
  DECISION: **Museum Renovation Public Art Project Budget approved.**

Agenda Item 7b– Grants Committee

- Nancy Goren presented a Movement Source Dance Company Mini-Grant Application to the commission. Movement Source's project titled, "Spring Fling at the TCA," is set to take place on April 11. "Spring Fling" will highlight the choreographic and performance talent of dance in the community through performances by Movement Source choreographed by ASU Department of Dance faculty member Mary Fitzgerald, Foot Klan Dance Troupe and young dance students from Movement Source's after-school education program and Foot Klan's youth company.
  MOTION: **Betsy Fahlman moved to approve the mini-grant.**
  SECOND: **Robert Bortfeld seconded.**
  DECISION: **Movement Source Dance Company Mini-Grant approved.**
- Goren presented a Tempe Union High School Education Foundation (TUHSEF) Mini-Grant Application to the commission. TUHSEF's project titled, "Arts Jam 2008," is set to take place from 9 a.m. to 3 p.m. on April 26 in the Tempe Community Complex Courtyard. Arts Jam is a community celebration of student art in the Tempe and Kyrene school districts. Free music, dance, speech performances, visual art displays and craft projects are facilitated by local students or provided by community businesses.
  MOTION: **Lisa Morley moved to approve the mini-grant.**
  SECOND: **Betsy Fahlman seconded.**
  DECISION: **Tempe Union High School Education Foundation Mini-Grant approved.**

- Goren presented a Foundation for Inter-Cultural Dialogue Mini-Grant Application to the commission. The Foundation's project titled, "Arizona Children's Festival," is set to take place from 1-4 p.m. on March 30 at the TCA. The Arizona Children's Festival will serve to increase children's awareness to appreciate the diverse cultures of the United States.
  MOTION: Lisa Morley moved to approve the mini-grant.
  SECOND: Betsy Fahlman seconded.
  DECISION: Foundation for Inter-Cultural Dialogue Mini-Grant approved.

Agenda Item 7c– Communications/Advocacy Committee

- Donna Goyette distributed press materials to the TMAC members; Goyette stated that she intended to meet with Nikki Ripley, city of Tempe Communications and Media Relations Department Director, to begin working on an arts marketing plan.

Agenda Item 7d– Facilities Committee

- Morley stated that three requests for proposals (RFPs) are being put together for the TCA Gift Shop, TCA Water Feature Maintenance and a TCA ATM.
- Morley announced that the Facilities Committee continues to address the TCA Partner Program Application Residency Requirement.
- Hubbell inquired about the sound isolation in the TCA 201 Lounge.
- Williams requested a first-year projected review of the utilization of the TCA.

Agenda Item 8 – Commission Member's Announcements

- Shirlee King announced that the Tempe Symphony Orchestra (TSO) Concert taking place at 7:30 p.m. on April 21 in the Tempe Center for the Arts Theater is sold out.
- Richwine stated that artist Carl Cheng's piece titled, "Tilted Landscape," has been cleaned, repaired and is ready to be landscaped.
- Richwine announced that a McClintock Honors Art Program student's work was selected to appear on the cover of Childsplay's gala invitation.
- Kate Hanley invited the TMAC members to attend the Tempe Youth Showcase taking place on April 12 at the TCA.

The next meeting is scheduled for 6 p.m. on April 9 in the Tempe Public Library Board Room, 3500 South Rural Road, Tempe, AZ.

Meeting adjourned at 7:20 p.m.

Prepared by: Rachael A. Peterson

Reviewed by: Adrienne Richwine

Paul Hubbell, Chair

Authorized Signature
Position/Title