



City of Goodyear

See meeting location
below

Meeting Minutes

Arts & Culture Commission

Thursday, July 6, 2017

5:30 PM

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

1. CALL TO ORDER

Chairman Kaino called the meeting to order at 5:32 p.m.

2. ROLL CALL

Present: 9 - Chairman Kaino, Vice Chairman Donovan, Commissioner Olson,
Commissioner McMillie, Commissioner Lambert, Commissioner Canedo,
Commissioner Coyle, Commissioner Szydlo-Moore and Ex Officio Member
Mills

Absent: 1 - Commissioner Driscoll

Staff Present: Arts and Culture Coordinator Guylene Ozlanski

3. APPROVE MINUTES

[MINUTES](#) Approve draft minutes of the Arts and Culture meeting held on May 4, 2017.
[50-2017](#)

**MOTION BY Vice Chairman Donovan, SECONDED BY Commissioner Olson, to
APPROVE the draft minutes of the Arts and Culture Commission meeting held on May
4, 2017. The motion carried by the following vote:**

Ayes: 8 - Chairman Kaino, Vice Chairman Donovan, Commissioner Olson,
Commissioner McMillie, Commissioner Lambert, Commissioner Canedo,
Commissioner Coyle and Commissioner Szydlo-Moore

Absent: 1 - Commissioner Driscoll

4. CITIZENS COMMENTS/ APPEARANCES FROM THE FLOOR

None.

5. OLD BUSINESS

None.

6. NEW BUSINESS

6.1 Chairman Remarks (Kaino)

Chairman Kaino shared these remarks:

-Kaino talked about succession planning and sustainability, suggested to the commissioners that when they are out and about interacting with the community to inform and encourage people to apply for arts and culture commissioner positions, in an effort to attract a diverse and variety of members to join the commission.

-Community Outreach Subcommittee has been dissolved and is now two subcommittees, looking forward to see momentum on these new subcommittees.

-Shared some perspectives and wisdom: We are competing in a technological world that is saturated with information, competing with other entities for people's time and attention. Social media use is prevalent for advertising and communication. Having the younger generation in the group is a plus, and attracting a multi-generation group and all demographics is the goal.

-Forming alliances and joint programs is beneficial to promote the arts and culture scene and critical to advance forming new partnerships and strengthening existing ones.

6.2 Arts Economic Impact Study: West Valley Report (Ozlanski)

Ex-officio Mills, West Valley Arts Council reported on Arts Economic Impact Study:

-Every 5 years West Valley Arts Council coordinates with Americans for the Arts Prosperity Study, this being the third study.

-14 organizations participated and contributed financially to the study. Organizations handed out surveys at their events, over the course of a year, 1400 surveys were accumulated, and overall data increased. Organizations shared their budget for analysis of where and how funds are being used for the arts.

-In the past 5 years there was, 8.2 million growth in organization spending; 188,000 growth in audiences; \$416,000 revenue increase generated to local government; \$592,000 in state; 23 million total economic support in west valley which support 758 full-time jobs and generates 18 million in household income. Average amount a person spends in the community when attending an arts event is \$16.60.

-Purpose of the study is to have data to show the city and governments the importance and impact that the arts is having in the state and to promote arts awareness and support.

6.3 Public Art Driving Map Discussion (All)

Coordinator Ozlanski provided update on the public art driving map:

-Changing format, folder to contain art information pieces.

-Creation of arts trading cards with public art information.

-Driving map downsized, easy to navigate.

-Arizona Public Service (APS) potential sponsor to print the cards, and commissioners are in support.

6.4 Community Engagement Discussion (Carryover Item-May Meeting) (Lambert)

Commissioner Lambert engaged discussion on community engagement in the arts:

- Discussion ensued on how the arts commission performs community outreach, how it best represents the diversity in the city, and bridge gaps between cultural, economic and ideological differences in arts events.
- Lambert questions if the commission is representing the community's interest, and if the commission is serving the broader culture and not a specific demographic when selecting public art.
- Lambert suggests that in an effort to be inclusive of the broader community, and to assist with making best decisions, the commissioners should be asking guiding principle questions when starting an art project and selecting public art.
- Commissioners agreed to keep cognizant of principle questions and to reflect on when making decisions.
- Lambert is of opinion that the more democratic processes is the best method for overall inclusion of the community's interest, by involving as many people as possible and giving the community an outlet to vote, a voice in the matter.
- Commissioners agree on the importance to engage the community and to continue to strive for public input. There are opportunities for the community to participate and give input, knowing that 100% consensus is not realistic; therefore, the role of the commissioners is to make the best final decision based on their knowledge and public input.
- Coordinator Ozlanski advised that the commissioners are appointed by council as a diverse educated group to represent the community and make best decisions based on their knowledge and experience.
- Ozlanski also informed that per the Public and Performing Arts Ordinance, it stipulates that the commissioners are to vote on artwork as final decision.
- Lambert questioned the involvement of the community on the future recreation center, and Ozlanski assured that the planning will entail many public meetings in conjunction with the Parks and Recreation Department build out planning. Public art meetings will have more participation and involvement from the public due to the magnitude of the art project.

6.5 Potential Performing Art Event - Broadway in the Park, Discussion (Ozlanski)

Coordinator Ozlanski discussed potential performing art event:

- Anderson Institute for Performing Arts provided the artists for Shakespeare in the park, art in the park series.
- Anderson Institute proposed coordinating a Broadway in the Park event in lieu of Shakespeare in the park.
- Anderson Institute is preparing a proposal, to be shared with the commissioners for support.
- Event to be held in February, 2018.

6.6 Arts and Culture Division Updates (Ozlanski)

- Public Art
- Summer Programs
- Fall Activity Reminder

Coordinator Ozlanski provided arts and culture division updates:

- Next library art show is Big and Small Fine Art Show.
- Upcoming fall art events:
 - Ballet under the Stars, September 30, 2017

Art of Cultures Expo, October 14, 2017

Chalk Art in the Park, November 4, 2017

Veteran's Event, November 11, 2017

- Subcommittees need to reconvene, elect chairmen for subcommittees, and define mission.
- Public art piece, Storyteller installed in front of library, a product of the summer Gallery 37 program.
- Eleven clay medallions and 5' mosaic compasses were installed on a trail by the Estrella Nature Center, also created by Gallery 37 students.
- Creative aging classes filled up quickly, July is full, August has some spots open, and classes are held at the Loma Linda Community room.

7. INFORMATION ITEMS

-Commissioner Canedo shared that she visited an international festival in Venice and she thought about art of cultures, exploring the same ideas what is art around the world and what is art around the city. Canedo observed that other countries have art pavilions and that the focus on the up and coming art is fiber arts and video art.

-Ex-officio Mills shared that the West Valley Arts is putting a youth advisory committee together. This effort is geared at getting the youth more involved, engaged and represented in arts.

8. ADJOURNMENT

There being no further business to discuss, Chairman Kaino adjourned the meeting at 7:02 p.m.

Respectfully Submitted by:

Jacque Bento do O', Administrative Assistant

Laura Kaino, Chairman

Date: _____