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## Minutes TEMPE MUNICIPAL ARTS COMMISSION September 14, 2011

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Minutes of the Tempe Municipal Arts Commission (TMAC) recorded at 6 p.m. on September 14, 2011, within the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, AZ, 85282.

**(MEMBERS) Present:**

Frank Williams, Chair  
Shirlee King, Vice Chair  
Nikie Crawford  
Patrick Fanning  
Nancy Goren  
Barbara Hanigsberg  
Hilary Harp  
Dave Kephart  
Hotchy Kiene  
Robert Moore  
Janis Webb

**City Staff Present:**

Maja Aurora, Arts Coordinator - Grants; Public Art/Art in Private Development  
Rachael Peterson, Administrative Assistant. - Library and Cultural Services Division  
Adrienne Richwine, Deputy Director - Library and Cultural Services Division

**Guest(s) Present:**

Jason Wang, Event Coordinator - Shen Yun Performing Arts

**(MEMBERS) Absent:**

Susan Bendix  
Donna Goyette  
Celeste Plumlee

**Agenda Item 1 - Call to Order**

- Frank Williams, Tempe Municipal Arts Commission (TMAC) Chair, called the TMAC meeting to order at 6:05 p.m.

**Agenda Item 2 - Approval of the June 8, 2011, Tempe Municipal Arts Commission (TMAC) Minutes Document**

- Frank Williams, Tempe Municipal Arts Commission (TMAC) Chair, asked the TMAC members to review an ***unapproved minutes document*** dated ***June 8, 2011***.
- **MOTION:** Hilary Harp moved to approve the June 8, 2011, Tempe Municipal Arts Commission (TMAC) Minutes Document.
- **SECOND:** Hotchy Kiene seconded.
- **DECISION:** June 8, 2011, TMAC Minutes Document approved.

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

- Adrienne Richwine, City of Tempe (City) Library and Cultural Services Division Deputy Director, reported that per **City of Tempe Ordinance 2008.01**, City of Tempe Boards and Commissions will no longer rely on subcommittee recommendations and representation in regards to the approval of items that may be placed on a City of Tempe Boards and Commissions meeting agenda. Richwine confirmed that City of Tempe Boards and Commissions members may continue to serve as representatives of City-staff-led committees.
- Nancy Goren, Tempe Municipal Arts Commission (TMAC) member, inquired about future participation within the City of Tempe Art Grant Application Review Panel processes; Adrienne Richwine affirmed that City staff members and TMAC members will continue to facilitate the annual City of Tempe Art Project Grant Application Review Panels. Richwine explained that while the City of Tempe Art Grant and Public Art/Art in Private Development (AIPD) Program Review Panels will be City-staff-led, TMAC members will continue to serve as panel representatives and will continue to report back to the Tempe Municipal Arts Commission as representatives of City-staff-led committees.
- Frank Williams, TMAC Chair, further explained that while the Tempe City Council members previously relied on boards and commissions subcommittees for recommendations, the Tempe City Council realized that ultimately, the decision-making process occurs within the boards and commissions as a whole group, respectively. Williams acknowledged that the most significant change to the City of Tempe Boards and Commissions Public Meeting Process is that the posting of subcommittee meeting agendas and minutes documents no longer will no longer occur in accordance to the start dates of the regularly-scheduled TMAC meetings.
- Rachael Peterson, City of Tempe Library and Cultural Services Division Administrative Assistant and staff liaison to the Tempe Municipal Arts Commission (Commission), noted that per City of Tempe Ordinance 2008.01, the current bylaws document for the Commission, **Rules of Procedures Reference Ordinance 88.62**, needs to be permanently amended to reflect the removal of the following verbiage:
  - Page Three, **Section Three: Staff**
    - B. "...and various committee members."
    - C. "...Executive Committee Meetings and all other standing committees, special committees, or task force meetings."
  - Page Four, **Article Eight: Committees**
    - Section One
    - Section Two
- **MOTION:** **Barbara Hanigsberg moved to permanently amend the Tempe Municipal Arts Commissions Bylaws per City of Tempe Ordinance 2008.01.**
- **SECOND:** **Nancy Goren seconded.**
- **DECISION:** **Tempe Municipal Arts Commission Bylaws amended per City of Tempe Ordinance 2008.01.**
- B. Hanigsberg noted that per the TMAC Rules of Procedures Reference Ordinance 88.62, the Tempe Municipal Arts Commission is scheduled to meet at 6 p.m. on the second Wednesday of every month within the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, 85282.

- Frank Williams initiated a discussion in regards to the location of the regularly-scheduled TMAC meetings; F. Williams acknowledged the following possible meeting locations:
  - **Tempe Center for the Arts (TCA) 201 Lounge, 700 W. Rio Salado Parkway, Tempe, 85281;**
  - **Tempe Public Library (Library) Board Room, 3500 S. Rural Road, Tempe, 85282.**
- F. Williams encouraged the TMAC members to discuss the two meeting locations, the TCA 201 Lounge and the Library Board Room; a discussion ensued. Williams determined that upon discussing the meeting locations, it was the majority consensus of the TMAC members to meet within the Tempe Public Library Board Room.
- Adrienne Richwine acknowledged that the **Tempe LIVE! Theatre (TLT)** organization recently disbanded; A. Richwine provided the TMAC members with a timeline explaining the actions of the City of Tempe to terminate TLT's existing City of Tempe Facility Rental Contract specific to the Tempe Performing Arts Center (TPAC), 132 E. Sixth Street, Tempe, 85281.
- A. Richwine reported the following points of interest prepared by Don Fassinger, City of Tempe Cultural Facilities Administrator:
  - TCA Box Office staff contacted TLT season voucher purchasers to issue refunds, etc.;
  - TCA staff assembled talking points for staff to respond to public inquiries, etc.;
  - TCA staff continues to work with TLT to complete their smooth exit/transition out of the Tempe Performing Arts Center and TCA;
  - Numerous dates vacated by TLT have been filled with various private and public events;
  - Revenue loss at TCA is approximately \$18,000; revenue loss at TPAC is approximately \$7,000.
- A. Richwine announced that the **Walk-in Wednesdays at the TCA's Songwriters' Showcase III** was nominated to receive a **Rocky Mountain Emmy®** in the category of **Arts/Entertainment Program or Special**. Richwine explained that the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences is a membership organization dedicated to excellence in television by honoring exceptional work through its prestigious Emmy® Awards. Richwine added that appropriately, the Songwriters' Showcase III will air at 8 p.m. on Channel 8, KAET, on Saturday, September 17, to celebrate the nomination. Richwine further explained that Rocky Mountain Emmy® Winners will be revealed on October 15.
- A. Richwine reported that the **Tempe Center for the Arts (TCA)**, 700 W. Rio Salado Parkway, is playing host to the following events in September, 2011:
  - **Gallery at TCA:** The Gallery at TCA presents, **"Mixing it Up: Building an Identity at the TCA Gallery."** Exhibition is a collaboration between the City of Tempe and the Arizona State University (ASU) Hispanic Research Center, and examines how art by Chicano/Mexican-American artists is influenced by United States and Mexican cultures (10 a.m. to 6 p.m., Tuesday through Friday, and 11 a.m. to 6 p.m. on Saturday, September 17, Gallery at TCA);
  - **Performance with a View:** The **Tetra String Quartet** will present a fun, inspiring and educational concert, and strives to infuse life into the community through chamber music (9:30 a.m., September 20, TCA Lakeside);
  - **Ballet Under the Stars:** Performance showcases a combination of classical and contemporary works in a casual setting and features the debut performance of

works created as part of **Ballet Arizona's "Class Act" Program** (7 p.m., June 24, TCA Amphitheater);

- **Lakeshore Jazz Series:** The **Bob Ravenscroft Trio** (Bob Ravenscroft - Piano, Dwight Kilian - Bass, Rob Moore - Drums) performs jazz standards by master musicians (7:30 p.m., September 24, TCA Lakeside).
- A. Richwine stated that the **Gallery at Edna Vihel Center for the Arts**, 3340 S. Rural Road, is playing host to the **2011 Pyle Center Annual Senior Art Exhibition**. Nancy Goren, TMAC member, reported that an artists' reception is scheduled to occur at 6 p.m. on October 14 within the Gallery at Edna Vihel Center for the Arts; N. Goren announced that her works will be on display, and further encouraged the TMAC members to attend the artists' reception.
- A. Richwine encouraged the TMAC members to visit the following website to view information related to additional cultural art events and programming:  
**[www.tempe.gov/arts/events](http://www.tempe.gov/arts/events)**.

#### **Agenda Item 4 - Chairperson's Report**

- Frank Williams, Tempe Municipal Arts Commission (TMAC) Chair, reported that he met with Janis Webb, TMAC member, to discuss **theatre arts sustainability** in Tempe. Williams stated that he discussed the disbanding of Tempe LIVE! Theatre with J. Webb, and added that in accordance with the recent, "**Capitalizing on Arizona's Arts and Culture: Outcomes of the 98<sup>th</sup> Arizona Town Hall**," document prepared by the **Arizona Commission on the Arts**, he met with J. Webb to brainstorm ways in which to grow and further develop live theatre culture within Tempe.
- Barbara Hanigsberg reported that she and Celeste Plumlee attended a Tempe Center for the Arts (TCA) Partner Organization meeting. Hanisberg stated that while attending the meeting, both she and C. Plumlee observed a lack of synergy amongst the TCA Partner Organizations.
- Hotchy Kiene expressed the importance of promoting live theatre to Tempe's young populous; H. Kiene cited Arizona State University (ASU) students as an example of a young populous within Tempe. Kiene suggested that any existing arts organization be mandated to foster a program that reaches-out to every age, especially to young adults.
- Nancy Goren praised the **Stray Cat Theatre** organization for the interest that it generates, and for its continued success as a resident company of the Tempe Performing Arts Center.
- F. Williams expressed his intent to initiate additional discussions related to live, community theatre within Tempe; F. Williams stated that he'd like to establish an ad hoc group that will assist the Tempe Municipal Arts Commission in its effort to ensure arts sustainability in Tempe.
- Barbara Hanigsberg suggested that **Mary Fowler**, City of Tempe Library and Cultural Services Division Management Assistant, present information related to TCA Partner Organization programming to the TMAC members at a future TMAC meeting.

#### **Agenda Item 5 - Update: Tempe Center for the Arts Survey**

- Adrienne Richwine, City of Tempe (City) Library and Cultural Services Division Deputy Director, introduced Kathy Berzins, City of Tempe Community Services Department Director, and welcomed K. Berzins to the Tempe Municipal Arts Commission meeting.

- K. Berzins presented the TMAC members with a draft of a **survey specific to the Tempe Center for the Arts (TCA)**. Berzins explained that the survey is in a draft form and can't be publicly distributed.
- K. Berzins explained that Mike Crusa, Assistant to Tempe Mayor Hugh Hallman, has professional pollster experience and has been working with City staff to compose an effective survey that will produce measurable results.
- K. Berzins explained that Frank Williams, Tempe Municipal Arts Commission (TMAC) Chair, served as a representative of TMAC to work with City staff to draft the survey. Berzins further explained that the survey will assess Tempe's perception of the TCA since its opening in 2007. Berzins added that the survey will be used as a tool to build a strategic marketing plan for the TCA.
- K. Berzins acknowledged the following distribution of the survey:
  - Telephone;
  - Electronic;
  - In-Person.
- Barbara Hanigsberg inquired about why the survey is TCA-specific; B. Hanigsberg suggested that the survey also include programming and services available to citizens at the Edna Vihel Center for the Arts and the Tempe Performing Arts Center. Berzins explained that the survey will be used to determine revenue achievement, and that the results will aid in the creation of a strategic marketing plan that will assist the TCA and its partner organizations to better meet their revenue goals.
- K. Berzins reported that the timeline for the finalization of the survey is mid-to-late September into the beginning of October, 2011, and that the survey will be administered in mid-to-late October into November, 2011.

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

- Hilary Harp, Public Art/Art in Private Development Program Representative, reminded the Tempe Municipal Arts Commission (TMAC) members that the **Historic Date Palm Manor Neighborhood Association** received a \$10,000 **Maryanne Corder Neighborhood Grant** for fiscal year 2010-2011. Harp explained that grant funds will be used to upgrade existing artist-adorned walls, and that the project is to be completed in three phases.
- Maja Aurora, Public Art/AIPD Program Coordinator, noted that the neighborhood selected artist **John Nelson** to create steel and ceramic tile schemes on its gateway walls. Aurora added that J. Nelson is currently completing the third phase of the neighborhood's three-phase-project.
- M. Aurora reported that the City of Tempe Public Art/AIPD Program is now utilizing the **Public Art Archive**, a new project of the **Western States Arts Federation (WESTAF)**, to manage and promote its collections. Aurora explained that **Google Maps** was recently integrated into the program, and that users will be able to view City of Tempe Public Art/AIPD Program artworks on a map, as well as get driving and/or walking directions. Aurora added that upon entering all works into the Public Art Archive, tourists will be able to create a map of City of Tempe artworks and use their mobile devices to access information about City of Tempe artwork elements while standing on-site.
- H. Harp distributed a draft **Call to Artists** document that explained the **Mill Avenue District Utility Boxes and Tempe Public Library Cards Public Artwork Opportunity** (Public Artwork Opportunity) in detail.

- H. Harp explained that the Public Artwork Opportunity is a collaborative project between the **City of Tempe** and the **Downtown Tempe Community**; M. Aurora further stated that six local artists will be selected via City of Tempe Public Art Program Panel Review Process to paint two-dimensional artwork on utility boxes located within Tempe's **Mill Avenue District**. Aurora stated that the project budget is \$12,000; artists who are selected to fulfill the Public Artwork Opportunity will also have their works prominently displayed on Tempe Public Library Cards.
- M. Aurora reported that the project's artists will be selected by no later than January 1, 2012; M. Aurora further stated that the utility boxes will be painted by no later than February, 2012. Aurora encouraged the TMAC members to contact her via email message at [Maja\\_Aurora@tempe.gov](mailto:Maja_Aurora@tempe.gov) if they are interested in serving as members of the Public Artwork Opportunity review panel.
- M. Aurora acknowledged that once finalized, she will forward the Call to Artists to Rachael Peterson, City of Tempe Library and Cultural Services Division Administrative Assistant, for distribution to the Tempe Municipal Arts Commission.
- **MOTION:** Shirlee King, TMAC Vice Chair, moved to approve the Mill Avenue District Utility Boxes and Tempe Public Library Cards Public Artwork Project and its Corresponding Project Budget.  
**SECOND:** Hotchy Kiene seconded.  
**DECISION:** Mill Avenue District Utility Boxes and Tempe Public Library Cards Public Artwork Project and its Corresponding Project Budget approved.

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

- Nancy Goren, Art Grants Program Representative, reported that Maja Aurora, City of Tempe Art Grants Program Coordinator, is in the process of finalizing proposed updates to the **City of Tempe Art Project and Art Organizational Development Grant Applications**. Goren explained that once finalized, the grant applications will be posted to the following website:
  - [www.tempe.gov/arts/grants](http://www.tempe.gov/arts/grants).
- N. Goren confirmed that M. Aurora has received **final reports** from all of the recipients of **Fiscal Year 2010/2011 Art Grant Awards**.
- Frank Williams, TMAC Chair, asked N. Goren to brainstorm ideas for Tempe Municipal Arts Commission member representation during the **Fiscal Year 2012/2013 City of Tempe Art Project Grant Application Panel Review**.

#### **Agenda Item 7 - Friends of Tempe Center for the Arts (TCA) Report**

- No report.

#### **Agenda Item 8 - Commission Members' Announcements**

- Hotchy Kiene invited the Tempe Municipal Arts Commission (TMAC) members to attend the **Best of Phoenix A'Fare** scheduled to occur on **October 8**. Kiene encouraged the TMAC members to contact him via email message to confirm their attendance.
- Dave Kephart announced that a performing arts facility opened by his father 50 years ago in Salina, Kansas, has now been appropriately named the **"Kephart Auditorium."**
- Frank Williams, TMAC Chair, announced that he visited all of the City of Tempe Public Art/AIPD Program's artwork sites with his grandsons. Williams explained that it was a fantastic educational opportunity, and that he and his grandsons enjoyed the experience.

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**Agenda Item 9 - Public Appearances**

- **Jason Wang, Shen Yu Performing Arts Event Coordinator**, provided the Tempe Municipal Arts Commission (TMAC) members with a report related to an upcoming performing arts series highlighting Chinese cultural dance scheduled to occur at **Arizona State University's (ASU's) Grady Gammage Auditorium beginning in January, 2012.**
- Frank Williams, TMAC Chair, thanked Jason Wang for attending the TMAC meeting.
- Jason Wang encouraged the TMAC members to contact him via email message at **Jason.Wang@azshows.com** for additional information related to the Shen Yu Performing Arts Series.

**Agenda Item 10 - Adjournment**

- The next Tempe Municipal Arts Commission (TMAC) meeting is scheduled to take place at 6 p.m. on October 12, within the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, 85281.
- **Meeting adjourned at 8 p.m.**

Prepared By: Rachael Peterson

Reviewed By: Adrienne Richwine

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Frank Williams  
Chair, Tempe Municipal Arts Commission