

**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**

September 9, 2009

MINUTES

Members Present: Gail Bradley, Andrea Forman, Jerry Foster, Dick Hayslip, Bill Heckman, Maria Marshall, Carol Nunzio, Bret Sassenberg, Nora Trulsson, Ruben Valenzuela

Members Absent: Sam Campana, Janie Ellis, Anne Gale, Audrey Horne, Chris Irish, Damon Leverett, Darren Petrucci, Aleta Ringlero, Susan Kay Schultz, Beryl Sherman, Joe Willie Smith

Staff Present: Margaret Bruning, Donna Isaac, Wendy Raisanen, Rasheda Smith

Staff Absent: Anna Bierne (Intern), Annie Gatz, Valerie Vadala Homer, Kirstin Van Cleef, Jana Weldon

Guests: Debbie Abele (Papago Salado), Bill Banchs (President & CEO), Kathy O'Connor (Economic Vitality), Scott Robertson (Community Member & Past Chairman)

1. CALL TO ORDER

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

2. REPORT FROM THE CHAIR

Vice-Chair Bill Heckman and staff presented upcoming events and announcements.

3. SCOTTSDALE PUBLIC ART BOARD MINUTES ACTION ITEM

The August Minutes will be tabled until October's Board meeting.

4a. Preserve America Grant: Project Update

Associate Director Margaret Bruning introduced this item as an update from the approval of item on the June 11, 2008 Board agenda. Debbie Abele, Project Manager for the Preserve America Grant through the City, gave an update about the project. Ms. Abele began with stating that it has been one year since the grant was approved for partnership. During that time a consultant was selected to define what cultural resources this grant will provide for Scottsdale. Papago Salado group will manage this project, with partnerships from Scottsdale Public Art, Scottsdale Convention and Visitors Bureau, Arizona Historical Society, and Salt River Project. The grant tasks are:

- The inventory work presented in Phase I
- An analysis of the profile of the region's cultural visitor and past integrated marketing efforts
- Strategic recommendations to maximize the collective cultural industry will be identified
- Recommended demonstration project to stimulate integrated initiatives

This past July the consultant team met to discuss what information will identify Scottsdale's cultural resources, commencement of the project and began meeting with the partners. Ms. Abele also informed the Board that the city of Phoenix also qualified for the Preserve America grant. A copy of the handouts will be on file with these minutes.

4b. Appaloosa Library Update

Project Manager Donna Isaac gave an update on Appaloosa Library and the installation of Anna Skibkska's artwork, *Golden Alchemy*. The artwork was installed over a three day period from September 2nd through the 4th. The library, located on Silverstone Drive is scheduled for its grand opening on Wednesday, November 4, 2009 at 9:00 a.m.; with public tours at 11 a.m. and 2 p.m. Ms. Skibkska will be in Scottsdale for the opening and dedication of the library. Several Board VIP tours are being planned prior to the public opening.

Community member Scott Robertson queried on the placement of the glass orbs and the amount of movement that may occur due to the air flow. Ms. Isaac stated that the pieces were suspended below the filter system and will have very little movement. Questions were raised regarding maintenance of the orbs and total project costs. The project was funded with Capital Improvement Project (CIP) for \$106,000 with an additional \$74,000 from Art in Public Places (AIPP) for a total of \$180,000. A slide show of the installation was shown, which will be shown on Scottsdale Public Art's Facebook page.

4c. Soleri Panels – VIP Tours at Cosanti

Project Manager Donna Isaac provided information for upcoming VIP tours for Board members to hear about the panels currently under production at Cosanti. The panels are to be located on the southern edge of the south plaza. VIP tours will be limited to fifteen people each visit. The intent of the tours will be:

- Meet briefly with Paolo Soleri.
- Roger Tomalty from Cosanti, will describe the casting process. View the panels both completed and in process.

Mr. Soleri has been onsite providing direction and design for the panels. Two of the ten panels have been completed to date. Since funding for the bridge has not been finalized, staff anticipates the item will be brought to the City Council for additional funding.

Dates for the VIP tours are forthcoming, and scheduling will likely be the last week of September through the first week of October. Ms. Isaac also stated the project is entirely local. While Cosanti is open to the public daily from 9:00 a.m. to 5:00 p.m., the area where the panels are being cast is not open to the public.

CONSENT AGENDA

5a. Advance Water Campus Project Update

At last month's meeting, per the Board's provisional project approval, staff agreed to study the potential project scope, addressing visitor numbers, and best use of project budget. Staff will continue to update the board regarding the development of a potential project at the Water Campus, prior to commencing with a project.

At the August meeting, Project Manager Donna Isaac invited Board members to visit with artist Buster Simpson and tour the Advance Water Campus. Nine Board members attended this discussion with the artist and staff of the Water Campus. Board members were given a brief tour and met with Buster Simpson. Questions and concerns about the potential project, its impact on both for the surrounding community and the general public are under discussion with Water Resources. It is anticipated that this project will come before the Board at a future meeting. The schedule for the artwork at the site has not been published but is expected to be part of the 25 Year Anniversary as a signature project.

5b. 4 Letter Word Machine Project Update: October 3rd at Scotiabank Nuit Blanche Toronto

Project update

Therrien and crew are in final stages of project development and assembly of the headliner artwork for this festival of contemporary art, the largest of its kind in North America. The large-scale light sculpture and performance is fully engineered to aerospace tolerances and visually spectacular. The hand wiring and assembly, as well as machining of 1,500 parts, are all being done in Phoenix with the generous support of countless artists, volunteers, small businesses, and high tech product suppliers. Associate Director Margaret Bruning discussed the art piece and the materials used to create the 4 Letter word Machine. Images of the work at Therrien's studio were shown to the Board.

Therrien is currently working with Scottsdale Public Art in cooperation with partner groups such as SRP, CVB, and City of Scottsdale, on design concepts for additional Beautiful Light performances as the central artwork of a series of signature events to take place on the Arizona Canal in Downtown Scottsdale Fall 2010. Board member Jerry Foster queried about the partnership between Scottsdale Public Art and Toronto. Ms. Bruning stated that SPA benefits from partnership and co-commission of the creation of the 4 Letter Word Machine artwork in that the Toronto's investment in the piece will enable it to be part of the signature event for the 25 Year anniversary celebration. Board member Andrea Forman commented on with the partnership with Nuit Blanche has open the possibility of the city of Scottsdale may be able to have its very own Nuit Blanche or international festival in five years.

Invitation to board

Please consider joining us in traveling to see Nuit Blanche and Beautiful Light.

As co-commissioners of the keystone artwork for Toronto Nuit Blanche, we have been invited to attend two VIP events honoring the artists, sponsors, and leaders of this year's event. The invitation to showcase this artwork at Toronto Nuit Blanche is both an honor and a prestigious recognition for this Phoenix based artist and for Scottsdale Public Art.

October 1st: Artist Thank You party, called Pre-Nuit. Dignitaries and artists will celebrate from the top floor of the hotel across from Toronto City Hall.

October 3rd: 5:30pm to 6pm VIP party at the Sheraton Centre Hotel (across from City Hall). Toronto Mayor David Miller will introduce Beautiful Light and then it will be lit in a dramatic showing to kick off the festival.

If you are interested in attending, please RSVP to Rasheda Smith by Sept 10th, so we may give our VIP list to Toronto. Once you RSVP you will receive an invitation with the details.

This year, officials anticipate a record 1 million attendees for the 12 hour event, with 550 artists and 132 installations in galleries, museums, and unexpected venues such as churches, grocery stores, chimney stacks, and bus stations.

Toronto Nuit Blanche attendance and support has increased exponentially since the event's 2006 inception. In only two years, the economic impact of the event increased from \$1 mill to \$4.9 mill. In 2008, the event garnering unparalleled arts community and corporate sponsorship and economic impact: \$16.7 mill local impact, \$18.3 direct spending, \$7.6 mill fed and provincial taxes. 4 Letter Word Machine will be part of a signature community event in Scottsdale during 2010, SPA's 25 Year Anniversary. Its participation this fall at Toronto Nuit Blanche will garner important international visibility for our upcoming event.

Background

Scottsdale Public Art, Toronto Special Events, and the Provincial Ministry of Tourism's Celebrate Ontario fund co-commissioned Phoenix artist David Therrien's 4 LETTER WORD MACHINE for Scotiabank Nuit Blanche 2009. This year marks the fourth annual sunrise to sunset Nuit Blanche festival in Toronto. On October 3rd, more than 550 artists will transform Toronto into a celebration of contemporary art, where installations will be discovered at over 132 locations throughout the city—from museums and galleries to unexpected locations such as churches and grocery stores.

Scotiabank Nuit Blanche Toronto is a Free Community Signature Event produced by the City of Toronto. Toronto Mayor David Miller recently wrote about the unparalleled international event, "Creative cities are successful cities. In order to compete on a global scale, we must put arts and culture at the heart of Toronto's economic development. Scotiabank Nuit Blanche celebrates everything I love about this city – it is an evocative and ever-changing event that reflects the diversity of our population and showcases a wealth of top-caliber creativity that makes Toronto one of the most exciting cities in the world."

Signature arts/cultural events across the world have proven to be economic drivers: Waterfire Providence, All Souls Procession in Tucson, Christo's Gates in NYC, is just a few examples. Toronto Nuit Blanche attendance and support has increased exponentially since the event's 2006 inception. In only two years, the economic impact of the event increased from \$1 mill to \$4.9 mill. In 2008, the event garnering unparalleled arts community and corporate sponsorship and economic impact: \$16.7 mill local impact, \$18.3 direct spending, \$7.6 mill federal and provincial taxes.

6. NEXT BOARD MEETING: October 14, 2009

7. ADJOURNMENT OF MEETING

Vice Chair Bill Heckman adjourned the meeting at 1:10pm

Respectfully submitted, Rasheda Smith