

**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**

**May 12, 2010**

**MINUTES**

**Members Present:** Gail Bradley, Jerry Foster, Bill Heckman, Audrey Horne, Chris Irish, Maria Marshall, Scott Robertson, Ruben Valenzuela

**Members Absent:** Sam Campana, Andrea Forman, Dick Hayslip, Carol Nunzio, Darren Petrucci, Aleta Ringle, Bret Sassenberg, Susan Kay Schultz, Beryl Sherman, Nora Trulsson

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

**Guests:** Bill Banchs (President & CEO, Scottsdale Cultural Council), Susan Conklu (City of Scottsdale), Kelly Tope (Scottsdale Center for Visitors Bureau), Bob Wood (City of Scottsdale)

**1. CALL TO ORDER**

The meeting was called to order at 12:05pm.

**2. REPORT FROM THE CHAIR**

Board Chair Audrey Horne updated the Board on the recent meeting with Director Valerie Vadala Homer and Board member Scott Robertson to discuss the possibility of fundraising opportunities, establishment of a public art based membership program, and other ideas to help build a strong, stable funding base for the program. Mr. Robertson reported that he has met with some local foundations and groups to discuss how to establish a non-profit structure and develop a vehicle for fundraising for the public art program.

Board member Jerry Foster asked "What is the plan for raising money for public art related to Scottsdale Cultural Council goal?"

SCC President and CEO Bill Banchs explained that so far, SCC has not raised funds for Public Art because as a City program is not structured to receive distributed income through solicitation from the public.

Ms. Horne noted that Public Art has been drawing on a fund that is dwindling (due to changes to the ordinance and funding mechanism) and that the will run out in 2 years.

Mr. Foster asked about the need to cover Scottsdale Public Art operations as was the subject of a recent *Arizona Republic* article.

Ms. Vadala Homer explained that the article explored the diminishing Art In Public Places fund (which was formally called the Fine Arts Trust) that has been used to support events and exhibitions and supplement Capital Improvement Project budgets. She explained that the fund has historically been geared to provide funding for signature artworks—most recently the *Soleri Bridge and Plaza* and in prior years to support projects like *Hashknife*, *The Doors*, the *LOVE* sculpture, and the *Turrell Skyspace*.

Ms. Vadala Homer noted that during the year the program transitioned—from the % for art funding mechanism to the new Public Art ordinance and SCC contract—was at end of the city's budget process. As a result there was no provision in the city's budget to fund the program from the general fund so the city directed that SPA administration and conservation/restoration be funded from the AIPP fund. This reduced the AIPP fund by \$955,000.

Charges to the AIPP fund to support the Soleri Bridge and need to fund SPA administration and conservation resulted in the need to reallocate monies that had long been held in reserve for future signature works, events, exhibitions, and other new program initiatives.

Ms. Vadala Homer noted that under the new contract and ordinance the City is obligated to fund program administration and conservation restoration. There are enough funds remaining in the AIPP fund to support about two years of supplemental event, exhibition, and new initiative programming.

Since the SCC retreat last year, Mr. Robertson has been researching establishment of a membership base and or some form of a dedicated endowment for the program. A group of interested SPA Board members will be meeting over the next few months to explore such vehicles and opportunities.

Ms. Vadala Homer stated that it is important to raise funds in the next fiscal year in order to demonstrate community support for the program—especially in the tough economic times in which we are asking the city to make sure program funding remains strong.

Mr. Foster asked Mr. Banchs if funds could be raised for Public Art through the SCC. Mr. Banchs stated that he has been interested in exploring that possibility since he arrived at the Cultural Council.

Mr. Foster asked that if in the event Public Art does raise funds, are those funds earmarked for the program and under our complete control?

Mr. Banchs answered yes and explained that the SCC currently raises money earmarked for Scottsdale Center for Performing Arts and Scottsdale Museum of Contemporary Art. Such funds are noted on financial statements and credited to those institutions. For example, SCC raises money to sponsor exhibits for SMOCA and those monies are allocated to SMOCA and are not touched or used for anything else.

Mr. Foster asked if he could direct his membership donation to SPA. Mr. Banchs explained that currently there is no provision for membership funds to go to the Public Art program though he believed such a program could be set up.

Mr. Banchs noted that he inherited the membership structure and that he is very much in favor of changing it so it can include Public Art. Mr. Banchs noted that if we need to explore how monies raised would be used.

Mr. Foster asked if he sponsored an event at his home and asked his friends to write a check to support of SPA, that SPA could then use those funds at its discretion and would have complete control of such funds. Mr. Banchs answered that they would.

Ms. Bradley stated that she believed it would be wise to create a separate 501(c)3 to accomplish this and separate the funds. Ms. Bradley discussed the history of Public Art and its relationship to the larger organization and other entities. She noted that there have been some glitches in the change from the ordinance based formula to the current incomplete financial model. Ms. Bradley stated that her main concern is not so much getting more funding from the Cultural Council but of support the SCC and the other divisions due to shortfalls.

Ms. Bradley noted that the program has always been careful in saving funds which allowed the AIPP Fund to build over 20 years. She noted that it's always painful to be a good administrator and then have to support others, because there isn't money. Ms. Bradley concluded noting "there was a point in time that SMOCA wanted to fold in Public Art. We worked very hard to remain autonomous. I was Chairman and I wanted Public Art to remain autonomous, because it was different." Ms. Bradley stated that these concerns need to be taken into consideration in order to protect the integrity of the program.

### **3. SCOTTSDALE PUBLIC ART BOARD MINUTES**

#### **ACTION ITEM**

The April minutes were accepted as presented.

**Joe Willie Smith moved to approve the April minutes.**

**Ruben Valenzuela seconded the motion.**

**Motion carried 8-0 with no abstentions.**

### **4. PUBLIC ART PROJECTS**

#### **ACTION ITEMS**

#### **4a. Scottsdale Public Art Budget and Annual Program and Project Plan: Consider Motion to Approve Preliminary SPA Budget and Annual Program and Project Plan**

Director Valerie Vadala Homer presented the budget, with the annual program and project plan for Public Art. A number of previous presentations showed programming concepts, ideas, goals and visions. Key to next fiscal year is to identify a stable funding mechanism. City codes related to the Art In Private Development ordinance are currently under revision and that will provide voluntary incentive citywide to developers which will kick start the changes proposed for the revision to AIPD ordinance. The codes will provide voluntary incentives for inclusion of public art or in lieu contributions. For example, if a developer wants more floor ratio or parking, and they fund public art on site or make an in-lieu of cash contribution they will be given the addition floor ration, parking, etc. The question remains as to when to reactivate the Joint City Council and Cultural Council Arts Taskforce. Ms. Vadala Homer is exploring the topic with City and Cultural Council officials.

Other topics that were discussed were launching funding-based efforts, which Ms. Vadala Homer agreed should be done strategically so as to not undercut funding from the City. She noted that McDowell Mountain Preserve funds—which are embarked and protected funds—are now looked at as a possible source for other City needs. She stated that this why Public Art funding is ordinance based—so that it is protected and can only to be used for Public Art. Masterplanner Jerry Allen, who is developing SPA's new masterplan, has knowledge of a wide range of funding models and new program models and directions. The masterplan efforts will quantify and provide potential funding models and solutions. Ms. Vadala Homer noted that staff has completed all the objectives presented in the *SPA 2004 Masterplan*--except achieving a stable program, funding base.

Ms. Vadala Homer distributed the SPA administration budget to the Board. She noted that Outreach and Education funds were partially restored, but they are not up to where they were prior to the last fiscal year. Ms. Vadala Homer hopes that 25 Anniversary events and activities will raise program visibility and be a platform for fundraising. She noted that the ability for SPA Board members to advocate and solicit programming and funding support is of paramount importance. Next year the Soleri Bridge and Plaza will be dedicated and *Beautiful Light* will make its return, which will be celebrated in a Spring Equinox event. The Annual Program and Event plan includes \$11,511,602 worth of projects in development.

The Finance Committee, which Board member Bill Heckman serves on, has reviewed the proposed SPA budget. Ms. Vadala Homer invited other Board members to review and provide input to the proposed plan and related budget. Public Art has 13 active CIP projects and 11 active AIPD projects. Expansion of TheGallery@theLibrary program with the Scottsdale Civic Center library, including *Zap! Pow! Bam!* comic book exhibition and the Soleri exhibition in collaboration with SMOCA.

Conservation and Restoration funds will not be increased in the upcoming fiscal year. For the past two years the actual budget available is \$97,000. Ms. Vadala Homer stated that it is critical to return to the \$130,000 budget level by next fiscal year. She noted pest control issues as what was previously a monthly service has been reduced to two times per year. When pest control was monthly, pigeon control was not an issue; now in the Nevelson sculpture in particular nesting pigeons, has become a problem.

The need to more heavily rely and draw upon AIPD has resulted in deferring a large number of projects and initiatives:

- Community Initiated Art & Grants--deferred
- Collection Acquisition reduced (allows for Soleri photo portrait only)
- Artwalk on the Canal Fund discontinued—funds reallocated
- Signature Art Funds eliminated—funds reallocated
- Preserve America Implementation (defer/delay cell phone tours)
- Community History Projects deferred
- Economic Vitality /Regional Public Arts Conference deferred

Staff has added a new Public Art and Culture tour with Ace Bailey from the Ultimate Art and Culture Tours in Scottsdale. Also, staff is working to support the City's Economic Vitality department's efforts related to:

- McDowell Corridor & Gallery District/Downtown
- Continuing Waterfront programming & free public offerings
- Emphasis and efforts will continue to increase partnerships and collaborations

Ms. Vadala Homer presented an overview of the Scottsdale Public Art Administrative Preliminary Budget as follows:

• Direct Base Budget	\$54,900
• Direct Program Support	\$21,000
• Direct Staff	\$545,814
• Education & Outreach	\$72,000
• Shared Services Allocation	\$100,533
• Conservation/Restoration Projects	<u>\$96,782</u>
• <b>Total</b>	<b>\$891,049</b>

The budget reflects an increase from last year of: \$102,604; \$61,600 is funded by supplemental city funds and AIPP funds. The \$41,004 will be returned that were cut last year and used to support the larger SCC budget.

\$10,000 in funds has been returned in the budget to support consultant fees for project and plan reviews previously provide by the city. For example, Project manager Jana Weldon hired a separate landscape architect for the Dennis Oppenheim's *Garden of Evidence* project—outside District One. In past years, the city funded such expenditures related to Public Art in the scope of the larger project.

Board member Scott Robertson inquired about putting the funding project maintenance as part of the project's base budget. Ms. Vadala Homer stated that that practice would result in less money for the art project over all; she noted that staffing is now being taken out of the project budget and as more fees such as consultant fees, etc, the money left for the art dwindles. SCC

President Bill Banchs commented that the idea was good for the city to include an endowment in the funds for a project and maintain it. Ms. Vadala Homer stated that this practice is currently in place for Community Initiated Projects. Groups supporting such projects are asked to raise funds to support project maintenance in addition to base project costs. Discussion ensued about the maintenance fees and cost.

Staff will present a more detailed workplan overview as project and event concepts are more fully developed. The SPA Board was asked to approve a preliminary administrative budget, not to exceed \$891,049 and approve preliminary annual SPA project and event plan, not to exceed \$772,570 in AIPP funds. The SPA Board also authorizes staff to modify budget requests within the approved limits in response to: performance goals, response from City staff per review, and finalization of Event /Program plan component. Board member Bill Heckman inquired about the updating of AIPD expansion and the timeline. Associate Director Margaret Bruning stated that there is a 6-9 month masterplan process that will inform how staff will move through the AIPD update; both the masterplan and AIPD update will be complete in the upcoming fiscal year.

**Jerry Foster moved to approve the preliminary budget and plan as presented at Wednesday's meeting and to approve the final budget and plan at the SPA June meeting. Scott Robertson seconded the motion. Motion carried 8-0 with no abstentions.**

#### **4b. Downtown Cultural Event: Consider Motion to Approve Contract Authority for \$50,000 Art in Public Places Funds (AIPP) for the *Beautiful Light* Implementation Phase 1: Site-Specific Engineering**

Associate Margaret Bruning stated that today's request is for the consideration of contract authority for the Downtown Cultural Event for \$50,000 AIPP funds for *Beautiful Light* site-specific engineering. It is a free community public art event tentatively scheduled for March 18-20, 2011. Staff has been working in coordination with the Scottsdale Center for Visitors Bureau, Economic Vitality, and SRP in developing the Downtown Cultural event. Other prospects for developing partners are ASU School of Sustainability, Office of Cultural Diversity, and the Mayor's Youth Council. A grant request was prepared for the National Endowment for the Arts with help from the CVB and a letter of support from Scottsdale Mayor Jim Lane, in which he stated:

"For the past 25 years, Scottsdale has been transforming a new downtown area into a vital Waterfront cultural tourist destination and new community gathering space where dynamic art and cultural events are offered. Our city is now home to Arizona's first and only canal based Waterfront Arts District which begun to draw new, unparalleled audiences to a previously declining downtown. Realization of this [Downtown Cultural Event featuring the new Soleri Bridge & Plaza and the *Beautiful Light* spectacle] project in these difficult times will help stimulate and support the economic vitality of our community."

Ms. Bruning presented the history of free community arts events at the Waterfront:

- February 2008: RedBall & Hashknife event
- October 2008-Jan 2009: Night Lights, with a prototype of *Beautiful Light*
- February 2009: Preliminary event concept development with D.A. Therrien contract authority approved
- June 2009: Co-commission value added partnership
- October 2009: Toronto *Nuit Blanche*, the largest contemporary art event of its kind in North America, featuring keynote *Beautiful Light* from Scottsdale

- December 2009: SPA staff delays the signature community event (originally Spring 2010)
- January 2010: Fish Roundup, *Transfix* and artwork *Flowing Overlapping Gesture*
- January 2010-present: Staff and CVB, additional artworks, volunteer and family friendly & educational opportunities & develop strategic long-lead marketing campaign
- March 18-20, 2011: Date selected to include and showcase the newly completed Soleri Bridge and Plaza (to be completed Fall 2010)

Director of Marketing for the CVB, Lauren Simons, has stated that *Beautiful Light* has the potential to be a key attraction of international caliber and potential economic impact like none other cultural event in Scottsdale. Funding partnerships, like City of Toronto's \$202,000 for *4 Letter Word Machine*, enabled staff to commission artwork that is \$500,000 for Scottsdale Public Art's commitment of \$125,000.

SPA commission of this artwork was \$125,000 for a multi-year usage. Part of the scope of the event includes developing a campaign to promote Spring 2011, which would include possible teaser displays. With no entry fee, this event is accessible to a wide range of audiences. Staff is anticipating audiences, locals and tourists, who may not typically purchase tickets for arts events. It is expected to attract 15,000 people, also an additional 5,000-7,000 viewing from the adjacent locations such as the W Hotel rooftop.

The approval for a contract authority for a project that was approved in June 2009 workplan. The event is budgeted for \$200,000; the \$50,000 enables staff to engineer the artwork to the specific site conditions. This authority will also enable a reconfiguration of the audience interactive elements that were developed for Toronto's *Nuit Blanche* piece. Future funds are still to be determined, as in the past Staff would like to continue seeking funds from in kind donations. This event has a good history of support. For the 2009 prototype display, Staff was able to achieve \$130,000 of in kind donation, in a 6 week period.

**Chris Irish moved to approve contract authority for \$50,000 Art in Public Places Funds (AIPP) for *Beautiful Light* Implementation Phase 1: Site-Specific Engineering. Scott Robertson seconded the motion. Motion carried 8-0 with no abstentions.**

## **5. MUNICIPAL/PORTABLE WORKS ART COLLECTION**

### **ACTION ITEM:**

**Consider a Motion to Accept Untitled painting on paper by Cheng Li and acquisition it into the Municipal/Portable Works Collection**

The untitled painting on paper (2010, 27.5 x 53 inches) was created after the April 27 "Talk Cinema" screening of *Mao's Last Dancer* in the Scottsdale Center for Performing Arts. Collections and Exhibitions Manager Wendy Raisanen stated that the artist, Cheng Li, offered the work to Scottsdale Public Art as a gift.

Mr. Li is from Shangai, China and has exhibited extensively in Shanghai, Beijing, Shanghai, Suzhou, Nanjing, Chongqing and Qufu, and other cities. Horse related imagery is the current focus of his work; Mr. Li calls the horse "mankind's best friend and companion. It exemplifies authority, power and struggle." The Acquisitions Panel recommended the acceptance.

**Scott Robertson moved to accept Cheng Li's painting on paper into the Scottsdale Municipal/Portable Works Collection: *Untitled*, by Cheng Li, dated 2010, dimensions 27.5**

x 53 inches.

**Chris Irish seconded the motion.**

**Motion carried 8-0 with no abstentions.**

## **6. REPORTS & DISCUSSION**

### **6a. Emerging Artists Update: *Community Love***

Discussion tabled.

### **6b. *OVERFLOW!* at Scottsdale Arts Festival Project Update**

Discussion tabled.

### **6c. 5<sup>th</sup> Annual Cycle the Arts Update**

Senior Project Manager Jana Weldon gave an update for the April 11<sup>th</sup> 5<sup>th</sup> Annual Cycle the Arts public art bike tour. Ms. Weldon and City Transportation Planner Susan Conklu collaborated on the tour route and public art stops for this annual event even though staff and city department resources were less than in previous years due to budget and staff cuts. Riders gathered in front of the Performing Arts Center, signed waivers, and received patches, t-shirts and bike kits for the tour. 87 riders, which included 14 children, were present for the morning's tour. The event was publicized using newer media tools, such as Facebook, for outreach. From prior years' feedback, Ms. Weldon and Ms. Conklu included new pieces, a longer route, smaller groups and a self-guided tour, though optional tour guides, volunteers recruited by Ms. Conklu, were available. In addition to the regular route with speakers, an extended route map to the Indian Bend *Water Mark* equine gargoyles and Chaparral's Park's *Terraced Cascade*, a map that included project descriptions, was handed out for those who wanted to continue biking after the main event. Both art tours highlighted the Indian Bend Wash greenbelt, which Ms. Weldon stated was a goal of this year's event, part of promoting Scottsdale as "one of the best places to live, work and visit." Public art pieces on this year's tour:

- Mary Neubauer and Todd Ingalls', Photo-Luminescent Sound Garden, current Belle Art installation
- Michael Maglich's *Horseshoe Falls*
- Soleri Bridge's Envisioning Device on Marshall Way Bridge
- Herb Mignery's *Passing the Legacy*
- Ed Mell's *Jack Knife*
- Austen Deuel's *The Chaplain*
- Roberto Behar and Rosario Marquard's *Flower Pauses* on Indian School Road
- Dennis Oppenheim's *Garden of Evidence* at the Forensics Lab on Miller Road

Riders returned back the Civic Center and could valet their bikes to visit SMOCA or enjoy the Performing Arts Center's Sunday A'ffair. Ms. Conklu commented on the positive feedback from first time participants.

### **6d. *Belle Art* Update: Cycle 1 and Cycle 2**

Discussion tabled.

## **7. NEXT SPA BOARD MEETING: June 9, 2010**

## **8. ADJOURNMENT OF MEETING**

Board Chair Audrey Horne adjourned the meeting at 1:30pm

Respectfully submitted, Rasheda Smith

