

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
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