



Meeting Minutes

Arts & Culture Commission

Thursday, November 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 5:45 p.m.

2. ROLL CALL

Present: 10 - Chairman Driscoll, Vice Chairman Miller, Commissioner Bates, Commissioner Olson, Commissioner Donovan, Commissioner McMillie, Commissioner Kaino, Commissioner Lambert, Commissioner Putnam and Alternate Canedo

Absent: 1 - Ex Officio Member Mills

Staff Present: Arts and Culture Coordinator Guylene Ozlanski and Recreation Specialist Jana Randall

3. APPROVE MINUTES

- 3.1** [MINUTES](#) Approve draft minutes of the Arts and Culture Commission meeting held on
[73-2015](#) September 3, 2015.

MOTION BY Commissioner Bates, SECONDED BY Commissioner McMillie, to APPROVE draft minutes of the Arts and Culture Commission meeting held on September 3, 2015. The motion carried by the following vote:

Ayes: 7 - Chairman Driscoll, Vice Chairman Miller, Commissioner Bates, Commissioner Donovan, Commissioner McMillie, Commissioner Kaino and Commissioner Lambert

Absent: 2 - Commissioner Olson and Commissioner Putnam

4. CITIZENS COMMENTS/ APPEARANCES FROM THE FLOOR

Citizens present: Call to Art at Desert Springs Community Church Communications Director Jan Graham and Call to Art at Desert Springs Community Church Creative Director Linda Spriars.

5. OLD BUSINESS

- 5.1** Public Art Subcommittee Update (Chairman Bates)

Chairman Bates was elected as the Chairman of the Public Art subcommittee at the Public Art subcommittee meeting held on October 13, 2015.

Veterans Day Tribute Update

The Veterans Day Tribute is being held on November 11, 2015 from 2:00 - 5:30 p.m. at the Goodyear Ballpark. Coordinator Ozlanski displayed a photo of the 12 foot maquette (sculpture) created by What's Happen'n Art Movement (WHAM). Coordinator Ozlanski explained that the sculpture is made of varnished gold, weighing 300 pounds. WHAM President, Connie Whitlock, created an art program dedicated to veteran art, "A Path to Healing". Ms. Whitlock will be presenting the artwork at the Veterans Day Tribute and will note its impact on the artists and the community. Coordinator Ozlanski noted that after the Veterans Day Tribute, the maquette will be transported back to WHAM and displayed in their garden. Coordinator Ozlanski further explained that there will be an interactive flag garden, school performances, and Estrella Foothills High School Art Club volunteering at the Veterans Day Tribute event.

Library Hangout Update

Commissioner Bates stated that the public art piece for the Library Hangout is in progress. The Public Art subcommittee and Coordinator Ozlanski are still working on the logistics of the project.

Book Return Update

Commissioner Bates stated the new Book Return art project is complete. Coordinator Ozlanski affirmed this statement, explaining that it is waiting to be unveiled alongside the Library Hangout piece once complete.

City Hall Plaza Public Art Piece Update

Coordinator Ozlanski disclosed that the City Hall Public Art project has been annulled. While working with City Engineers, Coordinator Ozlanski came to the realization that there is not enough room allotted in the budget to effectively add the shade mounts incorporated in the piece. Coordinator Ozlanski noted that the Public Art subcommittee advised not to add to the budget to continue with the project. Commissioner Lambert questioned as to why the artist did not have the funding available, Coordinator Ozlanski responded that the artist was unable to get bonded, and therefore, unfortunately the project was cost-prohibitive. Coordinator Ozlanski will be attending the December 7, 2015 City Council meeting with the Engineering Department to provide Council the update on the project.

Public Art Plan FY17 Update

Commissioner Bates affirmed that the annual budget for Public Art is \$60,000. During the Public Art subcommittee meeting held on October 13, 2015, the subcommittee voted to not utilize the entire budget in FY17, but rather split in half to fund small community based projects as opposed to larger projects. The other half of the budget will be saved for a later date.

Commissioners Olsen and Putnam joined the meeting at 6:00 p.m. and 6:10 p.m., respectively.

5.2 Event and Festival Subcommittee Update (Chairman Donovan)

Ballet Under the Stars

Ballet Under the Stars was held on September 25, 2015 with 5,000 people in attendance, a near 2,000 increase in volume from 2014's event. Commissioner Donovan said there was an Arts & Culture booth, Mobile Museum, face painter, chalk art, and two new food trucks, in attendance at the event. Coordinator Ozlanski stated that next year's Ballet Under the Stars will be held on either September 24, 2016 or October 1, 2016 and is currently working with Ballet Arizona to schedule the event on a Saturday, as opposed to Fridays, to avoid conflict with local high schools.

Fall Festival

Fall Festival was held on October 24, 2015 at the Goodyear Ballpark. Commissioner Donovan stated there was nearly 8,000 people in attendance, an increase from 2014's Fall Festival. Commissioner Donovan mentioned there was a costume contest, train rides, food vendors, photo booth, local entertainment, and a library booth present at the event. The Arts and Culture Commission provided a tent and Creation Station, which included one-foot squares to be painted for a community mural and pieced together in an 8x8 foot piece. Coordinator Ozlanski noted that the community mural completed at the Fall Festival will be on display at the Goodyear Ballpark.

Art is Alive

The City of Goodyear sponsored WHAM's Art is Alive Festival at the Goodyear Ballpark on October 31, 2015 and November 1, 2015. Commissioner Bates stated that she received feedback from parents at the event that the storytellers who performed at the event were inappropriate for children. Vice Chairman Miller stated that she enjoyed the Mayor Select presentation, which was held in the Goodyear Ballpark Team Shop during the festival. There were 219 pieces of local school's artwork on display. Eight schools were represented: Verrado High School, Desert Edge High School, Millennium High School, Estrella Foothills High School, Trivium High School, Westar Elementary, Estrella Mountain Elementary, and Odyssey Elementary. Mayor Lord announced winners on the main stage during the event. Chairman Driscoll noted that it was a nice presentation, with Mayor Lord engaging with each winner. Chairman Driscoll also acknowledged that the Mobile Museum looked sharp after recent changes made to its structure.

Coordinator Ozlanski mentioned the low attendance at the event, having an estimated total of 2,000 people on both days. Commissioner Kaino mentioned that there was a concern with WHAM charging \$3 admission at the door. Coordinator Ozlanski affirmed that the City of Goodyear is committed to the event, as it does meet the need of a Fine Arts Festival. The challenges represented were that of the fact that it is a new event, the event was held on Halloween, and the Ballpark is a destination venue. The admission price was in place, as WHAM is a non-profit organization and all proceeds fall back into that organization, and there is a belief that if people are willing to pay \$3 in admission, they are more likely to spend money at the artist booths. Unfortunately, WHAM did lose money on this event and Coordinator Ozlanski and WHAM will be working together at a wrap-up meeting to discuss possible

changes. Vice Chairman Miller asked what the draw is and if there is a possibility to moving to the lawn. Coordinator Ozlanski confirmed that this is a possibility. Commissioner Donovan noted that Litchfield has a similar festival that is very successful and does not charge admission, held the first weekend in November. Commissioner Lambert inquired if there was any press for the event. Coordinator Ozlanski commented that WHAM sent press releases to 15 local media outlets.

Chalk Art

Chalk Art in the Park is being held for its 4th consecutive year at Goodyear Community Park on November 7, 2015. Coordinator Ozlanski announced that there is an estimated 1,000 people to be in attendance and seven artists will have their own individual booths due to peaked interest. There will also be a new feature of having upright chalkboards available for those that cannot draw on the ground. Commissioner Olson thanked volunteers for signing up to work the Arts and Culture Commission booth that will be available at the event.

Art of Cultures Festival Expo

The Art of Cultures ~~Festival~~ Expo is being held for the second year on February 6, 2016. The ~~festival~~ expo is being moved from Palmdale Park to Loma Linda Park for better accommodations. Commissioner Donovan declared that vendors received their booth space for free last year and will be offered free of charge again this year if the vendor provides an interactive activity. If not, the space will remain at the regular \$50 charge. There will be a low rider and classic car show displayed at the next ~~festival~~ expo.

Tale of Two Cities

The Tale of Two Cities is held with conjunction with the City of Avondale and Estrella Mountain Community College on February 20, 2016. Coordinator Ozlanski noted that once Chalk Art in the Park and the Veterans Day Tribute is complete, there will be an ADHOC committee meeting to begin planning for the 2016 float.

5.3 Community Outreach Subcommittee Update (Chairman Miller)

Vice Chairman Miller noted that at the October 3, 2015 Community Outreach subcommittee meeting, the subcommittee discussed upcoming topics for 2016's Hot Coffee Lecture Series. Follow Your Art was also discussed with a potential class scheduled in spring. They will evaluate the total attendance to see where the Follow Your Art series flows from there.

Vice Chairman Miller offered to take Public Art maps to the local assisted living facilities. The facility employees stated that they will plan to take residents to each Public Art piece on the bus. When mentioning Hot Coffee, Vice Chairman Miller stated that the facility is interested in hosting a Hot Coffee series, where they will provide both the facility and refreshments if the Arts and Culture Commission is able to provide the lecturer. Coordinator Ozlanski mentioned an interest in exploring this opportunity further.

West Valley Mural Project

Coordinator Ozlanski will be meeting with artist Kim Sterling to create a mural at the Goodyear Community Skate Park in coordination with the West Valley Arts Council.

Coordinator Ozlanski noted that the current plan is to complete the mural during winter break, when more skate park users are likely to be out of school and can be included in the project.

Music Fest

Music Fest is being held on April 16, 2016 at Estrella Mountain Lakeside. Commissioner Donovan stated that this event is all day and free to the public.

6. NEW BUSINESS

6.1 Presentation from Call to Art Organization Program and Future Collaboration (Commissioner Kaino)

Commissioner Kaino introduced Jan Graham, Communications Director, and Linda Spriars, Creative Director, from Call to Art at Desert Springs Community Church to present on their project.

Call to Art is a non-profit organization began by Jan Graham and Linda Spriars as a means to provide faith-based art to aspiring and sustained artists. Their organization was started a little over a year ago and has established itself into a valley-wide group of artists to accomplish four goals: gather, grow, gain, and give. Call to Art gathers community artists and guides them through hands-on workshops, demos, and one-on-one mentoring, gains opportunities through a spring and fall art show/exhibit, while giving back to the community by offering free art workshops, trained teaching teams, supporting Art Splash, a free art camp provided by Desert Springs Community Church, and international opportunities. Call to Art meets the second Thursday of each month from 6:30 - 9:00 p.m. at Desert Springs Community Church.

Jan Graham and Linda Spriars passed out print materials, while Chairman Driscoll thanked them for their presentation and noted that the Public Outreach committee will discuss their organization further and speak with them in the future about potential opportunities.

6.2 Discuss the Arts and Culture Commission Mission Statement for Updating (Chairman Driscoll)

Coordinator Ozlanski passed out copies of bylaws for the Arts and Culture Commission. Chairman Driscoll stated that there is an interest in changing the wording in both the Mission Statement and bylaws, as the Arts and Culture Commission was formed in 2006. Chairman Driscoll noted that he would like to change "personality" to "leadership" and feels limited by "through the arts". Commissioner McMillie believes that "through the arts" is essential to the Commission and Vice Chairman Miller agreed. Commissioner Lambert noted that "culture" should be added to the bylaws. Coordinator Ozlanski intercepted that Public Art used to be the Arts and Culture Commission main focus, however, due to budget cuts in 2008, the Commission was reworked to focus on community-based art instead. The Arts and Culture Commission has since grown and adapted to the changing times. Chairman Driscoll would like to remove "innovative" as he believes that old is good in art. Commissioner Lambert requested to add "liaison for the community". Chairman Driscoll would like "partnership" while Commissioner Bates stated she does like the community identity aspect. Coordinator Ozlanski pointed out the bylaw notes, where leadership is already used and notated. Goodyear Arts &

Culture Commission Bylaws will be updated to reflect the New Mission Statement and shall read:

The Goodyear Arts & Culture Commission provides leadership in developing a community identity through the arts that embraces, celebrates and unites all of our diverse histories, beliefs, cultures, and aspirations. We strive to create public dialogue, advance education, and inspire civic pride.

We do this by developing and promoting artistic excellence through **Public Art** that reflects our community's identity and values, creating exciting and economically viable **Arts Events**, providing **Advocacy** for the arts in private and public sectors, developing opportunities for **Local and Emerging Artists** and ensuring our children attain greater academic achievement through **Arts Education**.

MOTION BY Commissioner Donovan, SECONDED BY Commissioner Bates, to APPROVE the revision of the Arts and Culture Commission's Mission Statement and Bylaws. The motion carried by the following vote:

Ayes: 9 - Chairman Driscoll, Vice Chairman Miller, Commissioner Bates, Commissioner Olson, Commissioner Donovan, Commissioner McMillie, Commissioner Kaino, Commissioner Lambert and Commissioner Putnam

6.3 Goodyear Branch Library - Art Exhibit Subcommittee Responsibility (Chairman Driscoll)

Coordinator Ozlanski requested the Art Exhibit subcommittee responsibility be re-evaluated. Chairman Driscoll believes this task should fall under the Public Art subcommittee as it is Public Art and something new to the community. Vice Chairman Miller disagreed and explained that it reaches out to community for participation. Coordinator Ozlanski noted that she believes it could fall under both subcommittees. Coordinator Ozlanski asked both subcommittees to note that the Goodyear Branch Art Exhibit is time-intensive, relying heavily on the subcommittee to judge within specific time frames. There were 68 pieces submitted in the last show, which did receive judging assistance from local artists and art professionals. Commissioner Bates noted that the Public Art subcommittee has the time in place to allot for the exhibit. Vice Chairman Miller stated that the Community Outreach subcommittee has Hot Coffee, and now the possibility of assisted living on their agenda, and does not have the time needed. Chairman Driscoll and Commissioner Bates both agreed that the Goodyear Branch Art Exhibit will fall under the Public Art subcommittee and will revisit its placement in one year.

MOTION BY Chairman Driscoll, SECONDED BY Vice Chairman Miller, to APPROVE that the Arts and Culture Commission meeting on November 5, 2015 be extended by 10 minutes. The motion carried by the following vote:

Ayes: 9 - Chairman Driscoll, Vice Chairman Miller, Commissioner Bates, Commissioner Olson, Commissioner Donovan, Commissioner McMillie, Commissioner Kaino, Commissioner Lambert and Commissioner Putnam

6.4 Update on Arts and Culture Commission Social Media (Commissioner McMillie)

Commissioner McMillie has taken over the responsibility of the Arts and Culture Commission's Facebook page. She noted that there is currently 124 people who like the page and requested the current commissioners to also "like" and share the page to assist getting the word out. Commissioner McMillie stated that she is currently working on establishing a Twitter handle and page. Coordinator Ozlanski mentioned that while working with the City of Goodyear's Communication Department that 63% of Facebook users are female, 20% male, and the rest of the users are unknown. Whereas on Twitter, the user population is mostly male. The Commission would like the Twitter page established to grow the male following. Commissioner Lambert inquired about posting guidelines. Coordinator Ozlanski confirmed that because it is not a direct City of Goodyear page, it does not have to be monitored the City and the Commission needs to monitor the site themselves. The purpose of the social media pages is to share upcoming information about the Arts & Culture Commission and Arts Opportunities the Commission is involved in.

6.5 2016 Arts and Culture Commission Calendar Review (Chairman Driscoll)

Chairman Driscoll presented the Arts and Culture Commission calendar to be reviewed. The committee has chosen to continue with Arts and Culture Commission meetings and subcommittee meetings held on the first Thursday of each month. Coordinator Ozlanski requested to change the start time to 5:30 p.m. The commissioners agreed to this time. Vice Chairman Miller voiced her concern about the July Arts and Culture Commission meeting in July, as there is typically low attendance due to the superseding holiday. Coordinator Ozlanski stated that if there is not enough commissioners in attendance, they will cancel the meeting.

MOTION BY Commissioner Lambert, SECONDED BY Commissioner Donovan, to APPROVE to change future Arts and Culture Commission meetings from 5:45-7:15 p.m. to 5:30-7:00 p.m. The motion carried by the following vote:

Ayes: 9 - Chairman Driscoll, Vice Chairman Miller, Commissioner Bates, Commissioner Olson, Commissioner Donovan, Commissioner McMillie, Commissioner Kaino, Commissioner Lambert and Commissioner Putnam

6.6 Art Division Update (Coordinator Ozlanski)

Share update on status of projects, programs, and events. Provide timeline for upcoming West Valley Mural Project and details on artists receptions.

Coordinator Ozlanski would like to extend a thank you to Commissioner McMillie for taking over social media accounts and Commissioner Bates for assisting in scheduling. Coordinator Ozlanski noted that if any commissioners had not received their new Arts and Culture Commission polo shirt or name badge to please email Coordinator Ozlanski to schedule a time for pickup.

Coordinator Ozlanski asked all commission members to please fill in their volunteer hours.

Coordinator Ozlanski will be emailing a form to update the hours that have been reported. Coordinator Ozlanski asked that Commissioner Putnam, Commissioner Lambert, and Alternate Canedo attend the December Council meeting to take the Oath as part of the Arts and Culture Commission. Currently, all three members are fulfilling vacancies and will be admitted into their terms at the December meeting.

Chairman Driscoll reminded members of the new Estrella Arts Performing Center opening Saturday, November 7, 2015 from 11 a.m. - 4:00 p.m.

7. INFORMATION ITEMS

None.

8. ADJOURNMENT

There being no further business to discuss, Chairman Driscoll adjourned the meeting at 7:30 p.m.

Respectfully Submitted by:

Jana Randall, Recreation Specialist

Brian Driscoll, Chairman

Date: _____