



Meeting Minutes

Arts & Culture Commission

Thursday, March 5, 2015

5:45 PM

Parks & Recreation Conference Room
14455 W. Van Buren St., Ste. C103
Goodyear, AZ 85338

1. **CALL TO ORDER**

Chairman Driscoll called the meeting to order at 5:47 p.m.

2. **ROLL CALL**

Present: 6 - Chairman Driscoll, Vice Chairman Miller, Commissioner Galto, Commissioner Bates, Commissioner Olson and Commissioner Donovan

Staff Present: Arts and Culture Coordinator Guylene Ozlanski, Management Assistant Diana Vasquez, and Volunteer Rosemarie Putnam.

3. **APPROVE MINUTES**

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Approve draft minutes of the Arts and Culture Commission meeting held on January 8, 2015.

MOTION BY Commissioner Galto, SECONDED BY Commissioner Donovan, to APPROVE the minutes of the Arts and Culture Commission meeting held on January 8, 2015. The motion carried by the following vote:

Ayes: 6 - Chairman Driscoll, Vice Chairman Miller, Commissioner Galto, Commissioner Bates, Commissioner Olson and Commissioner Donovan

4. **CITIZENS COMMENTS/ APPEARANCES FROM THE FLOOR**

Norma Cunningham addressed the Commission. She is a former commissioner who served on the board for seven years. She attended the Cultural Festival and really enjoyed the event.

5. **OLD BUSINESS**

5.1 Fine Art Fridays - Goodyear Ballpark Spring Training

Mrs. Ozlanski provided an update regarding Fine Art Fridays at the Ballpark. She informed the Commission that the Ballpark doesn't have a budget for this program, however they could utilize funding from the Arts and Culture budget. Her concern is that it might be difficult to get the word out that the Arts and Culture Division is responsible for bringing out the artist.

Commissioner Driscoll asked to possibly have one performing artist at the event. He didn't think it would be too expensive and thought they could utilize the Arts and Culture banner for advertising. Mrs. Ozlanski also offered to set up the Arts and Culture booth. She also mentioned that the two dates in question were during "Happy Hour" nights where the Ballpark is open prior to the game. The Commission thought it was a nice gesture to have a booth, but they aren't sure they needed to do to much.

MOTION BY Vice Chairman Miller, SECONDED BY Commissioner Bates, to APPROVE hiring one to two performers on one or both of the happy hour nights at the Ballpark. The motion carried by the following vote:

Ayes: 6 - Chairman Driscoll, Vice Chairman Miller, Commissioner Galto, Commissioner Bates, Commissioner Olson and Commissioner Donovan

5.2 Art of Cultures Expo

Mrs. Ozlanski briefed the Commission on the event. Staff expected 500 attendees and the event generated approximately 1,500 attendees. Staff provided a survey to the vendors to determine what worked well and what could be improved. There were three food vendors on site and they remained busy throughout the entire event. Mrs. Ozlanski then asked for Commission feedback. The Commissioners liked the location, especially all of the trees. Parking was tough but a lot of the attendees walked in from their homes. The car show folks suggested lining the show cars along to street to allow for additional parking. The Commission felt that the car show added a new touch to the event. The commissioners really liked the spontaneous dancing and suggested that in the future, they should use the greenery to make quadrants and have the booths open up to the stage. They felt the booths were separate from the entertainment.

The commissioners thought this event was to close to the Tale of Two Cities. They also suggested that Loma Linda be utilized for this event in the future. They mentioned that it allows for more parking and can incorporate the neighborhood. The reasoning behind holding the event at Palmetteer Park was the planning staff didn't want this to appear to be a small event in a large park and wanted the drive-by appeal. Chairman Driscoll suggested each sub-committee continue to discuss future events in their meetings.

5.3 Tale of Two Cities Parade and Festival

Mrs. Ozlanski provided a summary of the Tale of Two Cities event. This years parade float wasn't as labor intensive as in the past. The Globe that was mounted to the float was an issue as it did not stay mounted on the float. Next year, staff will request that Goosebumps, the organizer of the event, share the theme in October to allow for better planning.

The Commissioners said the weather was beautiful, the musicians were great, the singers were amazing, and the Arts and Culture booth received a lot of attention. This event drew a lot of new people to the area. The booth visitors took literature and visited the museum. There was an issue with the museum posters being out of order. It was suggested to find a way to number the posters prior to the next event, in the event the Arts and Culture Commissioners aren't there to place them in order. It was also mentioned that the tent was different this year and it worked out well.

The Commissioners asked for more giveaways and mentioned that they would like to have more than just Skittles to hand out. Attendees were inquiring with the booth about art programs for children and they were directed to the Recreation booth. It was suggested that in the future, the Commission can gather their information at the booth for follow-up and maybe turn it into a raffle of some kind.

6. NEW BUSINESS

6.1 Commission Vacancies

Mrs. Ozlanski advised the Commission that there are currently four vacancies. Included in the four vacancies are: three commissioner positions as well as one alternate position. Commissioners Rosenberg, Edelman, and Cunningham recently resigned and all three positions will need to be filled. The new commissioners need to be Goodyear residents who are involved in the community and must be over 18 years old. Mrs. Ozlanski encouraged all of the commissioners to talk to their friends, co-workers, and fellow art lovers in hopes of recruiting some new commissioners. Mrs. Ozlanski will email the application to the commissioners and applications will be accepted until March 23rd. The recruitment advertisement will also be sent to the West Valley Arts Council and surrounding Goodyear communities.

6.2 Colours of the World Art Exhibit

Mrs. Ozlanski informed the Commission that the art is hung and on display. The exhibit will run until June 30th with 18 artists and 43 submissions of art work. This exhibit included many new artists, some of which have been participating in the Follow Your Art classes. The Gala will be held on March 24th from 5:00-7:00 p.m. Entertainment will be provided.

6.3 Library and City Public Art Update

Mrs. Ozlanski informed the Commission these projects have been slow going. The artist was not able to meet the bonding requirements. Staff has been working with the artist to find a solution. At this point, staff is in discussion with the artist to purchase the concepts and then outsource the fabrication. This way, the legal requirement is satisfied and Goodyear still gets the art that was chosen for this project.

6.4 Annual Public Art Plan

Mrs. Ozlanski advised the Commission that the Annual Public Art Plan will be presented to City Council on April 13, 2015 and will discuss new and ongoing projects. Commissioner Bates will assist Mrs. Ozlanski in the presentation. All of the Commissioners were encouraged to attend.

6.4.1 Police Department Operations

Mrs. Ozlanski advised the Commission that this will be a part of the Public Art Plan. The

Police Department will be constructing a new building for their Police Department Operations to be constructed south and west of the 911 call center. The building will be constructed off of 145th Avenue and will include a rentable community room. The Arts and Culture Division will contribute \$40,000 towards a facade integrated piece of public art. Ms. Ozlanski has attended two design meetings with the architect. Chief Geier is looking at some sort of a fallen officer memorial. This project will be worked through the Public Art Sub-Committee.

6.4.2 Veteran Tribute

The City of Goodyear will be hosting a Veterans Day Event. PebbleCreek will not be hosting their event any longer and Council requested staff look into hosting an event. Staff presented Council with a proposed Veterans Day Event during a Worksession on March 2, 2015. Staff has identified the Ballpark Plaza as the area where the event could be held. For the inaugural year, Council would like to dedicate a piece of public art as a tribute. The Arts and Culture budget will provide \$20,000 for the public art. The Commission will need to start planning as soon as possible. Mrs. Ozlanski asked if the Public Art Sub-Committee would visit the topic and brainstorm some thoughts. City of Goodyear staff, who are veterans, will be encouraged to participate on the planning committee. Mrs. Ozlanski mentioned that it would be nice to select one or two staff members to be a part of public art discussion to identify the direction of the art.

6.4.3 Goodyear Mobile Museum

This item was discussed in the Tale of Two Cities item above (5.3).

6.5 GLM Fest

The Goodyear Lakeside Music Fest will be held on April 11, 2015. It will be run by the West Valley Arts Council (WVAC), but it is a City event. The City provides support services for the WVAC. The actual logistics of the event will be planned by the WVAC. The Arts and Culture Commission will have a booth and will have room for the mobile museum to be set up. The hours of the event are from noon to 9:00 p.m. Mrs. Ozlanski asked for volunteers to man the booth but added that if the booth can't be covered during the entire event, Goodyear staff will be present to cover it. During the event, the Mayor will announce the winners of the Mayor Select Scholarship.

6.6 Loop 303 and Van Buren Aesthetics

Mrs. Ozlanski reviewed the Van Buren overpass at the Loop 303. Phase Two of construction is in progress and includes graphics and designs that will be placed along the freeway. ADOT has asked for the Goodyear's Arts and Culture Commission's input on the design along the 303 freeway, going south. The specific areas of focus include: the back of barrier, abutment, walls, and columns.

Once the Commission picks a theme, ADOT will coordinate with an artist to draw the design. Some suggested themes include: cotton, Native American Graphics (petroglyphs or water designs), or sun rays against the back of the Estrella Mountains. Mrs. Ozlanski opened the

discussion as to what the commissioners wanted to see. Overall, they liked the cotton theme. The Commission mentioned that they would like to see additional color in the art. Mrs. Ozlanski informed the Commission that if they utilize a color that is not in the ADOT approved color scheme, that Goodyear would have to maintain the colors. Mrs. Ozlanski encouraged the Commission to consider graphics that could utilize a monotone format.

7. INFORMATION ITEMS

Commissioner Miller mentioned that the volunteer appreciation dinner would be coming up in April. She added that it would be nice for the Commission to get a table and attend as a group. The event will be held at PebbleCreek and is open to spouses for an extra \$5.

8. ADJOURNMENT

There being no further business to discuss, Chairman Driscoll adjourned the meeting at 7:10 p.m.

Respectfully Submitted by:

Diana Vasquez, Management Assistant

Brian Driscoll, Chairman

Date: _____