

Minutes

TEMPE ARTS AND CULTURE COMMISSION

August 14, 2023

Minutes of the Tempe Arts and Culture Commission (TACC) meeting recorded at 6:00pm on August 14, 2023, held at the Tempe Public Library and via Teams.

(MEMBERS) Present:

Jacqueline Bernatt-Swan – Vice-chair
Maureen Kobierowski – Chair
Haylee Mills
Lisa Roach
Jennifer Song
Ginny Sylvester

(MEMBERS) Absent:

Harper Lines
Randall Schmidt
Justin Stewart

City Staff Present:

Brendan Ross, Deputy Director – Arts & Culture Division
Joy Higgins, Management Assistant – Arts & Culture Division
Rebecca Blume Rothman, Manager – Tempe Public Art
Eileen May, General Manager – Tempe Center for the Arts
Brenda Abney, Manager – Tempe History Museum
Maja Aurora, Manager – Tempe Community Arts
Craig Hayton, Director – Community Services
Eric Iwersen, Deputy Director – Engineering & Transportation

Guest(s) Present:

None

Call to Order

- **Jacqueline Bernatt-Swan**, TACC Vice-chair, called the TACC meeting to order at 6:02 pm.

Agenda Item 1 – Public Appearances

- None

Agenda Item 2 - Approval of the May 8, 2023 Commission Minutes

J. Bernatt-Swan asked the commissioners to review an unapproved TACC minutes document dated May 8, 2023.

MOTION: Haley Mills moved to approve the May 8, 2023 Tempe Arts and Culture Commission Meeting Minutes.

SECOND: Lisa Roach seconded

AYES: Jacqueline Bernatt, Maureen Kobierowski, Haylee Mills, Lisa Roach, Jennifer Song, Ginny Sylvester

ABSTAIN: None

NAYS: None

RESULT: Motion passed with a 6-0 vote

ABSENT: Harper Lines, Randall Schmidt, Justin Stewart,

Agenda Item 3 – Presentation: Mill Avenue Refresh

- **Eric Iwersen** presented an update on the Mill Avenue refresh project in Downtown Tempe. Information and about the project can be found here:

<https://www.tempe.gov/government/communication-and-marketing/refresh-tempe/downtown-tempe-refresh>
Agenda Item 4 - Arts & Culture Financial Report - Postponed

Agenda Item 4 – Update: Arts & Culture Financial Report

- Postponed to next meeting.

Agenda Item 5 – Update & Discussion: Studio Artists Program

- **Maja Aurora** gave an update about the Studio Artists Program. For 25 years the City of Tempe has partnered with the Tempe Elementary School District to put artists in classrooms to deliver arts instruction.
 - An inter-governmental agreement (IGA) is being drafted to solidify the commitment from both parties. It will go before the School Board on August 16th and Tempe City Council on August 24th.
 - **CoT commitment** – contract, pay, and support artists to provide arts instruction to 3rd-5th grades
 - **School commitment** – provide studio space for artists
 - **Brainstorming** ideas for a recognition event to celebrate new and past artists of the program
 - Let Maja know if you are acquainted with any past artists of the Studio Artists Program
 - Event to happen in late fall/early spring
 - Asking for TACC help to brainstorm ideas, assist with planning
 - Expected attendance is 30-40 past artists
 - Requesting ideas for location: artist studios, Eisendrath House, or other location?

Agenda Item 6 – TCA Resident Company Program

- **Eileen May** presented information about the Resident Company Program. Details include:
 - TCA is wanting to create a Resident Artist Program that finds more alignment with the Arts & Culture Plan concerning: strategic goals with cultural vibrancy, cultural literacy, inclusion and belonging, and regional distinctiveness.
 - The goal is partnership through a multi-year commitment with the organizations in order to help them grow artistically and institutionally.
 - Current companies appreciate the resources and access the program provides. TCA would like to expand efforts with marketing and audience development.
 - The application process has two eligibility requirements that companies must:
 - Be a non-profit organization
 - Show a three-year commitment to being at TCA and produce at least three separate public performances per year
 - Applications are due October 4, 2023

Agenda Item 7 – Update & Discussion: Signature Arts Event

- **Brendan Ross** presented an update on the planning of the forthcoming signature arts event. Details include:
 - Year one (2024) – proof of concept, establish local awareness for this period in April,
 - A way to explore what festival worthy programming means,
 - Engage local arts & secure to build the festival together,
 - Cultivate investors/donors,
 - Staff and partners can test and reflect on how to approach festival planning,
 - Soft/organic approach
 - Year two – official launch packaged with a crystalized identity
 - Properly build a brand/identity for the festival after a trial period of activation
 - Common themes in feedback about festival planning include: thematic approaches, a mix of artistic disciplines and genres, immersive experiences, journeying, and unconventional sites
 - Festivals typically have a director or curator. Brendan will fulfill that role until staff is recruited.
 - Over the next two months, the division will decide what takes place in 2024, and what is carried out in 2025 and beyond. Currently, much consideration is given to including a [Spiegel Tent](#).
- TACC comment:
 - Dinners:
 - Partner with Sister Cities and Hackett House for dinner events
 - Locations: Alley ways, Haden Flour Mill, George Ditch (owned by SRP) in University Hts. Neighborhood, Tempe Mission Palms side alley, a bridge, a canal pathway
 - Spiegel Tent sounds awesome and unique to engage new neighborhoods and audiences

- Journeying by bicycle to events or art installations
- Element of surprise: Tempe Beach Park as a location for unexpected events
- TACC members to attend other commission meetings between January and March 2024 to formally invite them to attend

Agenda Item 8 – TACC Goals & Activations

- **Year in Review**
 - Hayley spoke with Cal Whittington, Art Prize Executive Director – he is willing to meet to discuss the operation of a large arts event after Art Prize in late October
 - Chris Sar – runs consulting agency for fundraising, had previously attempted to produce a Tempe Art Prize; he is also a member of the Library Board
 - **Attendance of an event outside of comfort zone:**
 - **Samara Joy** – September 21 tickets available to TACC
 - **ATC** – October 21 tickets available to TACC
 - **TACC Mixer – bring ideas to next meeting**
 - **Collaborative Goals**

Supporting City Staff

- City Council Meeting A+C topics
 - August 24 – Studio Artist Program
 - September 28 – Mill Avenue Refresh
 - October 19 – Mill Avenue Underpass
 - November 20 – Work Study meeting: update on TCA programs
- Submit comments on General Plan 2050 draft

Agenda Item 9 – Governor's Arts Awards

Arizona Citizen's for the Arts has requested nominees for the [Arizona Creative Excellence Awards 2023](#).

The Awards will be held on October 19 at the Madison Center for the Arts.

TACC nominees and categories are as follows:

- **Sherrie Zeitlin – Shelley Award**
- **Robert Moore – Oonagh Award**
- **Carley Conder – Oonagh Award**

Agenda Item 10 – Future Agenda Items

None

Meeting adjourned at 7:59 pm

Prepared by: Joy Higgins