

**Scottsdale Cultural Council, Scottsdale Public Art Board (SPA Board)
Monthly Meeting
Annex Conference Room, Mercado Verde Building, Suite 18
7373 E. Second Street Scottsdale AZ 85251**

**January 9, 2008
MINUTES**

Members Present: Janie Ellis, Andrea Forman, Anne Gale, Bill Heckman, Chris Irish, Damon Leverett, Maria Marshall, Carol Nunzio, Scott Robertson, Susan Kay Schultz, Beryl Sherman, Joe Willie Smith, Mike Stevens, Nora Trulsson, Ruben Valenzuela

Members Excused: Chris Camberlango, Sam Campana, Dick Hayslip, Audrey Horne, Darren Petrucci

Members Absent: Gail Bradley

Staff Present: Margaret Bruning, Diane Fales (Intern), Diana Fisher, Valerie Ryan, Valerie Vadala Homer, Kirstin Van Cleef, Jana Weldon

Staff Excused: Wendy Raisanen

City Staff Present: Linda Butson (CPM), Susan Conklu (Planning Specialist), Rita Hamilton (Library Director), Michelle Korf (Deputy Director of the Downtown Group)

Guests Present: Shelley Cohn (Interim Scottsdale Cultural Council Chief Executive Officer)

1. CALL TO ORDER

The meeting was called to order at 12:16 p.m.

2. REPORT FROM THE CHAIR

Due to the absence of Board Chair Dick Hayslip, Board Secretary Bill Heckman chaired in his place. Mr. Heckman announced several upcoming events that Board members are encouraged attend. These include a tour of the new Phoenix Convention Center on Thursday January 10, 2008, two Downtown Plan Update meetings on January 24, 2008, a and lecture at the Phoenix Urban Research Laboratory on the Phoenix Master Plan for Public Art by Gwendolyn Wright on Wednesday January 30, 2008.

3. BOARD MINUTES

ACTION ITEM

Consider Motion to Approve December Minutes

Board Secretary Bill Heckman requested that the minutes include the discussion that ensued during the presentation of action item 4c. Public Information and Graphic Design: Consider Motion to Approve a Not-to-Exceed Amount of \$60,000 Art in Public Places (AIPP) Funds. The Board discussed at length the benefits and issues. The December minutes were accepted with the amended addition.

Ruben Valenzuela moved to approve the December minutes.

**Joe Willie Smith seconded the motion.
Motion carried 15-0 with no abstentions.**

**4. SCOTTSDALE PUBLIC ART (SPA) BOARD:
PERFORMANCE MEASURES
ACTION ITEM**

**4a. Performance Measures: Consider Motion to Re-Affirm and Approve
Adoption of Program Performance Measures**

Director Valerie Vadala Homer presented this item. Last year's budget and annual program and project plan were developed in response to the Scottsdale Public Art Masterplan and the greater Scottsdale Cultural Council strategic goals. Performance measures were presented and discussed in conjunction with the annual budget review and approval process at a Board meeting last year, but were never formally affirmed

**Andrea Forman moved to formally re-affirm and approve the following
public art program performance measures:**

- **to maintain program direct salary costs at or below 24.6% (based upon Americans for the Arts, *Public Art Programs Fiscal Year 2001: A Detailed Statistical Report on Budgets and Programming of the Nation's Public Art Programs During Fiscal Year 2001*)**

Ms. Vadala Homer noted that the program's salary costs are approximately 15 – 18%

- **to maintain a minimum 3% contingency in Art in Public Places (AIPP) fund (newly adopted performance measure, SPA Board March 2007)**

Ms. Vadala Homer reminded the Board that the AIPP fund is used to supplement projects. The budget now reflects a reserve line of three percent.

- **to provide the City with information as to the number of projects managed and the estimated public served.**

Ms. Vadala Homer pointed out that the program has consistently informed the City as to the number of projects, and has recently attempted to the challenging task of quantifying attendance.

**Nora Trulsson seconded the motion.
Motion carried 15-0 with no abstentions.**

**5. PUBLIC ART PROJECTS IN DEVELOPMENT
ACTION ITEMS**

5a. Segura Publishing Lithographs: Consider Motion to Approve Project Budget Adjustment of \$3,200 of Art in Public Places (AIPP) funds for commission of RedBall Project prints by artist Kurt Perschke

Art Events Coordinator Diana Fisher presented a request for a budget adjustment to the Segura Publishing Lithographs, a component of Kurt Perschke's *RedBall: Scottsdale* project, occurring January 18 through February 1, 2008. \$11,000 was approved for this project by the Board in November 2007; however the initial bid received by staff for the portfolio cases was underestimated by Segura Publishing. The cost of the materials used to make the portfolio cases added an additional \$3,200 to the project. The portfolio holds the suite of four prints, each of which will be signed by the artist, Mr. Perschke. Sixty suites of lithographs will be printed. The sets will be available for sale to the public for approximately \$300 each. A limited number of prints will be available for individual prints, at approximately \$125 each. The new amount requested by staff for this project is a not-to-exceed amount of \$14,200.

Joe Willie Smith moved to increase the budget for this project to a not-to-exceed amount of \$14,200 of Art in Public Places (AIPP) funds for commission of RedBall Project prints by artist Kurt Perschke.

Maria Marshall seconded the motion.

Motion carried 15-0 with no abstentions.

5b. Appaloosa Library: Consider Motion to Approve Artist's Completion of Contractual Design Obligations

Director Valerie Vadala Homer explained to the Board that due to unavoidable discrepancies between the costs associated with the highly labor intensive, intricate, and often new stone cutting and fabrication methods that Mr. Goldberg employs in his work, and the budget available for the library project, the difficult decision was made to no longer continue utilizing Mr. Goldberg's services. Mr. Goldberg's concepts of the geologic wall and the community reader's table will be retained in concept as they influence the architecture but they will not be executed by the artist.

Integrated artwork relies on funding from the project construction budget as well as the percent for art allocation. The constraints of the library budget are challenged to accommodate the library's ambitious base program plan and as a result adequate allowance for functional art cannot be provided for through the capital project budget.

Library Director Rita Hamilton expressed her disappointment in not being able to continue to utilize Mr. Goldberg's services. The team enjoyed Mr. Goldberg's input and his ideas had an impact on the design outcome. Board member Scott Robertson asked for clarification on what Mr. Goldberg was paid for. Ms. Vadala Homer stated that he was paid \$50,000 for his design consultation services as a member of the design team. Ms. Vadala Homer said that the Acquisitions and Policies Panel will convene soon to determine an alternative course of action for providing art for the library with the remaining funds of \$55,000. She also took the opportunity to state that the current one percent model for public art projects doesn't work and needs to be adjusted to allow for the integration of artworks. After the point was made that \$55,000 is a sizable amount for two dimensional

artwork, a great deal of discussion ensued with a variety of ideas and suggestions for Board members and staff alike as to the possibilities of how to spend the remaining funds.

Project Manager Linda Butson added the wall is inspired by Mr. Goldberg's design and will be composed of a large aggregate colored concrete material. Sandblasting will simulate the design idea of the geologic wall. Ms. Vadala Homer clarified that although the idea behind Mr. Goldberg's great reader's table will be taken into consideration, the artist's design will not be used without the artist.

Board member Mike Stevens requested some sort of documentation of the lessons learned in this process. Ms. Vadala Homer replied that a post mortem is conducted after every project. All parties were culpable in hopes of somehow getting this ambitious project completed. It is staff's responsibility to decide when too much is too much, and make the difficult decision to pull the plug on the project. Project Manager Jana Weldon added that with the rising cost of construction materials integrated art may not be the way to approach public art any longer. Associate Director Margaret Bruning explained that the one percent allocated into integrated art projects is for the artist's fee, not the art budget. It is the art budget if a project gets commissioned and added onto project. Ms. Vadala Homer defended that Mr. Goldberg was not negligent in meeting his contractual obligations. Board member Scott Robertson agreed that Mr. Goldberg was paid a reasonable amount. Board member Damon Leverett concurred with Mr. Robertson that it was common practice to pay to find out how much an artistic concept will cost. Board member Andrea Forman pointed out that in the future it should be noted that items such as the reader's table are in the FF & E budget and are not considered in the integrated budget. Architects, she added, are contractually required to meet a budget. Artists have a different contractual agreement. Ms. Vadala Homer concluded by stating that public art is an experiment. Risks are taken in order to achieve great things. Sometimes the risks pan out, and sometimes they don't. New solutions are being invented all the time. The program wants to continue to take risks to achieve great public art.

Mr. Goldberg has completed his contractual obligations for the design portion of the contract. Deputy Director of the Downtown Group Michelle Korf asked for clarification, and that the motion be amended to reflect the Board's thorough discussion of the subject and to authorize the use of the remaining \$55,000 on artwork that will become part of the municipal collection.

Scott Robertson moved to approve the artist's fulfillment of contractual design obligations, and amend the motion to authorize the use of the remaining \$55,000 on artwork that will become part of the municipal collection.

Carol Nunzio seconded the motion.

Motion carried 15-0 with no abstentions.

6. CONSENT AGENDA

**6a. Community Initiated Art: Hashknife Pony Express Monument
Dedication February 1, 2008 at 10:30am**

This item was accepted as presented.

8. NEXT SPA BOARD MEETING: Wednesday, February 13, 2008

9. ADJOURNMENT OF MEETING

Mike Stevens moved to approve adjournment of the meeting.

Joe Willie Smith seconded the motion.

Motion carried 15-0 with no abstentions.

Meeting was adjourned at 1:11 pm.

Respectfully submitted, Valerie Ryan