



Minutes Advocacy and Communication Committee Subcommittee of Tempe Municipal Arts Commission July 7, 2009

Minutes of the Advocacy and Communication Committee meeting at 11:30 a.m. on July 7, 2009, at the Tempe Public Library, 3500 S. Rural Road, Tempe, Ariz.

(MEMBERS) Present:

Frank Williams, Chair
Barbara Hanigsberg
Shirlee King

(MEMBERS) Absent:

Donna Goyette

Public Present:

David Strang, Marketing Chair, Friends of TCA

City Staff Present:

Mary Fowler, Management Assistant

Agenda Item – Call to Order

Frank Williams called the meeting to order at 11:33 a.m.

Agenda Item – David Strang, representing Friends of TCA

Frank briefed David on the committee's interests in advocating the arts in Tempe. David discussed partnering opportunities between Friends and TMAC. David will approach the Friends' board about sharing a booth at significant Tempe events. David will check on booth opportunities at Oktoberfest. The committee discussed attending the Tempe Festival for the Arts or the Tempe Town Lake Turns 10 event.

Agenda Item – Public locations and events available to local artists for displaying and selling art or craft work

Shirlee is investigating locations and logistics for displaying artwork. She reported on the MADCAP Theatres opening and David suggested that we look at the MADCAP lobby as a potential display site. Shirlee will distribute a rental cost list. Mary will invite Downtown Tempe Community Marketing Director Casaundra Brown to the September meeting to share information on MADCAP with the group.

Agenda Item – Competitive, juried or judged events in Tempe for all of the arts

Agenda Item – Best of Tempe in the Arts

These items were combined for discussion. Frank reported on his conversations with Michael Willson. Frank discussed potential competition in all aspects of the arts, specifically music, drama/musicals, dance, art, sculpture, ceramics and photography. Frank discussed judging and

sponsorship. He identified Jason Scott as Arizona State University's new film and drama faculty member. Shirlee reminded the group to consider opportunities at the elementary school level.

Agenda Item – Tempe Newspaper Partnership

Shirlee continues to research newspaper partnerships. She discovered that the North Central News runs three papers, including the Tempe Town News.

Agenda Item – Other Business

Frank distributed several collateral items and asked Mary to have them copied for the July 8 commission meeting. Shirlee asked Mary to duplicate a memo for the meeting that listed members of the city's communication coalition.

Agenda Item – Adjourn

Meeting adjourned at 12:37 p.m. by Frank Williams.

Next meeting: 11:30 a.m., Sept. 1, Tempe Public Library, Connections Café

Prepared by: Mary Fowler

Reviewed by: Adrienne Richwine

Authorized Signature
Position/Title