

Minutes

TEMPE ARTS AND CULTURE COMMISSION

January 27, 2021

Minutes of the Tempe Arts and Culture Commission (TACC) recorded at 6:00pm on January 27, 2021 and held in a virtual meeting via Webex.

(MEMBERS) Present:

Jacqueline Bernatt
Jeff Davis – Vice-chair
Maureen Kobierowski
Harper Lines
Peggy Moroney
Jennifer Song
Justin Stewart – Chair
Ginny Sylvester

(MEMBERS) Absent:

Randall Schmidt

City Staff Present:

Brenda Abney, Manager-Visual Arts & Culture
Joy Higgins, Management Assistant-Arts & Culture Division
Keith Burke, Community Services Director
Eileen May, Managing Director-Tempe Center for the Arts
Maja Aurora, Director of Arts Engagement
Rebecca Blume Rothman, Director of Public Art
Kara Osburn, Financial Analyst for Arts & Culture

Guest(s) Present:

None

Agenda Item 1 – Call to Order

- **Justin Stewart**, TACC Chair, called the TACC meeting to order at 6:04pm.

Agenda Item 2 – Public Appearances

- None

Agenda Item 3 - Approval of the December 15, 2020 Commission Minutes

J. Stewart asked the commissioners to review an unapproved TACC minutes document dated December 15, 2020.

MOTION: Jennifer Song moved to approve the December 15, 2020 Tempe Arts and Culture Commission Meeting Minutes with amendments.
SECOND: Ginny Sylvester seconded
AYES: Jacqueline Bernatt, Jeff Davis, Maureen Kobierowski, Harper Lines, Peggy Moroney, Jennifer Song, Justin Stewart, Ginny Sylvester
ABSTAIN: None
NAYS: None
RESULT: Motion passed with an 9-0 vote
ABSENT: Randall Schmidt

Agenda Item 4 – Introductions

City of Tempe staff and Arts & Culture Commissioners introduced themselves to the group.

Agenda Item 5 – Greeting

- **Keith Burke**, Community Services Director, welcomed the commission and looks forward to their involvement in bringing arts and culture to the Tempe community.

Agenda Item 6 – Review and discuss AMS Report

- **Marketing**
 - Tagline ARTEMPE (an example)
 - Collecting A+C workgroups under one umbrella and tagline creates cohesion
 - Consider other tagline options, ARTEMPE doesn't capture cultural aspects of the division
 - Workgroup taglines
 - Should all be action verbs (something other than "Wow")
 - "Belonging" is the strongest from a community standpoint
 - Does public need to understand the intricacies of rentals?
 - Create community relation to rentals
 - Like the idea of a common brand but not ARTEMPE
 - Cross pollination: Post advertisements for upcoming events at other events and properties in A+C
 - Create a communal Arts Calendar that is filterable
 - Monthly division email reminder
 - Expand to Spanish in all opportunities
 - Offer "Journeys" type passport book to collect stamps at A+C events
 - Receive discount or comp to a program in A+C with full passport book
 - Makes user and participant a marketer for the cause
 - Deliver information about events in Spanish
 - Partner with foreign language department at ASU or other school for translation
 - Flyers
 - Encourage people to use their phone: "take a picture not a flyer"
 - Explore the use of QR codes
- **Programming**
 - Link events in theme between workgroups – tie events together at multiple locations
 - Tie programs together at a single location (such as a related type of music performance before a play)
 - Tempe150 is a great opportunity to show Arts & Culture Division unity
 - Move away from organizing by event space and towards art type/activity
- **What can the commission do to support the recommendations?**
 - Artist in Residence program – commission provides leg work for establishing what that looks like, application process, qualifications
 - Roster – commission works towards what the structure looks like
 - Expanding Grant funding – strategies for growth and structure
 - Brainstorm a Communal Calendar to find all events and programs in arts & culture
 - Establish workgroups to focus efforts and assist city efforts
 - Help establish guidelines for various programs and objectives

Agenda Item 7 – Review and discuss TACC goals for 2021

- B. Abney reviewed the current goals listed in the 2020 Arts & Culture Commission Annual Report. The Arts & Culture Commission agreed that goals could be condensed down to fewer goals

Agenda Item 8 – Adjournment

- **Meeting adjourned at 7:31 pm**

Prepared by: Joy Higgins

Reviewed by: Brenda Abney