

**Scottsdale Cultural Council's Scottsdale Public Art Advisory Board  
(SPA Advisory Board) Monthly Meeting  
Annex Conference Room, 2nd Floor, Mercado Verde Building, Suite 18  
7373 E. Second Street Scottsdale, AZ 85251**

**September 14, 2011**

**MINUTES**

**Members Present:** Carolyn Allen, Andrea Forman, Dick Hayslip, Chris Irish, Marg Nelssen, Carol Nunzio, Darren Petrucci, Court Rich, Scott Robertson, Beryl Sherman

**Members Absent:** Wayne Ecton, Jerry Foster, Audrey Horne, Bret Sassenberg, Susan Kay Schultz, Joe Willie Smith, Ruben Valenzuela

**Staff Present:** Margaret Bruning, Donna Isaac, Wendy Raisanen, Rasheda Smith, Valerie Vadala Homer, Kirstin Van Cleef, Jana Weldon

**Guests:** Bill Banchs (CEO, Scottsdale Cultural Council), Sonja Haller (Arizona Republic), Erin Perreault (City of Scottsdale), Diana Smith (Board of Trustee)

**1. CALL TO ORDER**

The meeting was called to order at 12:10pm.

**2. REPORT FROM THE CHAIR**

Board member Dick Hayslip announced he would chair the meeting in Board chair Bill Heckman's absence. Mr. Hayslip began with acknowledging the perseverance of the Scottsdale Public Art staff throughout the various projects, including the *Soleri Bridge and Plaza*. Also announced the open positions to sit on the City of Scottsdale's boards and commissions. He also noted the *100+ Journals* workshops; staff is scheduling at least one workshop per month leading up to the March 2012 *1000 Journals* exhibition in TheGallery@theLibrary.

**3. SCOTTSDALE PUBLIC ART BOARD MINUTES**

**ACTION ITEM**

The August were minutes accepted as presented.

**Scott Robertson moved to approve the August minutes.**

**Marg Nelssen seconded the motion.**

**Motion carried 10-0 with no abstentions.**

**4. REPORTS & DISCUSSION**

**4a. Masterplan Process: Update**

Dick Hayslip suggested the item be tabled until after the September 27, 2011 Scottsdale Cultural Council Board of Trustee meeting.

**4b. Annual Workplan: Discussion**

Associate Director Margaret Bruning passed out packet, with information about the program. Ms. Bruning explained to the Board this item is an opportunity for the Board to ask staff questions about the upcoming fiscal year of 2012. Talking points were presented to Board with various topics about Scottsdale Public Art: Recent Awards for Scottsdale Public Art, 2010-2011, Arizona Artists are Well Represented at Scottsdale Public Art, SPA Key Value: Foster Careers of Artists New to Public Art, Level of Service is Key Value at Scottsdale Public Art, SPA Goes Above and Beyond with 5 Areas of Added Value. Information will be kept on file with meeting minutes.

Ms. Bruning also presented a key driving goal derived from the SPA 2004 Strategic Plan: fostering local emerging artists to work in the realm of public art within in the Valley, also in other states. Board member Scott Robertson commented on other public art programs in New York and Birmingham, Alabama that have similar programs. Ms. Bruning stated currently Project Managers Jana Weldon and Kirstin Van Cleef are working with the Arizona Commission on the Arts to produce artist technical services workshops, a Facebook group Public Art Arizona, Place Odyssey website, where administrators and artists can share thoughts and socially connect through the internet.

Level of service provided to the artists, city planners and community is an important key value in the SPA program, Ms. Bruning stated. Staff develops a close relationship with the artists in contract management, design and construction. Project managers shepherd the project every step of the way from proposal to completion. Staff is proactive in the artist communities, attending art walks, artist events and studio tours. Along with client development, staff works closely with City staff in regards to streetscape/road improvement projects. This relationship is to ensure not only the needs and values of not just the physical function of the artwork, also the community expectation of the design aesthetic existing in the community.

In an effort to continue the connection with the community, in 2004 SPA instituted the “meet and greet” with the artist contracted to design and construct the artwork as a V.I.P event. SPA has been an active leader in community connection, offering advice and information about what Staff does. Ms. Bruning stated if the Board knows of a group or organization that would like more information about public art to send inquiries to staff so they can establish that connection. One of the huge impacts for the program is the media attention gained through projects. Staff has media relations through the City, Scottsdale Center for Visitors Bureau and a hired publicist to engage an audience for events.

Ms. Bruning reviewed a new evaluation form in their packets. This past spring, staff developed 13 criteria points for a potential new project proposal that includes partnerships in-kind donations and resource considerations. Also included in the packet are: a summary workplan, Scottsdale Public Art's 2010-2011 annual report information, and other points about the program. Staff is planning on applying to a Virginia G. Piper Fellowship grant to support the idea of the Think Tank and the national model of public art. Director Valerie Vadala Homer stated the information provided is goals for Staff to achieve, if not attainable they will be scaled back.

Board member Carolyn Allen commented on the Arizona Town Hall meeting that mentioned putting an initiative on the state ballot to raise money for the arts. Discussion ensued on the comparative to MPAC, the status of the funding and suggestions on where the state can find a funding source.

#### **4c. Scottsdale Public Art 101**

Valerie Vadala Homer stated this item was to extend the conversation of the workplan information and to lead into the Brownbag Presentations scheduled for September 19<sup>th</sup> at 12p.m and September 21<sup>st</sup> at 7:30 a.m. She asked the Board if there was any information they would like to see on future Board agendas. Board member Carol Nunzio queried on the progress of the *Path Most Traveled* artwork on the Pima freeway and the funding. Ms. Vadala Homer stated the cost will be paid through the Arizona Department of Transportation and the City of Scottsdale and the segment implemented by new construction will be reduced to one design and color.

Staff has discussed having an item to report on different public art programs and events that are successful like *WaterFire*, *Glow* and other installations, then possible forming creative partnerships with those programs. *Beautiful Light* is an example of a successful funding partnership saving SPA hundreds of thousands of dollars when it traveled to Toronto's *Nuit Blanche* festival. Board member Andrea Forman queried if it would be educational to share information amongst each other on what is found as far as research and sharing the information. Ms. Vadala Homer stated it is important to share information and also suggested circulating artist to watch emails.

Board member Scott Robertson stated the idea of partnership with other public art program will help with funding and media exposure. Ms. Vadala Homer stated collaboration and partnerships will help stabilize public art programs' funding and keep it strong. Staff is exploring city, private and public funding for large scale annual festival events. Ms. Vadala Homer encourages Board members to participate in the *Place Odyssey* Think Tank discussion online.

Past Board member Darren Petrucci inquired about partnering with the Tourism Development Committee to collaborate on an event, such as the Waste Management Tournament, as a way art will resonate with the community. Ms. Bruning commented on the different partnerships SPA has already established; the Desert Initiative, baseball season with the City and Salt River Project event on the Waterfront. Mr. Hayslip suggested a "Public Art Crawl" for Board members and Staff to explore the Valley's offering of public art.

Ms. Vadala Homer closed with stating Staff will look forward to exploring these ideas.

## **5. CONSENT AGENDA**

### **IN FLUX Video: RECHARGE**

SPA has recently completed its latest documentary style video called *RECHARGE*, featuring the first year of IN FLUX, our art in vacant storefronts initiative.

**Staff will email invitations to all the Boards of the Scottsdale Cultural Council and to the Business and Economic Development department, our reporting department at the City of Scottsdale, for a special Brownbag Lunchtime Premier of *RECHARGE* on the large screen of Stage 2 in the Scottsdale Center for the Performing Arts in early October. Several other SPA videos will also appear on the big screen for the first time.**

To widely distribute the video, SPA has posted it digitally through SPA's Facebook page ([facebook.com/ScottsdalePublicArt](https://facebook.com/ScottsdalePublicArt)) and YouTube channel ([youtube.com/ScottsdalePublicArt](https://youtube.com/ScottsdalePublicArt)). It joins 11 other videos produced by Scottsdale Public Art. Staff is in conversation with City Cable 11 and CVB to also air and promote the piece.

*RECHARGE* has been well-received both locally and nationally and will be featured on the national Americans for the Arts (AFTA) website as well as in AFTA's Monthly Wire September/October. Project Manager Kirstin Van Cleef was invited by Liesel Fenner of Public Art Network division of AFTA to contribute an accompanying article about the IN FLUX initiative and its next iteration (Fall 2011).

SPA staff regularly makes it a practice to achieve in-kind community support for all projects and events. Their extra effort helps fund projects in excess of the actual art budget, and it also increases our audiences and community partnerships. Ms. Van Cleef, who developed and implemented last fall's popular IN FLUX initiative, garnered \$20,000 in-kind contributions for IN FLUX, nearly matching the \$25,000 project budget. For the educational/promotional documentary, Ms. Van Cleef worked with creative director and Editor Jesse Tallman to produce

a comprehensive piece with artist interviews and project management commentary, as well as an original score by local band Super Stereo. Ms. Van Cleef negotiated generous non-profit discounts for creation of the 4:27 minute video, saving the public art program an estimated \$3,500.

**6. NEXT SPA BOARD MEETING: October 12, 2011**

**7. ADJOURNMENT OF MEETING**

Board member Dick Hayslip adjourned the meeting at 1:20pm

Respectfully submitted, Rasheda Smith