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AGENDA ITEM 6

DATE 05-01-08

Tempe

Minutes
City Council's Social Services and Culture Committee
March 19, 2008

Minutes of the City Council's Social Services and Culture Committee held on Wednesday, March 19, 2008, 3:00 p.m., at the Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

Committee Members Present:
Councilmember Barb Carter, Chair
Councilmember Shana Ellis

City Staff Present:
Kathy Berzins, Social Svcs Mgr
Tom Canasi, Comm Svcs Mgr
Don Fassinger, Cultural Facilities Admin
Kathy Gasperich, Council Aide
Kate Hanley, TCC Exec Director
Shelley Hearn, Comm Relations Mgr
Jan Hort, City Clerk
Jayson Matthews, TCC
Sheri Partridge, Council Aide
Cecelia Pinkston, Mgmt Asst
Adrienne Richwine, Cultural Services
Nikki Ripley, Community Relations
Chris Salomone, Comm Dev Mgr
Mark Weber, Principal City Engr

Guests Present:
Paul Hubbell, Municipal Arts Commission
Philip Weddle, Weddle Gilmore Architects

Councilmember Carter called the meeting to order at 3:10 p.m.

Agenda Item 1 – Library Architect Recommendation
Tom Canasi summarized that the architect recommendations will be going to Council for approval on March 20th. After an extensive review and solicitation for architects (with a special

thanks to Mark Weber in Engineering for coordinating that effort), Engberg Anderson has been selected. They have extensive library background and have worked on more than 75 public library projects throughout the United States, including a number of major renovations. Library renovation proposes some specific issues and one of the most significant is maintaining service levels while renovating a 120,000 sq. ft. facility. The proposed project team includes an experienced interior designer who has worked solely on library projects throughout her career. This will be about a one-year design process, followed by a two-year construction process inside the building. This is part of an entire renovation process for the entire campus.

Councilmember Carter added that the technology aspect was begun two years ago.

Mr. Canasi added that the Library has moved toward an updated self-check system with four self-checks on the main floor. Currently, 85% to 90% of all materials checked out are done through self-check. Some customers will always want to be served, however. The next major technology portion will be moving to an electronic RFID system for checking in books as they come back into the facility, and then moving to a system where the self-check will not only check the materials out, but let people pay fines on line. Book drops would check in and pre-sort books.

Councilmember Carter clarified that the renovations will take into consideration the technologies that are coming forward.

Mr. Canasi responded that wiring has not been run throughout the building because they aren't sure where everything will end up at this point. The design process will also include the Friends of the Library and the Library Board, as well as community input. He highlighted some of the features:

- Creation of a children's environment where a book doesn't just tell a story. The program room will be created so that technology can be used to tell the stories.
- A teen space will be created with a hi-tech feel. IKEA has donated furniture for that space.
- There will be some quiet old-world reading rooms, some centralization of the computer area, and coordination and consolidation of the guest system, using technology for staff to answer calls wherever they are. The system will allow any item to be found at any time.
- A "book store" feel will be achieved and this appears to impact circulation.
- The coffee shop will remain in its current location.

Agenda Item 2 – Museum Site Plan Update

Tom Canasi introduced Philip Weddle of Weddle Gilmore Architects, architects for the museum project. Council approved the museum renovation project to take the museum and develop new exhibits, carve out a children's area, to be more family-friendly, create a sense of entrance into the museum, use technology to better tell the story and make it more interactive. The project was designed to meet the budget, but there were unexpected challenges in terms of cost, especially with the HVAC systems which don't meet current standards.

Phil Weddle summarized the project.

- Goals
  - Increase visibility
  - Create a stronger community engagement
  - Improve visitor experience
- Renovation priorities
  - New multi-purpose room/community room
  - Lobby renovation and enhancement
  - Exterior entry enhancements
  - Exhibit hall renovation and enhancement
  - Children's gallery
- Character Goals
  - Theatrical
  - Colorful
  - Dynamic
  - Graphic
  - Transparency
  - Turn things inside – out
  - Active and engaging in the campus and in the broader community
  - Museum of community history become a repository of memory for the community
  - Power experiences
- Design Concept
  - Striving to design to increase visibility from Southern/Rural and within the campus
  - Site Plan strategies
    - Create a presence along Southern Avenue through a series of public art or banner elements.
    - Series of kiosk points at the entries into the campus, with a fourth kiosk point where the sidewalk leaves the Library and goes toward the Museum.
- New construction within the Museum
  - Multi-purpose room
  - Entry lobby
  - Exterior entry court into the museum
- Four Zones within the Museum
  1. Entry court/lobby and multi-purpose room will be new construction. Multi-purpose room can open into the exhibition hall for cross-activity.
  2. Public areas to be renovated will be 95% of the funds, including exhibition hall, a portion of the existing lobby and the restrooms.
     - Within the exhibition hall, the budget would include the redevelopment of all new exhibits, about $1.2M.
     - Four themes in the exhibition hall: Living in the Desert, ASU, Pluralism, and City Building.
     - In addition, a children's gallery and temporary gallery space will be added. Learning lounges will be developed within those spaces.
     - A series of multi-media interactive exhibits will also be developed.
  3. Minor renovations will be done to staff areas.

4. Perimeter of the museum will be unaffected.

- Architectural Character
  - Outdoor entry court/multi-purpose room would have a "skin" that would have some transparency to show what is going on inside the building.
  - Developing a large graphic element over the entry as an option for public art or a permanent graphic installation.
  - Looking at how we might make the addition a more active element in the evenings, possibly a LED lighting system with programmable lights to create a sense of activity.

Mr. Weddle added that the goal is to let people know we are here, get them in the door, and then provide memorable, engaging experiences for visitors.

Councilmember Carter asked about the object on the corner of Rural and Southern and whether it is public art or a sign.

Mr. Weddle responded that it is considered a sign. There is an art element in the stained glass in the entry lobby that will be relocated in the building.

Agenda Item 5 – Tempe Community Council Update

Kate Hanley outlined three issues for which direction is sought.

- Explore event fees to benefit human services.
- Examine the Shared Living Program transition.
- Assess the senior services inventory.

Ms. Hanley continued that the objective is to explore new opportunities to generate sustained revenue to benefit human services. There is a high demand for human services in Tempe. Event promoters provide opportunities for charitable giving, but that revenue is not sustainable. The City provides in-kind and direct contributions to events, but many events do not "give back to Tempe." The TCC would like to work with City staff to research current models and create policy options, and then present to the committee in April.

Councilmember Ellis asked if their idea is for year-to-year agency review for the community foundation.

Ms. Hanley responded that in all likelihood, it would be current needs through the annual recommendation process for agency review recommendations and also the Tempe Community Foundation (TCF). Primarily, when we talk about TCF, we're talking about the endowment. We do want to balance current needs, future planning, and future needs. It is not necessarily TCC operations.

Councilmember Ellis suggested about putting a cap on current needs and then putting the rest into the TCF. If there is a year where there are huge events and a lot of money is raised for current needs, putting the funds away will get them through periods where funding from the City may be affected.

Shelley Hearn asked if they are looking at events that just charge a fee for people to enter, or every event.

Ms. Hanley responded that they would be open to looking at every event and whatever opportunities might present.

Jayson Matthews added that they are looking at existing models and maybe looking at charged events within Tempe's boundaries. There may be limitations when another nonprofit is putting on an event.

Ms. Hanley added that they would always hope that the government dollars will be there. Government has consistently been there for those who can't do for themselves and her concern is that if there is a sense that we are pushing this off to others and government is backing out, then there will be less reason for people to embrace it. She would welcome suggestions to ensure that that wouldn't happen. In the area of serving those most in need, government leads and if we lose that leadership, we could erode the base of people who step forward to help. The Foundation and the endowment are to help us so that we not buffeted around. In the past we have always asked to have the human service budget held harmless from cuts when the other departments are being asked to tighten the belt because that is when we really have to provide the support.

Councilmember Carter asked if they have access to the TCF money. Can they write their own grant requests?

Ms. Hanley responded that the TCC has been an eligible recipient of the TCF. For the endowment, they get a certain percentage based on the interest accrued. They find out what it is every year and then add it to the agency review.

Ms. Hanley continued with the Shared Living Program. This program consists of five houses in Victory Acres that were specifically built to accommodate the needs of frail seniors. Another nonprofit ran that program and TCC was asked to take it over. The rent goes back into the general fund, and you never see the program expenses offset. Staff would propose switching that. It would incentivize the program to fill the houses and over time it will strengthen the program and the relationship. The Foundation for Shared Living (FSL) would like to look at some of the lots that have been set aside for shared living and potentially build something that would be a comprehensive continuum of care. The City owns the property and the Council would need to take action to make this happen. The objective is to transition the Shared Living Program from TCC to the FSL, allow FSL to keep tenants' rent, and possibly transition property contracts to FSL from TCC. Staff would like to move this forward.

Councilmember Carter asked if this needs to be part of the CIP or the budget process.

Mr. Matthews responded that it does not.

Ms. Hanley added that she wasn't sure if reconfiguration of the rents is being considered. It was simply specified that Council direction would be needed.

Councilmember Ellis added that the agency review recommendations will be coming before Council tomorrow. Does that include this and could this potentially start July 1? Are they revenue-neutral at this point or are they going to lose money the first year?

Ms. Hanley responded that they would still need a grant.

Mr. Matthews added that they did not want to assume that this would happen in time for July 1 because they didn't want their grant to be reflective of that.

Councilmember Ellis clarified that they would continue to provide TCC with financial statements so that if they did fill the homes, then the grant wouldn't be necessary the following year.

Ms. Hanley added that she thought the grant will always be necessary. The shared living houses are Section 8 eligible so there are people paying less than $200 to live there and expenses will not be offset with that low rent.

Councilmember Ellis added that it was her understanding that ten or twelve years ago when the City had many parcels in Victory Acres that they wanted to go to affordable housing, they had an RFP process. The Centers for Habilitation applied for a few lots, Habitat for Humanity for a few, as well as TCC. It was her understanding that those lots went to TCC, not that they are City lots.

Ms. Hanley responded that it was her understanding that they belong to the City and are designated to TCC.

Councilmember Carter asked Ms. Hanley to get clarification on whether they are City lots or organization lots and work with Jerry Hart.

Mr. Matthews added that they would want to make sure there is a full financial analysis, not only to determine the impact to the City, but also looking at the contracts that the TCC currently has with Community Services for the administration of those houses.

Councilmember Ellis asked if those would come to Council separately.

Ms. Hanley stated that it would be seem appropriate to come forward as a package.

DIRECTION: Councilmember Carter asked staff to bring this item back to the committee in April.

Ms. Hanley continued with the issue of assessing the senior services inventory. Staff's recommendation is to use the 2002 Task Force on Aging as a guide, measure the progress of the recommendations, while assessing current senior services provided by the City and

nonprofit partners. TCC believes this assessment can measure progress while also identifying any possible gaps in service. The assessment can be used as a planning document for future City projects as well as future human service funding recommendations. TCC would like to work with City staff (especially utilizing some of the previous task force members), including Community Services and Parks and Recreation. Staff would also like to work with local non-profit providers and partners to create a time line and scope of work.

Councilmember Ellis asked if funding would be requested for this goal.

Mr. Matthews responded that part of this assessment is to see if funding is necessary. They would not be asking for funding for the assessment itself. Items might surface through the assessment which will need funding, such as survey of residents.

Agenda Item 3 – TCA Operational Strategy

Tom Canasi summarized that at the last meeting, Council asked for updates regarding the TCA.

- Facility usage
  - As of March 9, the TCA has been open for six months.
  - 409 events, public and private, have been held, not including rehearsals or set-up days.
  - 109 public performances by TCA Partner arts organizations with over 26,000 attendees.
  - 35 performances by other arts organizations with over 5,300 attendees.
  - 102 school performances by Childsplay with more than 37,000 children in attendance.
  - Super Bowl Saturday Night party for nearly 4,500 guests. NFL is hoping to use the facility again if they return in 2012.

Councilmember Carter asked if there are any pictures from the Super Bowl Saturday Night event.

Don Fassinger responded that they have some, but they are not very good. There were restrictions within the NFL contract.

Councilmember Carter suggested circulating some among staff.

Mr. Canasi continued that bookings ranged from receptions, banquets, dinners, weddings, business meeting, trade shows, lectures, galas, City events, fund-raisers, proms, and church services. We are now booking into 2009. The partners are making a good transition and have addressed various transitional challenges very successfully. One partner organization has been added, Citrus Valley Playhouse.

Mr. Canasi continued that staff will do a rate analysis in the late summer/early fall and return to the budget process next fiscal year. Staff wants to hold the partners harmless this next year in terms of a fee increase. The desire is to make it as successful for our partners as possible.

Staff will look at the market place, benchmark it and come back to the committee with recommendations. The marketing strategy is a combination of the efforts of a number of people. In addition to the marketing plan, there is an action plan that talks about who is responsible for doing the things. It is a living document that will be adjusted as we go along and will begin to set in place who will do what.

Councilmember Carter stated that she felt this is very thorough and concise.

Don Fassinger summarized that the focus is on visibility of the Center, of the partner groups, and of the Friends of Tempe Center for the Arts. Relationships are being built with meeting and event planners to position this facility as THE place to have a business meeting. To date, without even trying, we have been extremely active with business meetings. Recently, US Airways was there for a 3-day meeting with 600 managers. There are also small meetings. The 202 Lounge can accommodate a small dinner or business meeting for 40 to 50.

Mr. Fassinger continued that on February 28th, they teamed with the R.K. Group and hosted the wedding and event network. There were nearly 100 present for that event. On June 12th, they will team with the R.K. Group and with Meeting Planners International for a gala with about 300 in attendance. Another focal point of our marketing strategy is to build a relationship with DTC with other businesses in Tempe with Convention and Visitors Bureau. Those organizations can also help the TCA out into that set of eyes.

Mr. Canasi noted the awards that the facility has received in the last six months.

Councilmember Carter suggested a press release about the awards.

Mr. Canasi continued that the entire team will have monthly meetings to continue the plan. Mary Fowler and Suzanne Dirkin-Bighorn head this up on a day-to-day basis and they have the responsibility for monitoring the Action Plan and marking adjustments.

There was a question whether the reflecting pool was fixed.

Mr. Canasi responded that it is operational and when the weather warms up, it will be drained once more for a final coat of water seal.

There was a question about the odor in the 201 Lounge.

Mr. Canasi responded that the vent pipe has been extended and the problem appears to be fixed.

Mr. Fassinger added that staff has had discussions with the architects and contractors and one of the issues may be a manhole access close to the main entrance. They may re-vent that access point and seal it. The odor on the north end of the building appears to be cured.

Mr. Canasi added that the other issue was sound mitigation in the 201 Lounge. They have identified areas that are not sealed properly.

Mr. Fassinger added that they are working on the over-splash of the waterfall.

Mr. Canasi stated that staff will return in the fall with a fee analysis and policy change recommendations.

Councilmember Ellis asked if they are open for lunch.

Mr. Fassinger responded that they are open Monday through Friday, 11-2, and for dinner Wednesday through Saturday, 5-9.

Mr. Canasi added that the supplemental request for the TCA is included. There are three items: utilities (costs are higher than anticipated, next year we would need about $120K), one staff member for back-of-house technical person, facility security of about $103K. That is not general fund, but out of the Arts Fund.

Agenda Item 4 – Elements at TCA Project Update

Chris Salomone summarized that the site plan has been refined. The site plan includes the infrastructure, the street system and landscaping and retention. Dibble Engineering has been hired and the firm will determine the geotech conditions and cost out the infrastructure and provide the report.

Mr. Salomone continued:

- The pads have been determined to meet the needs of the four tenants, and we have allowed an extra parcel to supply some live/work artisan resident space.
- All have been provided with CC&R's and with development agreements. We have received the comments on those agreements and hope to take those forward in April or May and finalize that part.
- At this point, Childsplay is ready to go, and Meltdown Glass and Arizona Bronze are in good condition to move forward. Staff is talking to Salt River Pima Maricopa Indian Community about creation of some museum opportunities.
- Each tenant will have showcases, galleries, and work in progress. We hope to return to Council twice before July.
- The pads will be delivered to the tenants as a first phase of a larger project. We have a draft of the RFP for the second phase which will include about 20 to 25 acres and it will include management to oversee this community, marketing, and some of the cost of the infrastructure being borne by the City in the first phase.
- The goal is to get the Development Agreements and CC&R's before the Council in April or early May.
- Architectural renderings should be ready for the next committee meeting. All are working with independent architects but they are all working with architects who are familiar with sustainable building materials. The idea is for the campus to showcase sustainable development opportunities to the public, in addition to the art production.
- Through the development agreement, we have created a roster of uses that would be compatible with the four major anchor tenants. We are allowing them to put some

auxiliary, complementary uses on site. Some types of food service, retail, some gallery uses, some other school type uses, arts-related uses will be able to infill on the parcels with the various ownerships.

- The idea is to make it more compact, allow it to infill over time.
- Council has voted that these all be art-related uses. They are coming in with the idea that they will have other entities joining them that are compatible with them.
- We are being asked to do an RFP for the Public Works Yard which is to the west of the site. That RFP will be shown at the April 3rd meeting. There is a likelihood of a hotel going into the adjoining Priest Yard parcel.

Councilmember Carter asked if Arizona Bronze and Meltdown Glass are trying to market those other buildings.

Mr. Salomone responded that they are, although he didn't know that they have had much success.

Councilmember Carter asked if the City is still leasing space for art classes.

Adrienne RIchwine responded that the City still has a contract with New School for the Arts, but that will end in a year and a half, so there is no need currently.

Councilmember Carter added that some of this might work for that.

Mr. Salomone added that staff has drafted the RFP for the balance of the project and are trying to figure out what goes in there. We have learned that we need to have flexible space for the artists, for teaching, seminars, and internships. We have to participate in phase two to get that space. It is also necessary to have large, flexible rooms.

Councilmember Ellis asked who will be in charge of parking. When there are big events, such as Fourth of July, she could see these entities wanting to sell their parking.

Mr. Salomone responded that event parking has not been considered. Because of their own financial criteria, they want their own sites with their own parking. We have offered to have shared parking and we are creating a fair amount of parallel parking along these interior streets.

Councilmember Ellis asked if the school buses will be parking at the TCA.

Mr. Salomone responded that the theory is that they would use the same drop-off points that TCA has provided, but we may have to work through that. Also, the trail along the levee is underway. It is about a 4-month construction period and will create a bike path and pedestrian path. The pedestrian bridge is funded and construction should start this summer or fall.

Councilmember Ellis asked whether so much retention area is needed.

Councilmember Carter suggested turning retention areas into parks. Concerning parking, the tenants will need ways to offset their cost, and if they could control their own little parking area for big events, that might be good.

Mr. Salomone stated that staff will provide a summary of the development agreements and CC&Rs in a couple of weeks. The streets are a subsidy of this project and the City will maintain them. It will be similar to an industrial park. The entity set up by this group will have some common area elements they will have to pay for and we are assuming they will want some special signage and artwork and that is for them to decide and maintain. The theory is to put some of the burden for that infrastructure on the master developer.

Agenda Item 6 – Future Agenda Items.

- Update on Museum Gift Shop
- TCC – work plan goals
- Diablo/Angels display panel

Meeting adjourned at 4:35 p.m.

Prepared by: Connie Krosschell
Reviewed by: Jan Hort

Jan Hort
City Clerk