
Minutes
Double Butte Cemetery Tour Committee
Subcommittee of Tempe Historical Museum Advisory Board
September 28, 2010

Minutes of the Double Butte Cemetery Tour Committee, a subcommittee of the Tempe Historical Museum Advisory Board, recorded at 5:30 p.m. on September 28, 2010, in the Tempe Public Library Connections Café Program Room, 3500 S. Rural Road, Tempe, AZ.

(MEMBERS) Present:

Lisa Roach, Chair - Tempe Historical Museum Advisory Board
Peggy Moroney - Tempe History Museum Volunteer
Eduarda Yates - Double Butte Cemetery Advisory Board

(MEMBERS) Absent:

Anne Chandler - Tempe Historical Museum Advisory Board
Korri Turner - Tempe Historical Museum Advisory Board

City Staff Present:

Maja Aurora, Public Art/Art in Private Development Program Coordinator - Cultural Services Division
Mike Branom, Senior Mayoral Aide - Community Relations Department
Dr. Amy Douglass, Administrator - Tempe History Museum
Rachael Peterson, Administrative Assistant - Library and Cultural Services Division
Denise Rentschler, Community Outreach and Marketing Coordinator - Community Services Department
Shawn Wagner, Community Services Department Administrator - Recreation Division

Guests Present:

Nicole Johnson, Student - Chandler-Gilbert Community College (CGCC)
Jacob Leonard, Student - CGCC
Elizabeth Nugent, Student - CGCC

Agenda Item 1: Call to Order

- Lisa Roach, Tempe Historical Museum Advisory Board and Double Butte Cemetery Tour Committee Chair, called the meeting to order at 5:36 p.m.

Agenda Item 2: Double Butte Cemetery Public Art Project

- Maja Aurora, City of Tempe Public Art/Art in Private Development (AIPD) Program Coordinator, introduced herself to the Double Butte Cemetery Tour Committee members.
- M. Aurora explained that members of the Tempe Municipal Arts Commission (TMAC) and the Double Butte Cemetery Advisory Board teamed-up to select a visual artist to fulfill a public art opportunity within the Double Butte Cemetery. Aurora further explained

that the TMAC members, as well as the Cemetery Board members, selected visual artist Aaron P. Hussey via panel review and Tempe Boards and Commissions approval processes to create an art piece within the Double Butte Cemetery. Aurora confirmed that the art piece will be complete and installed before the *Tales from Double Butte* fundraiser event scheduled to take place on October 31, 2010. Aurora added that the *Tales from Double Butte* event will be one of the first opportunities for the public to view A. Hussey's public artwork element.

- M. Aurora presented the Double Butte Cemetery Tour Committee members with artist A. Hussey's design concept; M. Aurora explained that the artwork will include Double Butte imagery, saguaro flower bronze bells, and a reflective symbol for water that represents the Salt River. Aurora also presented the committee members with a site map indicating the placement of the art piece within the Cemetery.
- Rachael Peterson, Administrative Assistant - Library and Cultural Services Division, suggested that Betsy Fahlman, Tempe Municipal Arts Commission (TMAC) Chair, be present during the *Tales from Double Butte* event to serve as an artwork interpreter to address any comments or questions related to A. Hussey's public artwork element within the Cemetery.
- Shawn Wagner, Community Services Department Administrator - Recreation Division, stated that he'd like to see Betsy Fahlman serve as a guide for the Cemetery artwork element because B. Fahlman was instrumental in the process of initiating a national Call for Work for the Double Butte Cemetery Artwork Opportunity. Wagner further explained that B. Fahlman served as an advocate for the City of Tempe Public Art/AIPD Program to educate the Double Butte Cemetery Advisory Board and TMAC members in regards to public art, as well as the overall approval, fabrication and construction processes related to the Cemetery art piece.
- Lisa Roach, Double Butte Cemetery Tour Committee and Tempe Historical Museum Advisory Board Chair, stated that she'd like to incorporate information related to the Cemetery artwork element into the opening statements of the *Tales from Double Butte* fundraiser event.
- M. Aurora affirmed that she'd contact B. Fahlman to confirm her availability to serve as an artwork interpreter. Aurora exited the Double Butte Cemetery Tour Committee meeting at 5:40 p.m.

Agenda Item 3: Tour Route

- Lisa Roach, Double Butte Cemetery Tour Committee Chair, presented the committee members with an overview and map of the proposed *Tales from Double Butte* walking tour route throughout the Double Butte Cemetery.
- L. Roach reported that the tour route is approximately .75 miles-in-length; L. Roach added that the walking tour, without scheduled stopping points, takes approximately 20 minutes to complete.
- L. Roach explained that it takes approximately five minutes to move from stop-to-stop; L. Roach reminded the committee members that the event will have a shotgun start. Roach further explained that a shotgun start will break-up groups of people and direct them to pre-assigned stations to begin the walking tour at the same time at each stop.

- L. Roach confirmed that the presentations at each stop will be five minutes in length, and will include a two-minute question and answer session, followed by a five-minute walk to the next stop. Roach further explained that each group will be lead by a tour guide.
- Dr. Amy Douglass, Tempe History Museum Administrator, and Shawn Wagner, Recreation Division Administrator, volunteered to serve as *Tales* tour guides. Lisa Roach reported that Joe Nucci, City of Tempe Senior Planner, will also serve as a tour guide.
- S. Wagner suggested contacting members of the Double Butte Cemetery Advisory Board; S. Wagner stated that the Cemetery Board members may be willing to participate in the *Tales from Double Butte* tour.
- L. Roach explained that each guide will lead a group of 10-to-12 people along the walking tour; L. Roach further explained that each group will be assigned an identifying color, or number, prior to the start of the tour.
- Denise Rentschler, Community Services Department Outreach and Marketing Coordinator, asked L. Roach to email to her the confirmed tour route information so that she may add it to the *Tales from Double Butte* fundraiser event website.

Agenda Item 4: Speakers/Presenters

- Denise Rentschler, Community Services Department Outreach and Marketing Coordinator, reported that she has not yet made contact with Kent Dana, a local CBS station news anchor, to solicit his participation in the *Tales from Double Butte* fundraiser event.
- Peggy Moroney, Tempe History Museum Volunteer, suggested to D. Rentschler that she contact K. Dana through his son, Joe Dana, a local NBC station news anchor.
- Lisa Roach, Double Butte Cemetery Tour Committee Chair, confirmed that the following notables will be featured along the *Tales* walking tour:
 - Thanks Anderson
 - Guess Birchett
 - Benjamin Baker Moeur
 - Howard Pyle
 - Hugh Laird
 - Carl, Charles and Sallie Davis Hayden
 - Walker Wilson Jones
 - Winchester Miller
 - Curtin Miller
 - The Woolf Family
 - James C. Goodwin
- L. Roach reported that she is working to confirm the speakers who will represent and portray the notables to be featured along the *Tales* tour route.

Agenda Item 5: Volunteers

- Lisa Roach, Double Butte Cemetery Tour Committee Chair, reported that she continues to solicit volunteers for the *Tales from Double Butte* event. Roach explained that in addition to volunteers serving as tour guides, she also plans to utilize volunteers to help with the event set-up and take-down.

Agenda Item 6: Set-Up/Clean-Up

- Lisa Roach, Double Butte Cemetery Tour Committee Chair, asked for feedback in regards to the set-up responsibilities for the *Tales from Double Butte* tour; L. Roach highlighted the following set-up responsibilities:
 - Placement of Station Identification Markings
 - Placement of Tubs to House Water Bottles
 - Placement of Mum Plants
 - Placement of Trash/Recycle Bins
 - Placement of Parking Signage
 - Placement of Sandwich Board Signage
- Eduarda Yates, Double Butte Cemetery Advisory Board member, offered to loan a large ice tub to L. Roach to cool water bottles along the tour route. Roach confirmed that she is planning on using three large tubs to cool water bottles; Shawn Wagner, Recreation Division Administrator, offered to provide ice for the tubs.
- L. Roach stated that she'd be available to help facilitate the event clean-up; Shawn Wagner and Dr. Amy Douglass, Tempe History Museum Administrator, also indicated that they'd be present to assist with the event clean-up.

Agenda Item 7: Future Meeting Dates

- Lisa Roach, Double Butte Cemetery Tour Committee Chair, presented the committee members with two possible future meeting dates; Oct. 12 and Oct. 26, 2010. The Double Butte Cemetery Tour Committee members unanimously agreed to meet at 5:30 p.m. on October 26 in the Tempe Public Library Connections Café Program Room, 3500 S. Rural Road, Tempe.
- L. Roach stated that she intends to invite all presenters, volunteers and tour guides to the Oct. 26 meeting; L. Roach further added that she will have all scripts prepared to be distributed to all presenters at the Oct. 26 meeting.
- Mike Branom, Senior Mayoral Aide, reported that he'd like to feature information related to the *Tales from Double Butte* fundraiser event in Mayor Hugh Hallman's *Weekly Announcements* document. Denise Rentschler, Community Services Department Outreach and Marketing Coordinator, offered to prepare speaking points for the Mayor to be forwarded to Branom by no later than Thursday, October 21.
- L. Roach inquired about signage preparation for the *Tales* tour; D. Rentschler stated that she will prepare all signage for the tour. Roach further stated that she will work with D. Rentschler to coordinate a pick-up date for all signage.
- Eduarda Yates, Double Butte Cemetery Advisory Board member, inquired about the purchase price of the *Tales* tickets; L. Roach confirmed that tickets are \$15 per attendee, and that the *Tales* event will occur, rain or shine.

Prepared by: Rachael Peterson, Library and Cultural Services Division Administrative Assistant

Reviewed by: Dr. Amy Douglass, Tempe History Museum Administrator

Lisa Roach, Chair
Double Butte Cemetery Tour Committee