



## City of Goodyear

See meeting location  
below

### Meeting Minutes

#### Arts & Culture Commission

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Saturday, March 4, 2017

9:00 AM

REI Distribution Center Community Room  
4877 N. Cotton Lane  
Goodyear, AZ 85395

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#### 1. CALL TO ORDER

Chairman Kaino called the meeting to order at 9:15 a.m.

#### 2. ROLL CALL

**Present:** 10 - Chairman Kaino, Vice Chairman Donovan, Commissioner Driscoll, Commissioner Olson, Commissioner McMillie, Commissioner Lambert, Commissioner Putnam, Commissioner Canedo, Commissioner Coyle and Alternate Szydlo-Moore

**Absent:** 1 - Ex Officio Member Mills

Staff Present: Arts and Culture Coordinator Guylene Ozlanski, Administrative Assistant Jacque Bento do O', Recreation Leader Patricia Prather and Recreation Leader Jana Randall

Others Present: Mayor Lord and Councilmember Hohman

#### 3. APPROVE MINUTES

- 3.1 [MINUTES](#) Approve draft minutes of the Arts and Culture Commission meeting held on  
[20-2017](#) January 5, 2017.

**MOTION BY Commissioner Canedo, SECONDED BY Vice Chairman Donovan, to APPROVE the draft minutes of the Arts and Culture Commission meeting held on January 5, 2017. The motion carried by the following vote:**

**Ayes:** 9 - Chairman Kaino, Vice Chairman Donovan, Commissioner Driscoll, Commissioner Olson, Commissioner McMillie, Commissioner Lambert, Commissioner Putnam, Commissioner Canedo and Commissioner Coyle

#### 4. WELCOME

Mayor Lord gave a welcome and thanked the commissioners for their involvement in the arts with the City of Goodyear. Mayor Lord sees the arts moving forward with many accomplishments and stated she appreciates the commissioners creativity. Mayor Lord encouraged the commissioners to use their strength, strong voice, have a plan and be prepared for peoples' opinions. Mayor Lord stated her door is always open to anyone that wants to stop by for a visit or discuss anything. Mayor Lord also recognized Councilmember Hohman and thanked her for attending the event.

Chairman Laura Kaino Welcome and Introduction of Facilitator Claire.

Chairman Kaino gave thanks to all those involved in the coordination of the retreat and thanked Councilmember Hohman for attending the event. Kaino also gave thanks to REI Distribution Center for allowing the Arts and Culture Commission retreat event to be held in their facility. Kaino introduced Claire West as the facilitator of the retreat.

Facilitator Claire gave a brief introduction of herself and in turn asked that everyone in attendance to introduce themselves. Facilitator Claire gave the rules of the retreat and the commitment to the purpose of the day. Facilitator Claire asked the commissioners for participation and to think courageously and practically.

## **5. NEW BUSINESS**

### **5.1 REVIEW AND CELEBRATE GOODYEAR ARTS AND CULTURE 2016 ACCOMPLISHMENTS**

-Collectively, the Arts Commissioners volunteered over 500 hours in 2016 advocating for the arts and connecting with community members. Due to the commission's foresight and recommendations, over 20,000 people were part of a unique arts experience in 2016 which is a 25% increase from Fiscal Year (FY) 2015.

-The commission worked closely with city staff to ensure the completion of two public art projects approved in the Fiscal Year Annual Public Art Plan:

"Brotherhood" dedicated November 11, 2016.

"Honor Wall" unveiled December 19, 2016.

-Other highlights included, Ballet Under the Stars, Youth Theater during fall break, and enduring a spirit of excellence in all events.

### **5.2 REVIEW FISCAL YEAR (FY) 2016 ARTS AND CULTURE STRATEGIC PLAN FOR REVISIONS TO UPDATE FY18**

**Objective: Discuss FY16 Strategic Plan and identify action items to be included in the new plan to meet the FY18 Commission goals. Commission input will be included in the new FY18 Arts and Culture Strategic Plan. The plan will be presented to the Commission on July 6, 2017, for approval.**

The commissioners identified the following recommendations for Fiscal Year (FY) 2018:

-Public Art: Identify and involve all stakeholders in Public Art planning; stakeholders change with the Public Art Program. Suggested to change the word "All" to the word "Key".

-Community Outreach: Identify more venues for artists, primarily visual artists, musicians, and performing literary. Involve local businesses in growing the arts community in Goodyear. Identify how businesses can be involved and find a balance through sponsorships, displays of art, and filling gaps that Goodyear Arts and Culture cannot fill.

-Culture Events: Promote more arts presence at Goodyear special events, attain physical presence balanced by presence in media. Pick events that would have the most impact. Involve more purposeful outreach to other existing events and arts events outside Goodyear, which would be driven by commission. Need a champion for the mobile museum to help with visibility, possibly the Three Rivers Historical Society.

-Arts Education: Commission strive to be more active in supporting the seven school districts and charter schools. Relationship with districts is established; their needs include filling the gap in schools that do not have art teachers. Schools want more artists; however, the challenge is to develop and manage a teaching program for artists in schools.

-Arts and Culture Commission: The goal is to “Make Goodyear the Performing and Visual Art Destination in the West Valley”; commission may need to re-examine the viability of this phrase. Establishing Goodyear as a destination takes time, it is difficult to tell if Goodyear is the arts destination in the west valley, this needs more time and data. Discussed what is really distinguishing the arts scene, is it public arts projects or innovative arts opportunities?

-Status check and accountability: Coordinator Ozlanski suggests that the commission maintain a status check of the strategic plans and goals to ensure that items are not missed. Ozlanski suggested commission devote time in meetings throughout the year, checking on progress and accountability of strategic plans.

### 5.3 APPROVE 2018 PUBLIC ART PLAN

**Objective: Discuss and approve the recommendations from the Public Art Subcommittee for the FY18 annual Public Art Plan, and develop a plan to include artist embellished traffic cabinets to beautify Goodyear.**

-Public Art Plan Fiscal Year (FY) 2018, the commission will share with Council on April 24, 2017, the FY18, \$60,000 budget as follows:

- Reserve 50% of FY18 budget, \$30,000, to build capacity in the public art fund for future Recreation Campus artwork.
- \$30,000 will be used to enhance the Mobile Museum; address any maintenance or conservation of existing collection; and utilize \$20,000 to include public art at Goodyear Community Park (stage apron art, digital/multi media display concession stand).

-Additionally the commission explored artist embellished traffic control box artwork for consideration as a project for Goodyear if funded through alternative sources as recommended by Council. Consensus was in support of this type of project with the following recommendations:

- Both artist designed wraps and painted boxes would best suit a variety of approaches for artwork.
- Artwork would be site specific to the intersection where it is located.
- Commissioners requested to manage the Council funded project.

**MOTION BY Commissioner Driscoll, SECONDED BY Commissioner Putnam, to**

**APPROVE Fiscal Year (FY) 2018 Public Art Plan, to include traffic cabinet project if funded through alternative source as recommended by Council. The motion carried by the following vote:**

**Ayes:** 9 - Chairman Kaino, Vice Chairman Donovan, Commissioner Driscoll, Commissioner Olson, Commissioner McMillie, Commissioner Lambert, Commissioner Putnam, Commissioner Canedo and Commissioner Coyle

#### **5.4 EVALUATE CURRENT SUBCOMMITTEES**

**Objective: Commission to review committees to discuss relevance for current Commission objectives.**

-Commissioners reviewed tasks and purpose of the subcommittees and reviewed subcommittee meeting protocol. Discussed renaming one committee, Community Outreach, to incorporate the word engagement, to be more reflective of its current role and to leave the Art of Cultures Expo under the Events and Festival committee. Commissioners scheduled to review the profile of the Expo to determine who on the commission would champion it through the year, and whether it would retain its current essence as a Folk Life Expo.

#### **5.5 CONSIDER POSSIBLE NEW COMMITTEE AND VOTE ON COMMITTEE MEMBERS**

**Objective: Commission to vote on formation of 2017 subcommittees and selection of committee members.**

-Commissioners discussed whether education needs to be its own subcommittee. Commissioner Driscoll noted that education is integrated in all committees. Commissioners decided that although education is important, it would not take precedence this year. Commissioners agreed that the current subcommittees will remain in force; Public Art; Community Outreach; and Events and Festival.

**MOTION BY Vice Chairman Donovan, SECONDED BY Commissioner Driscoll, to APPROVE the current subcommittees with the understanding that the Community Outreach Subcommittee will be renamed at the next General Commission meeting. The motion carried by the following vote:**

**Ayes:** 9 - Chairman Kaino, Vice Chairman Donovan, Commissioner Driscoll, Commissioner Olson, Commissioner McMillie, Commissioner Lambert, Commissioner Putnam, Commissioner Canedo and Commissioner Coyle

**MOTION BY Commissioner Driscoll, SECONDED BY Vice Chairman Donovan, to APPOINT members to serve on the Public Art Subcommittee as follows: Commissioner Canedo, Commissioner Kaino, Commissioner Driscoll, and Commissioner Coyle. The motion carried by the following vote:**

**Ayes:** 9 - Chairman Kaino, Vice Chairman Donovan, Commissioner Driscoll, Commissioner Olson, Commissioner McMillie, Commissioner Lambert, Commissioner Putnam, Commissioner Canedo and Commissioner Coyle

**MOTION BY Commissioner Olson, SECONDED BY Commissioner Driscoll, to APPOINT members to serve on the Community Outreach Subcommittee as follows: Commissioner Lambert, Commissioner Donovan, Commissioner Coyle, Commissioner Kaino, Commissioner Canedo, Commissioner McMillie, and Alternate Szydlo-Moore. The motion carried by the following vote:**

**Ayes:** 9 - Chairman Kaino, Vice Chairman Donovan, Commissioner Driscoll, Commissioner Olson, Commissioner McMillie, Commissioner Lambert, Commissioner Putnam, Commissioner Canedo and Commissioner Coyle

**MOTION BY Commissioner Canedo, SECONDED BY Commissioner Olson, to APPOINT members to serve on the Events and Festival Subcommittee as follows: Commissioner Lambert, Commissioner Coyle, Commissioner Olson, and Commissioner Putnam. The motion carried by the following vote:**

**Ayes:** 9 - Chairman Kaino, Vice Chairman Donovan, Commissioner Driscoll, Commissioner Olson, Commissioner McMillie, Commissioner Lambert, Commissioner Putnam, Commissioner Canedo and Commissioner Coyle

#### **5.6 "WHAT IT IS TO BE A GRANT MAKER" PRESENTATION**

**Objective: Presentation will explore how and why an organization becomes involved in rewarding grants and the logistics of the Goodyear Arts and Culture Commission becoming a "Grant Maker".**

-A component of the 2016 strategic plan is establishing an Arts Grant Program to encourage local artists to engage with the community.

-The recommendations include the various formats that the grants process could take, for example, raise matching funds from the community to begin an individual artists grant, run arts grants through the existing Goodyear city grants process, and use existing city allocation to fund visual arts grants for non-profits.

#### **5.7 SELECT PUBLIC ART BANNERS FOR LIGHT POLES**

**Objective: Commission to select one design from each of the four Goodyear selected artists to take part in the Suspended Art: Goodyear Light Pole Banner Project. Commissioners will review three designs created by each of the artists and choose the final design that will be printed and displayed on 160 Goodyear light poles.**

-The commissioners went through a selection process for the Light Pole Banner Project, and picked one design out of three, from each artist to vote on.

**MOTION BY Chairman Kaino, SECONDED BY Commissioner Driscoll, to APPROVE the selected banner designs for the Goodyear Light Pole Banner Project as follows: Debra Goley, Cotton Design; Bonnie Lewis, Cactus Design; Kim Wagner Hemmes, Right Sail Design; and Ryan Williams, Owls Design. The motion carried by the following vote:**

**Ayes:** 9 - Chairman Kaino, Vice Chairman Donovan, Commissioner Driscoll, Commissioner Olson, Commissioner McMillie, Commissioner Lambert, Commissioner Putnam, Commissioner Canedo and Commissioner Coyle

**5.8 STRENGTHING PARTNERSHIPS PRESENTATION**

**Objective: Presentation on building new and cultivating existing partnerships with organizations to expand arts and culture opportunities in Goodyear. Partners include but are not limited to artists, corporations, and non-profit entities.**

-Due to a lack of time, commissioners postponed the discussion on examination of current partners and development of new partnerships. Facilitator West will do a follow-up in six months with the commissioners and she will be invited to lead discussion about nurturing existing partnerships and identifying new partnerships.

**6. RETREAT RECAP**

Due to a lack of time, there was no discussion. Coordinator Ozlanski will send out a retreat recap to all the commissioners.

**7. ADJOURNMENT**

There being no further business to discuss, Chairman Kaino adjourned the meeting at 2:45 p.m.

Respectfully Submitted by:

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Jacque Bento do O', Administrative Assistant

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Laura Kaino, Chairman

Date: \_\_\_\_\_