



CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, AZ 85374
Monday, March 4, 2024 @ 6:00 PM
COUNCIL CHAMBERS

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Staff Reports
- E. Arts and Cultural Advisory Commission Agenda

CALL TO THE PUBLIC:

INSTRUCTIONS: In order to address the Board\Commission, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the Secretary before the meeting begins.

Note: A.R.S. 38-431.01(H) - During this time members of the public may address the Board\Commission only on issues within the jurisdiction of the Board\Commission which are not an item on the agenda. At the conclusion of the open call, the Board\Commission may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

CONSENT AGENDA:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|--|------------------------------------|
| 1. | Citywide | Consideration and action pertaining to the February 5, 2024 Arts & Cultural Advisory Commission meeting minutes. | Arts, Culture & Library Department |
| 2. | Citywide | Presentation by Honor Dance. | Arts, Culture & Library Department |
| 3. | Citywide | Presentation and discussion regarding artwork location of "The 5 C's of Arizona" by Joe Tyler. | Arts, Culture & Library Department |
| 4. | Citywide | Discussion regarding the SACAC's mission, powers, duties, and responsibilities. | Arts, Culture & Library Department |

REGULAR AGENDA ITEM - PUBLIC HEARING:

- F. Other Business and Future Agenda Items
- G. Current Events and Reports
- H. Executive Session

For information purposes: Upon a public majority vote of a quorum ("Commission"), the Commission may hold an executive session, which will not be open to the public, but for only the following purposes: discussion or consideration of records exempt by law from public inspection (A.R.S. §38-431.03(A)(2));

or discussion or consultation for legal advice with the attorney or attorneys of the public body (A.R.S. §38-431.03(A)(3)).

Confidentiality Requirements: Pursuant to A.R.S. §38-431.03(C)(D), any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney or by agreement of the Commission, or as otherwise ordered by a court of competent jurisdiction.

The Commission may vote to hold an executive session for the purpose of obtaining legal advice from the Commission's attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3).

I. Adjournment

KRISTI PASSARELLI, CITY CLERK

POSTED: Wednesday, February 28, 2024 @ 5:00 PM

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: March 4, 2024 Contact Person:
Submitting Department: Arts, Culture & Library District: Citywide
Department
Staff Recommendations:

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Consideration and action pertaining to the February 5, 2024 Arts & Cultural Advisory Commission meeting minutes.

Motion:

I move to approve the February 5, 2024 Arts & Cultural Advisory Commission meeting minutes.

Background:

N/A

Objective Analysis:

N/A

Policy Compliant:

N/A

Financial Impact:

N/A

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:

1. 020524 SACAC Meeting Minutes DRAFT
-

CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, Arizona 85374
Monday, February 5, 2024 @ 6:00 PM
Community Room
DRAFT Meeting Minutes

A. Call to Order

B. Roll Call

Chair Kathie Morgan, Vice-Chair Taylor Ingro, Commission members, Crystal Kupper, Dr. Charlotte Pullins, Margaret Lieu, Rhiannon Miett and Susan deJong

Absent: None

Staff: Julie Akerly – Arts & Culture Manager and Heather Donaldson – Arts, Culture & Library Management Analyst, Sr.

C. Pledge of Allegiance

D. Staff Reports

Ms. Akerly, Arts & Culture Manager, reported on the following items:

- Bounce & Swing updates – Potholing has been completed, the artist is exploring options with engineers to avoid utility lines.
- A+C Information and outreach opportunities:
 - February 28 – MCRC
 - Spring Training Games
- Library Bookmark contest
 - February 15, 5:30-7pm @ Arts HQ
- We have received final reports for FY24 Arts Grants from WHAM and Stage Left Productions, organizations have been invited to give a presentation to SACAC at a future meeting to discuss their project outcomes. Upcoming presentations on the agenda from Honor Dance and Stage Left Productions.
- The City is exploring ways to support the Vista Center for the Arts through partnerships. In an immediate response, City staff and leadership visited and toured Chandler Center for the Arts to research other models in the valley. The next step will be to bring on an independent consultant to conduct a feasibility study.

CALL TO THE PUBLIC:

None

REGULAR AGENDA ITEMS – NON PUBLIC HEARING:

1. Consideration and action pertaining to the January 8, 2024 Arts & Cultural Advisory Commission meeting minutes.

Commissioner Lieu moved to approve the January 8, 2024 Arts & Cultural Advisory Commission meeting minutes. Commissioner deJong 2nd. 7 Yes votes. Motion carried.

2. Presentation and discussion regarding the Arts and Culture Goals included in the 2040 General Plan Draft.

Commissioner Lieu discussed the following items:

- General Plan Advisory Group
 - Made up of 19 volunteers
 - Chair was Steve Doolittle
 - Vice-Chair was Margaret Lieu
 - There were 9 meetings between July 2022 and September 2023 with approximately 600 hours dedicated (collectively)
- General Plan Public Engagement
- Community Feedback on Priorities
 - Balancing Development
 - Transportation Network
 - Water Resources
 - Open Space
 - Arts, Culture, and Heritage
 - Community Safety
- Arts & Culture in General Plan
 - A welcoming place
 - A livable community
 - A healthy lifestyle
 - A competing economy
- Next Steps
 - General Plan Ratification – Tuesday, August 6, 2024 (Primary Election)

3. Presentation and discussion on the economic and social impact of arts, culture, and creative placemaking

Ms. Akerly discussed the following items:

- Arts and Culture is an important part of the U.S. economy. This presentation looks at data from three sources to evaluate National impact of for-profit and non-profit arts and culture industries, non-profit organizations in the West Valley, and Creative Placemaking/Public Art.

- National Arts and Cultural Production Satellite Account
 - Report conducted by U.S. Department of Commerce
 - Data includes non-profit and for-profit industries, it does not account for individual artists who operate as small businesses
 - \$1,016.2B Value added to U.S. GDP by Arts, Culture, and Entertainment, which is 4.4% of the U.S.'s total GDP. This is more than Agriculture, Farming, and Transportation combined.
 - \$11.6B value added to Arizona's economy by the arts, that is 2.8% of Arizona's total GDP
 - 2.8% art's value-added as a share of Arizona economy
 - \$6.4B arts worker compensation (Arizona)
 - 84,701 arts employment (Arizona)
- Arts and Economic Prosperity Report
 - Report conducted by American for the Arts, with a focus on non-profit arts and culture organizations in the Arizona West Valley region. There is also a National report and Arizona report
 - The data only includes non-profit organizations who participated in collecting data (24 out of estimated 150), and does not include individual artists or for-profit entities
 - West Valley Total Economic Activity for FY 2022/23 - \$31,500,00M
 - \$15.6M – Nonprofit arts & culture organization spending
 - \$15.7M – Event related spending by audiences
 - \$24.9M – Household income generated for local residents
 - \$7.1M – Tax revenue delivered to local state and federal governments
 - 553 Jobs Supported (West Valley)
 - Driving Tourism
 - 76.1% of nonlocal attendees reported that the primary purpose of their visit to West Valley Region was “specifically to attend the performance, event, exhibit, venue or facility.”
 - 76.1% of the nonlocal attendees in the West Valley Region indicated that it was the first time they had ever attended the specific activity or visited the specific venue where they were surveyed.
 - West Valley residents value the arts
 - 82.7% of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”
 - 77.0% agree that the venue or facility where they were surveyed is “an important pillar for me within my community.”
- The Value and Impact of Creative Placemaking
 - Report conducted by Toronto Metropolitan University and other industry leaders
 - Creative Placemaking is an integrative approach to urban planning and community building that stimulates local economies and leads to increased innovation, cultural diversity, and civic engagement
 - Data Overview
 - 50% increase in time spent at a location
 - 53% increase in positive perception of the environment
 - 77% increase in sharing information about the location
 - 63% increase in positive feelings about the environment
 - 53% increase in self-congruity

E. Other Business and Future Agenda Items:

- None

F. Current Events and Reports

- Commissioner deJong attended the Lunchtime Theater event.
- Chair Morgan attended the Speakers Series event.

ADJOURNMENT:

Motion to adjourn at 7:03 p.m. – Commissioner deJong. Vice-Chair Ingro 2nd. 7 Yes votes. Motion Carried.

	Kathie Morgan, Chair
ATTEST:	Heather Donaldson, Management Analyst – Sr.
CERTIFICATION: I, Julie Akerly, Arts & Culture Manager for the City of Surprise Arts, Culture & Library Department, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the Arts and Cultural Advisory Commission meeting held on February 5, 2024.	
	Julie Akerly, Arts & Culture Manager



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: March 4, 2024 Contact Person:
Submitting Department: Arts, Culture & Library District: Citywide
Department
Staff Recommendations:

Consent: No Regular: No Public Hearing: Yes Report/Discussion: No

Agenda Wording:

Presentation by Honor Dance.

Motion:

None.

Background:

Honor Dance is a non-profit arts organization that does programming in Surprise, Arizona. They received arts and culture grant funding in FY24 that supported their after school youth program.

Objective Analysis:

Share information about arts and culture programming happening in Surprise with the Commission, and provide an update on FY24 grant funding projects.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. Honor Dance Presentation
-

A photograph of a school gymnasium with a wooden floor and bleachers. Several students are visible, some standing and some sitting on the bleachers. A large, semi-transparent text overlay reads "DANCE HONORCE" in white, bold, sans-serif capital letters. The text is arranged in three lines: "DANCE" on the top line, "HONOR" on the middle line, and "CE" on the bottom line. A yellow, hand-drawn scribble is overlaid on the text. The background shows a typical school gym with bleachers, a wall with a poster, and an American flag.

DANCE HONOR CE

What We Do

Make dance more accessible to youth by providing free and fun community-based opportunities





HONOR DANCE STRIVES TO ELIMINATE BARRIERS TO DANCE INSTRUCTION



FINANCIAL

Dance classes at no cost to families



CLOTHING

Dance-specific attire not required



CONFIDENCE

Positive environment that encourages all students



TRANSPORTATION

Classes held locally at community-based sites



SHOES

Dance in bare feet, socks, or close-toed shoes



EXPERIENCE

No experience needed to have fun dancing

Programs & Initiatives

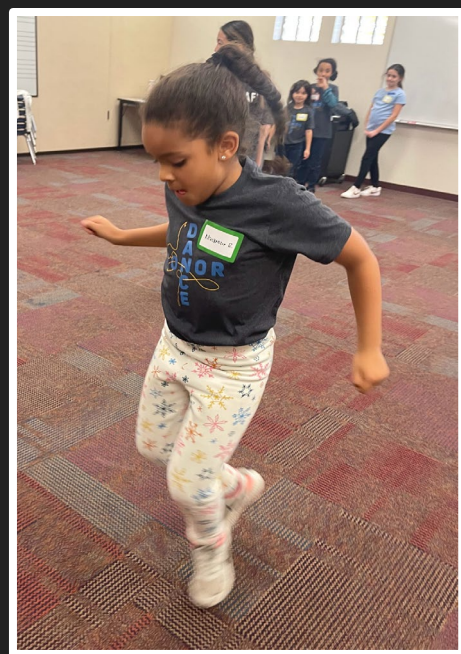
21st Century

Den Club

Dysart Community Center

Middle Schools

Summer Camp



2023-2024 Surprise Area Impact

14 Group Sessions

148 Tuition-Free Classes

8 Community Sites

90 K-8 Participants







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Department
Staff Recommendations:

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Presentation and discussion regarding artwork location of “The 5 C’s of Arizona” by Joe Tyler.

Motion:

None.

Background:

“The 5 C’s of Arizona” by Joe Tyler is a public art piece currently located at Asante Library. Staff have requested an alternative location for the artwork due to programmatic usage of the space at Asante Library and recommended an alternative location.

Objective Analysis:

Review current location and recommended location of the artwork, and discuss any alternative locations in City facilities that could be considered.

Policy Compliant:

Financial Impact:

Aligns with City Policy.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. 5 C's of Arizona Location
-



ARTWORK LOCATION

THE 5 C'S OF ARIZONA BY JOE TYLER

PURPOSE

- Evolving programmatic usage of space at Asante Library
- Library staff have requested relocation of artwork to support programming
- Library Director and Regional Branch Manager are supportive of relocation

CURRENT: ASANTE LIBRARY



RELOCATION: REGIONAL LIBRARY



Are there any other locations that could be considered for relocation of the artwork?



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Agenda Wording:

Discussion regarding the SACAC's mission, powers, duties, and responsibilities.

Motion:

None.

Background:

Commission members and staff have recommended updates to the mission, powers, duties, and responsibilities in City code of the SACAC to incorporate culture, align with the advisory responsibilities of other City commissions, and to update recommendation structures to account for the formation of the Arts and Culture Division. All updates to City code must be approved by City Council.

Objective Analysis:

In this discussion, Commissioners will review and provide input on potential updates to their mission, powers, duties, and responsibilities.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. SACAC Powers, Duties, Responsibilities
-



SACAC UPDATES DISCUSSION

POWERS, DUTIES, RESPONSIBILITIES

PURPOSE OF UPDATES

- Expand scope to include culture
- Update language to include arts and culture division staff
- Align responsibilities with other commissions
- Create unique goals for SACAC and A&C Division
- Consistent descriptions in external communications

STEPS TO UPDATE

- Part of City Code
- Updates to code must be approved by City Council
- Proposed updates presented at a City Council meeting for a vote

MISSION

To encourage cultural growth through education and advocacy, and promote the development of arts and culture opportunities and resources, as well as the creative, social, and community benefits they provide.

COMPOSITION

7 members will represent a cross section of stakeholders in the community, including residents with experience in arts and culture services, programming and/or community engagement.

POWERS, DUTIES, RESPONSIBILITIES

- Advocate for the support and growth of arts and culture in Surprise to residents, stakeholders, the City Manager, and the City Council.
- Serve as a liaison to the community by passing on citizens' recommendations and opinions to Arts & Culture staff.
- Provide suggestions and/or make recommendations pertaining to short-term and long-term plans as prepared by the Arts & Culture Manager.
- Advise the Arts & Culture Manager on general policy relating to arts and culture operations. The recommendations of the commission shall be advisory only and shall not be binding upon the Arts & Culture Division, City Manager, or City Council.