

**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**

March 10, 2010

MINUTES

Members Present: Sam Campana, Andrea Forman, Jerry Foster, Bill Heckman, Audrey Horne, Chris Irish, Carol Nunzio, Bret Sassenberg, Susan Kay Schultz, Nora Trulsson, Ruben Valenzuela

Members Absent: Gail Bradley, Dick Hayslip, Darren Petrucci, Maria Marshall, Aleta Ringlero, Scott Robertson, Beryl Sherman, Joe Willie Smith

Staff Present: Anna Bierne, Margaret Bruning, Annie Gatz, Donna Isaac, Wendy Raisanen, Rasheda Smith, Valerie Vadala Homer, Kirstin Van Cleef, Jana Weldon

Guests: Bill Banchs (President & CEO, Scottsdale Cultural Council), Sonja Haller (Reporter AZ Republic)

1. CALL TO ORDER

The meeting was called to order at 12:10pm.

2. REPORT FROM THE CHAIR

Board Chair Audrey Horne began with comments on artist Jeffrey Gold's show-stopping visit to the Granite Reef Senior Center and the first of four panels the artist is currently painting. Ms. Horne stated that the visitors to the center had a sense of nostalgia and most all stopped to make positive comments or ask questions about the painting. Director Valerie Vadala Homer suggested arranging a Board member visit to view the piece. Collections and Exhibitions Manager Wendy Raisanen is in the process of raising the panel out of reach from the public. The painting is currently in a temporary location on view at the center.

Ms. Horne also commented on the success of the library exhibition of artist Marg Nelssen's work; two workshops that had 20 participants each and a closing reception attended by 50. Ms. Horne asked staff member Annie Gatz to present the *Community Love* project that will be held on Wednesday, March 24th. Ms. Gatz informed the Board about the positive response from volunteers and the email invite sent out to the Board. Ms. Horne also asked Project Manager Jana Weldon to discuss installation of the horse gargoyle sculptures for the Indian Bend Road Improvement project. Ms. Weldon stated that the sculptures should arrive next week on March 15th and the special VIP tour will be held on March 16th.

3. SCOTTSDALE PUBLIC ART BOARD MINUTES ACTION ITEM

The February minutes were accepted as presented.

Bill Heckman moved to approve the February minutes.

Jerry Foster seconded the motion.

Motion carried 11-0 with no abstentions.

4. REPORTS & DISCUSSION

4a. Program Status Report

Director Valerie Vadala Homer presented to the Board an update on year to date program and project accomplishments. She stated that a similar report was given to the Board of Trustees in February. Ms. Vadala Homer presented a PowerPoint presentation that included completed projects; *Golden Alchemy* at Appaloosa Library, *Garden of Evidence*, *Spirit of Camelback*, the streetscape project on Indian School Road, and other projects in progress including Indian Bend Wash, and Fire Station #1. Ms. Vadala Homer also discussed accomplishments of the nationally recognized Conservation and Restoration program. She noted one sculpture needs attention every year is the *LOVE* sculpture, scheduled to be repainted this Spring. Other accomplishments of the conservation and restoration program were:

- Completion of the Annual Collection Inventory
- Storage Management and Consolidation
- Sculpture siting; *Michael's Dream*, *Frank Luke*, and creating a mini-collection for Appaloosa Library
- The Southwest Arts Conference featured the conservation/restoration program as a model program
- Staffing and Management of the Municipal Collection Program (including office art at District One, One Civic Center, Granite Reef, North Police Call Center)
- Periodic routine collection reports & inspections
- Graffiti removal
- Pima Freeway wall relocation & Art/Design standards
- Bronze cleaning, Zischke artwork cleaning
- *Pillars of Thought* artwork assessment
- In addition: C/R & Collections staff assists in coordination of all public art installations, events & manage all aspects of the exhibition program

The success of the exhibition space in the Civic Center Library has prompted the library staff to turn over the program to Scottsdale Public Art for the entire year. The program debuted in July of 2007 with artist Merrill Mahaffey painting live in the gallery. Public Art staff will continue the artist-in-residence tradition with the recent exhibition Marg Nelssen's *With Love, from Redbird Ranch*. Ms. Nelssen painted live many of the days during the exhibition run, held two workshops, and interacted with the public. Ms. Vadala Homer presented an exhibition overview for 2011's *Zap! Pow! Bam!: The Superhero*. Public Art staff has begun programming for this exhibition in collaboration with the Scottsdale Museum of Contemporary Art staff to broaden the scope and appeal of the project. Discussion of having writer Neil Gaiman and featured *Sandman* artists may be under consideration. Other considerations are including local artists Todd McFarlane (Tempe) Albert Morales (Phoenix), John Haddock (Phoenix), and Brett Blevins (Prescott). Ms. Vadala Homer gave background information on past signature events, which were created in response to the City's Downtown Plan, and Scottsdale Cultural Council, and Public Art Strategic Plans. Past events included; Liz Hickok's *Scottsdale in Jell-O*, Kurt Pershke's *RedBall*, Jarvis Rockwell's *MAYA II*, and various Bell'e Art installations.

Ms. Vadala Homer stated that when creating any signature event project, staff considers making events destination attractions. Previous events created are in conjunction with this idea were the February 1, 2008 dedication of the *Passing the Legacy* sculpture and concurrent run of the *RedBall* project. News coverage over for a 3 month period surrounding the event resulted in: 100,000,000 in impressions and circulations worth an estimated \$789,000 in media coverage.

The Art in Private Development (AIPD) ordinance has resulted in \$3.8 million dollars in art commissions and contributions since 1985. Since that time the ordinance and related development agreements has funded projects including:

- *Passing the Legacy* by Herb Mignery
- Funding support for the Soleri Bridge and Plaza
- Artist Clift Garten columns at Artesia
- *The Doors* by artist Donald Lipski
 - Specific contributions from Starwood & Golub, Optima
- James Turrell's *Skyspace Knight Rise* at SMOCA
- Robert Indiana's *Love* sculpture outside SCPA

For future works in progress, SPA will partner with SMOCA on a Paolo Soleri exhibition in the fall. Ms. Vadala Homer continued with examples of prototype demonstration projects across the country that have attracted audiences, use innovative art, and create new gathering places. SPA's commissioning of D.A. Therrien's *Beautiful Light* (premiered in January 2009 at Scottsdale Waterfront, the project was supported by with funding and in-kind from; Starwood Capital Group, Golub & Company, Shure Lift Crane and Rigging, Agrekko Power, Olive & Ivy, and Design Within Reach) was selected as the centerpiece for Toronto's *Nuit Blanche* festival, October 3, 2009 accomplished by an innovative partnership between Scottsdale and Toronto.

Other events on at the Scottsdale Waterfront were the January 2010 *Fish Roundup*, a partnership with SRP for the canal dry up. Included in the event were Rachel Bowditch's *Transfix* and R. Luke DuBois' *Hindsight is Always 20/20*, artist Fausto Fernandez's *Overlapping Flowing Gesture*, the Scottsdale portion of the Hyperbolic Crochet Coral Reef installed in the ARTscene gallery, and free tours. Staff and Board members commented and discussed the enormous success of the event.

Ms. Vadala Homer also discussed upcoming events for Scottsdale Public Art, such as *Community Love*, a public art installation at Scottsdale Arts Festival, and *Cycle the Arts* on April 11th.

Ms. Vadala Homer mentioned her presentation to the City of Scottsdale Economic Vitality subcommittee on creating a signature arts event for the community. Model examples staff is exploring: the annual *Waterfire* event in Providence, RI that has a \$45 million annual economic impact on the City; the Rockefeller Center Public Art Fund Project which during the holiday season (November to New Year's) draws 500,000 visitors with an economic impact of \$3.7 billion; and Toronto's *Nuit Blanche* 12 hour event that generated an economic impact of \$18 million in October 2009.

Ms. Vadala Homer stated that staff is in the planning phase for budgeting next year's events. She invited the board to bring artist suggestions to staff to assist in the planning. Ms. Vadala Homer commended her "small and mighty" staff for the tremendous accomplishments completed in the last six months.

4b. Library Exhibition Program: *Where the Wild Things Are: Maurice Sendak in His Own Words and Pictures* Exhibition Update

Director Valerie Vadala Homer presented the upcoming exhibition: *Where the Wild Things Are: Maurice Sendak in His Own Words and Pictures* organized by the William Breman Jewish Heritage Museum, Atlanta, GA. The exhibition will be presented at the Scottsdale Civic Center Library Artspace Gallery from June 11, 2010 – August 30, 2010. The interactive exhibit includes a giant-size bowl of chicken soup, costumes, and images

from children's books; *In the Night Kitchen*, *Where the Wild Things Are*, and other Sendak books. Staff is working to engage local artists and illustrators to teach free workshops for the teen and children that will frequent the library during the summer months.

4c. Scottsdale Arts Festival Project Update

Project Coordinator Kirstin Van Cleef presented the project artist, Virginia Fleck, who was selected to create *OVERFLOW!*, the public art piece for the 40th annual Scottsdale Arts Festival, March 12-14. Ms. Van Cleef acknowledged the generous help from City staff who made available the vacated Pepperwood building for Ms. Fleck to assemble, install, and store and crate up the piece for shipping. City staff also assisted on the install of the artwork in the "lagoon" and consulted with the artist about the overall installation. Ms. Van Cleef commented on the success of the bag drive through the Scottsdale Center for the Performing Arts gift shop and the Granite Reef Senior Center. Board members Nora Trulsson and Scott Robertson volunteered time to work on fabrication of the artwork, along with a large crew of volunteers and artist crew.

Ms. Van Cleef invited Selection Panel members Carol Nunzio and Jerry Foster to offer their comments on the selection process. Ms. Nunzio felt the selected project was especially appropriate due to promoting awareness of the importance of recycling. Board member Trulsson remarked that she had a great experience and the artist made the whole project fun. A videographer and photographer will be onsite to capture images and footage of the completed installation and public reaction to the piece during the festival. The videographer has also been following the fabrication and installation process of the artwork to create a short video about *OVERFLOW!*. Associate Director Margaret Bruning acknowledged Ms. Van Cleef's hard work and her recent award as Scottsdale Cultural Council's Employee of the Month. Board member Chris Irish remarked that the best part is the fabulous community involvement with the project. Ms. Vadala Homer and Ms. Van Cleef remarked that the project has had positive impact on the community by providing temporary employment for crew members who are otherwise under or unemployed.

4d. Soleri Bridge and Plaza Project Update

As a project update, Project Manager Donna Isaac presented an overview of the project design timeline to the Board:

- 1990s – City concept for multiple bridges across the Arizona Canal
- May 2002 – Paolo Soleri selected for bridge design
- Fall 2004 – Opportunities for initial public feedback
- May 11, 2004 – SPA Board approved preliminary concept
- June 2005 and October 2007 – Public open house for comments
- Schematic design development through May 2007
- Design development April 2008 – December 2009
- August 2009 – March 2010 earth cast panels designed by Paolo Soleri and constructed
- December 2009 final design completed
- March 2, 2010 Scottsdale City Council unanimously approved construction contract to Howard S. Wright
- March 3, 2010 stainless steel purchased for pylons and bridge
- March – April 2010 SRP working on site

Scottsdale Public Art provided the initial funding for the concept and early design development. Construction of the project is a joint Scottsdale Public Art, City of Scottsdale Capital

Improvement Project, with additional funding from Starwood Capital Group & Golub Company and Salt River Project (SRP). Ms. Isaac presented a rendering of the bird's eye view of the bridge. She also pointed out the location of Howard S. Wright's construction office currently in the Nuss building located directly across Scottsdale Road from the site. The office space is an in-kind donation for the duration of the project.

Ms. Isaac reviewed the project elements with the board and showed images of the Soleri bell and the completed cast sculptural panels. She also noted that Mr. Soleri was acknowledged at the March 2, 2010 City Council meeting by Mayor Lane, members of Council, and the public.

Currently, SRP is on site and will work throughout March. Work includes moving the future duct bank location and installing a new manhole on the north side of the canal. The next critical point will be marking true north for solar noon. All shop drawings and templates for the bridge and pylons will key off these points. Ms. Isaac reiterated the importance of the project to the revitalization of downtown Scottsdale and to its cultural tourism.

A Memorandum of Understanding (MOU) with the city for maintenance has been negotiated and is in place. This was coordinated with Wendy Raisanen, Collections and Exhibitions Manager, the project CPM Gary Meyer, Jan Cameron with Parks and Recreation, and Linda Butson with Facilities Management. The MOU outlines the areas each entity will be responsible for maintaining.

Construction is expected to take six to seven months. Staff has been working with Waterfront Residencies and the City's Public Information Officer to inform surrounding businesses and residents about the construction schedule. The Martz Agency will coordinate the public relations aspect of the project.

Howard S. Wright will also install a webcam to capture on-going images of construction. The images will be linked to the Scottsdale Public Art Facebook Fan page. The technology will enable the public to view real-time photos of the construction.

Board member Bret Sassenberg discussed his conversations with surrounding business that will be affected by construction times and their concerns regarding parking during scheduled events. Ms. Isaac stated she and Howard S. Wright has been working since pre construction on informing surrounding businesses about the effect the construction would have. Discussion ensued regarding Scottsdale Public Art's 25 year anniversary celebration to include the Soleri Bridge and Plaza completion, the significance of this commission, and the next phase of completions for the Scottsdale Waterfront. Board member Nora Trulsson and others remarked on the importance of the signage and how to address all aspects of the project and Paolo Soleri's work. Board member Sam Campana noted the start of this project was during her tenure as Mayor of the City of Scottsdale and the length of time it has taken to move through several iterations of design to finally reaching construction. Associate Director Margaret Bruning also acknowledged the entire team that included the City of Scottsdale, Douglas Architecture, and all the sub consultants throughout the project's design phase.

5. NEXT SPA BOARD MEETING: April 14, 2010

6. ADJOURNMENT OF MEETING

Board Chair Audrey Horne adjourned the meeting at 1:40pm

Respectfully submitted, Rasheda Smith

