

**Scottsdale Cultural Council's Scottsdale Public Art Board (SPA Board) Monthly Meeting
Annex Conference Room, 2nd Floor, Mercado Verde Building, Suite 18
7373 E. Second Street Scottsdale, AZ 85251
Directions/Information: Public Art Program Assistant Rasheda Smith, 480-874-4645**

June 9, 2010

AGENDA

12:00

1. CALL TO ORDER

12:00 – 12:10

2. REPORT FROM THE CHAIR

12:10 – 12:15

3. BOARD MINUTES

ACTION ITEM

Consider Motion to Approve May Minutes

12:15 – 12:55

4. REPORTS & DISCUSSION

4a. Scottsdale Cultural Council Governance Charter Overview

4b. Pima Freeway: Project Changes Update

4c. SPA FY 10-11 Budget Update

4d. Spring Events and Projects: Completed Projects Overview

4e. SPA Board Retreat: Report

12:55 – 1:00

5. CONSENT AGENDA

5a. Appaloosa Library: Final Artwork Budget Reconciliation Report

5b. Civic Center West Entry Master Plan: Completed Project Report

6. NEXT SPA BOARD MEETING: July 14, 2010

1:00

7. ADJOURNMENT OF MEETING

3. BOARD MINUTES

ACTION ITEM

Consider Motion to Approve May Minutes

4. REPORTS & DISCUSSION

4a. Scottsdale Cultural Council Governance Charter Overview

SPA and SCC Board of Trustee (BoT) member Dick Hayslip will provide an overview of the proposed charter under consideration by the SCC BoT. On 14 May 2010, SCC BoT Chairman Mike Miller and SCC CEO Bill Banchs and Dick Hayslip (who served on the SCC Charter Taskforce) met with representatives of the SPA Board (Audrey Horne, Bill Heckman, Scott Robertson, Andrea Forman, Sam Campana, Chris Irish, Darren Pertucci, and Ruben Valenzula) and staff (Margaret Bruning and Valerie Vadala Homer) to discuss and provide input related to the proposed charter. As a result of discussions with SPA members and the SMOCA and SCPA Boards, Mr. Miller is revising the draft charter. A summary of comments from that meeting will be sent to you prior to next week's meeting; the revised charter draft will be sent as available. Mr. Hayslip will provide an update on the process and the goals and objectives of the changes to the charter. The SCC BoT will consider a motion to approve the proposed charter at their June 22nd Board meeting.

4b. Pima Freeway: Project Changes Update

Transportation Planner Eve Ng and a representative of Arizona Department of Transportation (ADOT) will be at Wednesday's meeting to provide a detailed update related to proposed changes to the Pima Freeway scheduled between Fall 2010 through 2014.

4c. SPA FY 10-11 Budget Update

A copy of the SPA FY 10-11 admin budget as approved by the SCC BoT is attached. The SPA Budget will be submitted as part of the overall SCC Budget to the Scottsdale City Council on June 8th. Staff will provide an update at next week's meeting.

4d. Spring Events and Projects: Completed Projects Overview

Senior Project Manager Jana Weldon and Project Coordinator Kirstin Van Cleef will provide the board with an overview of the following three temporary projects and their associated events: *Community Love*, *OVERFLOW!* and *Bell Art*.

Community Love

Emerging Phoenix artist Jesse Fairchild and a crew of volunteers created a giant hug for thousands of commuters during rush hour on March 24, 2010. Volunteers in this low-tech project were stationed on select corners of Scottsdale Road and displayed positive words hand painted on small signs to the surprise and delight of unexpected motorists and pedestrians.

Signs were painted by volunteers at the November 2009 Green Street event in downtown Scottsdale and as recruited by the artist. Volunteers were recruited through Facebook, meet up groups online, churches, Paradise Valley Community College, Scottsdale Cultural Council, Roosevelt Row, City of Glendale Art Department, Desert Mountain High School, Granite Reef Senior Center, Arizona Association for Theater Scholarship and Service, Scottsdale Unified School District, and Improv AZ. Numerous SPA Board members recruited and participated. A video of this project is posted on SPA Facebook and YouTube.

***OVERFLOW!* at Scottsdale Arts Festival**

Austin-based artist Virginia Fleck's proposal for *OVERFLOW!* was selected during a limited invitational for festival projects. Fleck participated in a site visit shortly after her selection. During this visit, the artist and Ms. Van Cleef met with SCC staff as well City of Scottsdale staff including Parks and Recreation Director Jan Cameron to discuss the possibilities and constraints regarding installation of one piece of the artwork in the "lagoon" fountain in front of City Hall. Parks and Recreation staff generously assisted in the fountain installation and deinstallation as well as providing access for over a week to the second floor of the Pepperwood building for the artist and crew to safely fabricate and store the artwork and supplies.

SPA conducted a bag drive and a call for volunteers/paid crew via Facebook and email in the weeks leading up to *OVERFLOW!* In addition to building early recognition of the artwork, thousands of plastic bags were contributed by community members and combined with bags from the artist's large personal collection to create this artwork. All materials used in *OVERFLOW!* were recycled or sent back to the artist's studio to be reused in new artworks.

Over 20 crew members and volunteers spent a week inflating thousands of colorful repurposed plastic bags with the artist, who has been working with plastic bags since 2002. With factory rejects and donations, they created a low tech, eye-popping artwork that was both humorous and disconcerting—a gleeful explosion of consumerist excess in which Fleck examines social and environmental issues. Ms. Van Cleef and the artist posted progress images to Facebook throughout the fabrication and installation process and various local media sources ran stories about the project prior to the festival weekend.

Festival attendees saw *OVERFLOW!* as an intriguing call to action to use less plastic and reuse the plastic we do have. The completed installation included three components throughout the festival grounds—the floating lily pad bag assemblage in front of City Hall, a monumental bag curtain frothing from the roof down the side of the SCPA building exterior, and two palm trees behind City Hall decked out in a playful striped pattern made of bags encircling their trunks.

Although the actual installation of *OVERFLOW!* was on view for a limited time—March 12-14, 2010—the project had public visibility for weeks leading up to the festival and continues to have a web presence through images and video.

Belle Art

The first cycle of installations for the Bell Tower is coming to a close this summer. A reception for *Photo-luminescent Sound Garden*, the final installation of Cycle 1, was held on May 6, 2010. SPA staff have released a new call to artists are currently accepting proposals Cycle 2 and the selection panel meeting will take place on July 7, 2010.

Photo-luminescent Sound Garden, the current artwork in the Scottsdale Mall Bell Tower, by ASU Professors Todd Ingalls and Mary Neubauer, is the last of the first cycle of temporary installations. The artists created a suspended garden responsive to human motion – intertwining music, light and form. Six translucent layered forms with a photo-luminescent surface absorb sunlight and emit a glow at night, echoing night-blooming desert flowers. Pedestrians activate additional illuminations and soft bell-like tones, moving the space from contemplative to active. Each sculpture has over fifty layers of laser cut photo-luminescent material and edge-glow plastic mounted on light tubes. The tubes diffuse LED strip lighting

that responds in a lively random sequence to passing pedestrians, which then ramps down to a low illumination mode if no motion is detected after twenty minutes. Simultaneous to responsive lighting, motion also notifies an audio sequence – sounding like electronically altered bells in the distance.

Belle Art provides an opportunity for artists, especially local and emerging artists, to alter and enhance the bell tower, a key entry point to the Scottsdale Civic Center Mall, and to create unexpected experiences, a reason to linger and to return. The overview of Cycle 1 and a review of the current call of the project will serve as a discussion opener on the success of the project.

4e. SPA Board Retreat: Report

Director Valerie Vadala Homer will give a report on the outcomes of the retreat, facilitated by Jerry Allen and Associates. SPA Board members and city staff were joined by thought-leaders in urban planning and the arts: Shelley Cohn, Former Director Arizona Commission on the Arts; Bruce Ferguson, Former Director of ASU Future Arts Research; Don Hadder, Senior Planner City of Scottsdale; Gordon Knox, Incoming Director Arizona State University Art Museum and core collaborator at Stanford Humanities Lab. In the half day retreat, participants explored current issues in public art locally and nationally.

The retreat was a kick off for SPA Board and the Master Plan update process. Ms. Vadala Homer will ask two SPA Board members to participate on the Master Plan steering committee. Mr. Allen and SPA staff, along with Senior Planner Erin Perrault de Perez, is currently negotiating a scope and schedule for the 6-9 month process.

5. CONSENT AGENDA

5a. Appaloosa Library: Final Artwork Budget Reconciliation Report

Anna Skibska's artwork for Appaloosa Library was completed under budget. The City of Scottsdale will return \$6,000 to the Art in Public Places fund. The original artist's contract of \$150,000 included \$50,000 AIPP and \$106,000 CIP funding. An additional \$24,000, approved by SPA Board, was allocated through AIPP in August 2009 for additional orbs bringing the total contract amount to \$174,000. With the return of \$6,000, the project cost is revised to \$168,000.

5b. Civic Center West Entry Master Plan: Completed Project Report

The Civic Center West Entry Master Plan contract was approved by city council in December 2008 utilizing Bond 2000 funding for projects that included Civic Center Mall Renovations. Artist Elizabeth Conner served on the Master Plan team led by A Dye Design, which produced art and design conceptual guidelines for aesthetic and functional improvements to the Civic Center West Entry.

The goals of the 2010 West Entry Design Guidelines are to:

1. Enhance the West Entry as a unique destination, a clear relationship to Downtown Scottsdale
2. Unify the West Entry with the rest of the Civic Center
3. Provide access and circulation per the Americans with Disabilities Act Standards for Accessible Design (ADA Standards)
4. Improve the sustainability of the site, resulting in lower operation and maintenance costs
5. Increase value of the site for users and adjacencies

6. Budget for and provide a schedule for eventual inclusions into the City's Capital Improvements Program (CIP)
7. Communicate a character and aesthetic for the future that respects the character and aesthetic of the past
8. Map a general location for important functional elements and spaces

These goals and the objectives were based on the feedback from a public process and extensive involvement with City staff.

One of the earliest project decisions was to take the grade back down to the original grade of the Main Street. Enhancing views from Old Town, providing drainage solutions, and universal accessibility were primary reasons for a decision. These are followed by objectives for creating spaces and circulation connections, the definition of character and use of materials, preservation of views and way finding.

The proposed project is to be developed in two phases in order to accommodate seasonal visitors and lessen the impact to the local businesses in the area. In order for the project to move forward, the project will need to be evaluated and assessed during the normal Capital Improvement Plan (CIP) process. This would include budget authorization, prioritization of the project and anticipated funding sources. As of the current budget authorization for Fiscal Year 2011, the Civic Center West Entry Improvement project is not funded. It is anticipated that this project will be assessed during next years' budget process for inclusion into the 5 year CIP.

Project Artist Role

Project artist Elizabeth Conner participated as a member of the Project Design Team in the development of the Civic Center West Entry Renovation Design report, and was also asked to give recommendations regarding existing artwork in the project area. The relationship between art, the overall design and functionality of the space, observations and questions was included in the report.

Potential artwork for West Entry includes but is not limited to:

- Site-related works, both temporary and permanently integrated into construction
- Large and small scale pieces
- Two and three dimensional works
- High and low tech interventions
- Music
- Poetry
- Dance
- Performance art and the "ephemeral"
- Future works we are not yet able to anticipate