



## Minutes TEMPE MUNICIPAL ARTS COMMISSION September 8, 2010

Minutes of the Tempe Municipal Arts Commission (TMAC) recorded at 6 p.m. on Sept. 8, 2010, in the Tempe Center for the Arts (TCA) 201 Lounge, 700 W. Rio Salado Parkway, Tempe, AZ, 85281.

**(MEMBERS) Present:**

Betsy Fahlman, Chair  
Robert Bortfeld, Vice Chair  
Doris Chamberlain  
Nikie Crawford  
Judy Ellison  
Nancy Goren  
Hilary Harp  
Shirlee King  
Janis Webb

**City Staff Present:**

Don Fassinger, Cultural Facilities Administrator  
Rachael Peterson, Administrative Asst. - Library and Cultural Services Dvsn.  
Adrienne Richwine, Deputy Director - Library and Cultural Services Dvsn.

**Guests Present:**

David Saar, Founder and Artistic Director - Childsplay  
Melia Dunn, Development Specialist - Childsplay  
Aimee Reid, Intern - Childsplay

**(MEMBERS) Absent:**

Donna Goyette  
Barbara Hanigsberg  
Kate Hanley  
Hotchy Kiene  
Frank Williams

**Agenda Item 1 - Call to Order**

- Betsy Fahlman, Tempe Municipal Arts Commission (TMAC) Chair, called the meeting to order at 6 p.m.

**Agenda Item 2 - Approval of the June 16, 2010, Tempe Municipal Arts Commission (TMAC) Minutes Document**

- **MOTION:** Judy Ellison moved to approve the June 16, 2010, Tempe Municipal Arts Commission (TMAC) Minutes Document.  
**SECOND:** Shirlee King seconded.  
**DECISION:** June 16, 2010, TMAC Minutes Document approved.

**Agenda Item 3 - Cultural Services Division Director's Report**

- Adrienne Richwine, Deputy Director - Library and Cultural Services Division, reported that the City of Tempe Library and Cultural Services Division facilitated visual and

performing art-intensive, month-long workshops for youth ages 8 to 13 years in June and July, 2010; A. Richwine stated that both programs were managed by Lona Geahart, City of Tempe Art Instructional Program Coordinator. Richwine further reported that both art-intensive programs, the Young Artists' Studio (YAS) and the Young Actors' Theatre (YAT), were well-attended.

- A. Richwine encouraged the TMAC members to visit the following website to view information related to cultural art events and programming: [www.tempe.gov/arts/events](http://www.tempe.gov/arts/events).
- A. Richwine further encouraged the TMAC members to attend *Ballet Under the Stars*, a family-friendly, free performance of classical and contemporary dance by Ballet Arizona at 7 p.m. on Sept. 24 at the TCA outdoor amphitheater, 700 W. Rio Salado Parkway, Tempe. Richwine reminded the TMAC members to bring a picnic dinner, blankets, and/or lawn chairs to the performance.
- A. Richwine noted that the *Tempe Opportunities Brochure*, a communication tool utilized by the City of Tempe Community Services Department to solicit participation in the department's different areas of programming and services (Library/Cultural, Recreation and Social Services) is being produced in-house; A. Richwine explained that the City's Communications and Media Relations Department staff, specifically Martha Garner and Michele Gurrieri, provided copy layout services to the Community Services Department for the fall addition of the Brochure. Richwine further acknowledged that Rachael Peterson, City of Tempe Library and Cultural Services Division Administrative Assistant, heavily-assisted M. Garner and M. Gurrieri with the production of the *Tempe Opportunities Brochure*.
- A. Richwine introduced David Saar, Founder and Artistic Director of Childsplay, to the TMAC members; A. Richwine welcomed D. Saar to the TMAC meeting and thanked him for his willingness to provide the TMAC members with a Childsplay organization report.
- D. Saar distributed Childsplay promotional material to the TMAC members; D. Saar thanked the TMAC members, as well as the City staff members, for their continued support of Childsplay, and explained that Childsplay's Administrative Offices are located within the Sybil B. Harrington Campus of Imagination and Wonder, 900 S. Mitchell Drive, Tempe. Saar extended an invitation to the TMAC members to hold a regularly-scheduled TMAC meeting in one of Childsplay's board rooms.
- D. Saar reported that Childsplay recently entered into its 34<sup>th</sup> season; D. Saar further reported that Childsplay has held performances at the TCA for approximately three seasons. Saar noted that the success of Childsplay performances at the TCA is a result of an evolving team effort, as well as a strategic planning process.
- D. Saar reported the following statistics to the TMAC members:
  - In its 33<sup>rd</sup> season, Childsplay programmed four shows and three national touring shows;
  - Local Childsplay performances reached approximately 120,000 Valley Residents (33<sup>rd</sup> season);
  - National touring shows drew-in a total of 40,000 young audience members (33<sup>rd</sup> season).
- D. Saar explained that the Sybil B. Harrington Campus of Imagination and Wonder houses Childsplay's Educational Academy classes; D. Saar reported that 1300 valley youth attended Childsplay's formal theatre training and creative drama classes (33<sup>rd</sup> season).

- D. Saar noted that in addition to receiving a City of Tempe Organizational Development Art Grant, Childsplay received a three-year Arizona Department of Education Grant award. Saar explained that grant funds will be used to create a school-age teaching model that will be a pilot program within Phoenix's Washington School District.
- D. Saar further reported that Childsplay was the recipient of a Helios Education Foundation Grant, a national early childhood education grant created to provide the educators of preschool-age children additional tools and professional skills to ensure a positive, successful learning environment in their classrooms.
- D. Saar stated that two Childsplay actors, Jon Gentry and David Dickenson, spear-headed a national 18-week Childsplay tour, and are also traveling abroad to bring elements of the national tour to international audiences in Belgium and the Netherlands. Saar reported the following statistics from the national tour:
  - The tour (2010) spanned a length of 40 cities and 23 states;
  - The number of tour performances totaled 100.
- D. Saar extended an invitation to the TMAC members to attend a performance of Childsplay's interpretation of the production *A Year with Frog and Toad* at 4 p.m. on Sat., Sept. 18, 2010, in the TCA Theater, 700 W. Rio Salado Parkway, Tempe. Saar explained that the production is kid-friendly and highlights the talents of many gifted Childsplay actors. Saar further explained that each TMAC member may receive one complimentary ticket for the performance as a means to thank the TMAC members for their continued support of Childsplay. Adrienne Richwine directed the TMAC members to contact Rachael Peterson via email message at Rachael\_Peterson@tempe.gov, or via telephone call at 480-350-5167, if they'd like to attend.

#### **Agenda Item 4 - Cultural Facilities Administrator's Report**

- Don Fassinger, Cultural Facilities Administrator - City of Tempe Library and Cultural Services Division, reported that despite the loss of water within Tempe Town Lake, business at the Tempe Center for the Arts (TCA) continues to develop. Fassinger explained that he and the TCA staff members provided TCA clients with a wine and cheese information session catered by Santa Barbara Catering Company, the exclusive caterer to the TCA facility. Fassinger confirmed that after meeting with the TCA's clients, only one scheduled wedding event contact altered their outdoor plans to be accommodated within the Gallery at TCA.
- D. Fassinger reported that the TCA facility is featured within the Sept., 2010, edition of *Sunset Magazine* as one of the most important things to do and see in an article titled, "Day Trip: Downtown Tempe, AZ."
- D. Fassinger stated that he traveled to London, UK, in June, 2010, to participate in a *Managers of New Venues* panel presentation at the International Theatre 2010 Engineering and Architecture Conference. Fassinger explained that the panel addressed the successes of new performance venues, as well as the challenges faced by new venues. Fassinger further distributed the program material from the conference to the Tempe Municipal Arts Commission (TMAC) members, and noted that the TCA facility was displayed on the cover of the conference program.
- Betsy Fahlman, TMAC Chair, thanked D. Fassinger for his presentation, congratulated D. Fassinger, and acknowledged the many successes of the TCA facility.

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### **Agenda Item 5 - Chairperson's Report**

- Betsy Fahlman, Tempe Municipal Arts Commission (TMAC) Chair, reported that she was selected to fulfill the role of the Lead Editor for the 2011 State of Arts in Arizona Town Hall on Arts and Culture Report. Fahlman explained that Arizona Town Hall is an independent, nonprofit membership organization that identifies critical issues facing Arizona, creates a forum for education and exploration of the arts in Arizona, and fosters leadership development. Fahlman further reported that she is scheduled to present her report to Arizona Town Hall in May, 2011. Fahlman acknowledged that she will be seeking information and statistics from the following sources:
  - The Arizona Commission on the Arts;
  - Arizona Historic Preservation Boards/Foundations/Commissions/Societies;
  - Cultural Tourism Organizations;
  - Transportation Organizations;
  - Visual and Performing Art Centers;
  - Public Art and Art in Private Development Programs.
- B. Fahlman stated that the Arizona Town Hall meeting in May, 2011, is scheduled to take place in Tucson, Arizona; B. Fahlman explained that her report will be 150 to 200 pages in length, and will be read by policy-makers and art activists upon its completion.
- Nancy Goren, TMAC member, thanked B. Fahlman for her efforts and noted the importance of supporting and promoting the arts in Arizona.

### **Agenda Item 6A - Public Art/Art in Private Development (AIPD) Committee**

- Betsy Fahlman, Tempe Municipal Arts Commission (TMAC) Chair, explained the history of the Double Butte Cemetery Public Art Project. Fahlman further described that the project was put on hold due to City of Tempe budget restraints. Fahlman clarified that the project is now moving forward with an approved budget of \$50,000.
- B. Fahlman reminded the TMAC members that artist Aaron P. Hussey was selected to fulfill the public art opportunity within Tempe's Double Butte Cemetery via the City of Tempe's public art panel review process. Fahlman explained that A. Hussey's artwork element design concept includes Double Butte imagery, saguaro flower bronze bells, and a reflective symbol for water that represents the Salt River. Fahlman confirmed that the bells will be secured to the art piece, and that A. Hussey's new design has a similar look and feel to his original submitted design.
- B. Fahlman acknowledged that the Double Butte Cemetery Public Artwork Opportunity Artist Selection Panel, as well as the Double Butte Cemetery Board, reviewed A. Hussey's proposed design concepts and approved budget modification. Fahlman clarified that the Artist Selection Panel reviewed the materials on July 14, 2010, and the Double Butte Cemetery Board reviewed the materials on July 21, 2010. Fahlman further reported that a Tempe History Museum, Tempe Historical Society and Double Butte Cemetery fundraising event is scheduled to take place on Oct. 31, 2010, within the Double Butte Cemetery. Fahlman explained that the City of Tempe has set a goal to install A. Hussey's artwork element before the fundraising event occurs.
- **MOTION: Janis Webb moved to approve the updated Double Butte Cemetery Public Art Project Budget and Design Concepts.**  
**SECOND: Nikie Crawford seconded.**  
**DECISION: Double Butte Cemetery Public Art Project Budget and Design Concepts approved.**

- B. Fahlman presented the Double Butte Cemetery Public Art Project's Final Design to the TMAC members; B. Fahlman clarified that the final design of the Double Butte Cemetery Public Art Project includes Double Butte imagery, saguaro flower bronze bells and a reflective symbol for water that represents the Salt River.
- B. Fahlman further acknowledged that the project's selected artist, Aaron P. Hussey, had his final design sealed and approved by JS Engineering, Inc.
- **MOTION: Robert Bortfeld moved to approve the Double Butte Cemetery Public Art Project Final Design.**  
**SECOND: Nikie Crawford seconded.**  
**DECISION: Double Butte Cemetery Public Art Project Final Design approved.**

#### **Agenda Item 6B - Grants Committee**

- Nancy Goren, Grants Committee Chair, presented the Tempe Municipal Arts Commission (TMAC) members with a City of Tempe Arts MiniGrant Application submitted by the Tempe Artists Guild for a project titled, "Art at the Red House: Petersen House Art Festival."
- N. Goren reported that the Tempe Artists Guild requested \$500 in mini-grant funding; Goren explained that "Art at the Red House" is a collaborative project between the Tempe History Museum and the Tempe Artists Guild, and was organized to celebrate, showcase and support Tempe's vibrant art community. Goren further explained that the festival embodies the spirit of the art classes taught on the grounds of the Petersen House by Arizona State University (ASU) Professor of Art, Tom Harter, more than a half century ago. Goren acknowledged that grant funding will help to off-set costs related to necessary services to the public (example: trash/recycling, marketing, port-o-johns); N. Goren stated that "Art at the Red House" is scheduled to take place from 10 a.m. to 4 p.m. on Sat., Nov. 6, 2010, at the Petersen House Museum and park grounds, 1414 W. Southern Avenue, Tempe.
- Robert Bortfeld inquired about the medium of artwork displayed at the Petersen House Art Festival; Doris Chamberlain explained that the artwork displayed is multi-disciplinary.
- **MOTION: Robert Bortfeld moved to approve the Tempe Artists Guild MiniGrant Application.**  
**SECOND: Judy Ellison seconded.**  
**DECISION: Tempe Artists Guild MiniGrant Application approved.**

#### **Agenda Item 6C - Communication/Advocacy Committee**

- No report.

#### **Agenda Item 6D - Facilities Committee**

- No report.

#### **Agenda Item 7 - Commission Member's Announcements**

- Robert Bortfeld announced that he is teaching silversmithing and jewelry-making classes at the Mesa Art Center in fall, 2010; R. Bortfeld invited the Tempe Municipal Arts Commission (TMAC) members to attend the art center's fall activities kick-off event at 6 p.m. on Friday, Sept. 9. Bortfeld explained that the kick-off event will feature food, performances, and artist demos. Bortfeld further reported that Holly Carter, City of

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Tempe Art Instructional Program Jewelry Instructor, will be facilitating art demos at the kick-off event.

- Janis Webb distributed Stray Cat Theatre promotional material to the TMAC members; J. Webb announced that she is performing in Tempe Little Theatre's production of *The Kitchen Witches* Sept. 17 through Oct. 3, 2010, in the Tempe Center for the Arts (TCA) Studio space. Webb encouraged the TMAC members to attend, as well as to continue to support local theatre groups.
- R. Bortfeld announced that Friends of TCA have opened a gift shop within the Tempe Center for the Arts; Don Fassinger, Cultural Facilities Administrator - City of Tempe Library and Cultural Services Division, reported that the gift shop's grand opening is scheduled to take place Sept. 24 through Sept. 26, 2010, in conjunction with *Ballet Under the Stars* and *LakeShore Jazz's* sponsored presentation of renowned jazz pianist, Benny Green.
- D. Fassinger announced that the City of Tempe is in the process of confirming its long-term rental agreements with Tempe Little Theatre and Stray Cat Theatre for their use of the Tempe Performing Arts Center (TPAC) facility, 132 E. Sixth Street, Tempe.
- D. Fassinger further announced that the Walk-In Wednesday program at the TCA continues to be successful; D. Fassinger noted that the current Walk-In Wednesdays series runs through November 24. Fassinger encouraged the TMAC members to attend the fourth Walk-In Wednesdays Songwriters' Showcase scheduled to take place at 7:30 p.m. on Nov. 19 in the TCA Studio space, 700 W. Rio Salado Parkway, Tempe. Fassinger further encouraged the TMAC members to visit the following website to view Walk-In Wednesday video promos: <http://www.tempe.gov/tca/WIW.htm>.
- Shirlee King inquired about the talent level of the Walk-In Wednesday teen performers; D. Fassinger confirmed that the talent and stage presence differed from performer-to-performer. Fassinger explained that the Teen Walk-In Wednesday performance series was programmed in conjunction with the Cars and Guitars exhibition at the TCA; D. Fassinger reported that the Cars and Guitars exhibition is scheduled to run in the Gallery at TCA through Oct. 16, 2010.

#### **Agenda Item 8 - Public Appearances**

- No appearances.

The next Tempe Municipal Arts Commission (TMAC) meeting is scheduled to take place at 6 p.m. on Nov. 10, 2010, in the Tempe Center for the Arts (TCA) 201 Lounge, 700 W. Rio Salado Parkway, Tempe.

**Meeting adjourned at 6:41 p.m.**

Prepared By: Rachael Peterson

Reviewed By: Adrienne Richwine

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Authorized Signature  
Position/Title