



CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, AZ 85374
Monday, April 1, 2024 @ 6:00 PM
Community Room

- 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 March 4, 2024 Arts & Cultural Advisory Commission meeting minutes. | Arts, Culture & Library Department |
| 2. | Citywide | Consideration and action pertaining to updates to the SACAC's mission, powers, duties, and responsibilities. | Arts, Culture & Library Department |
| 3. | Citywide | Report and discussion of FY25 Traffic Cabinet Artwork panel review. | Arts, Culture & Library Department |
| 4. | Citywide | Presentation and discussion of FY24 Arts and Culture Division programs and goals. | 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, March 27, 2024 @ 3:00 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: April 1, 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 March 4, 2024 Arts & Cultural Advisory Commission meeting minutes.

Motion:

I move to approve the March 4, 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. 030424 SACAC Meeting Minutes DRAFT
-

CITY OF SURPRISE
Arts and Cultural Advisory Commission
16000 N. Civic Center Plaza
Surprise, Arizona 85374

Monday, March 4, 2024 @ 6:00 PM

Council Overflow 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:

- WVAC invited stakeholders to a presentation to roll out their strategic plan and pivot in operations and services. They are part of a 3 year organizational development program through the Virginia G. Piper Trust working with consultants and partners. They shared an emphasis on leaning into the council portion of their name, and discussed their 6 core areas of focus.
- The FY25 budget draft is still in-progress, we will have a presentation on a future agenda regarding the A+C budget once there is a draft. The requests for arts and culture in the FY25 budget include two staff positions at the coordinator level, an increase in grant funding to \$50,000, proposed FY25 Municipal Art Fund projects (traffic cabinets, Dick McComb Park, Countryside Recreation Center, and temporary art at Asante Library), and an increase in public art maintenance, administration, and education budgets in the Municipal Arts Fund. We are in a place that with strategic use of the Municipal Arts Fund we have financial capacity to grow programming and services, but are in need of staff to make those programs feasible.
- We have some panels coming up with representatives from the SACAC – following the panels they will provide an update to the commission on the panel discussion and selected applicants. Final designs of artwork will come to the commission for input.
 - Dr. Pullins – Fence Art
 - Taylor Ingro – MCRC Outdoor Gathering Space
 - Crystal Kupper – Traffic Cabinets
 - Margaret Lieu – A+C Grants

CALL TO THE PUBLIC:

None

REGULAR AGENDA ITEMS – NON PUBLIC HEARING:

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

Commissioner Miett moved to approve the February 5, 2024 Arts & Cultural Advisory Commission meeting minutes. Commissioner Pullins 2nd. 7 Yes votes. Motion carried.

2. Presentation by Honor Dance.

Rachel Eastburn, Honor Dance President, discussed the following items:

- Personal introduction
- Honor Dance makes dance more accessible to youth by providing free and fun community-based opportunities
 - Travel to community sites where kids are at
 - Provide fun dance experience, give kids access to movement, music, etc.
- Honor Dance strives to eliminate barriers to dance instruction
 - Classes are tuition free
 - Provide positive environment where all students are encouraged
 - No specific dance shoes or clothing required
 - Classes are at community based sites to help with transportation difficulties
 - No experience necessary to participate and have fun
- Programs & Initiatives
 - 21st Century
 - Den Club
 - Dysart Community Center
 - Middle Schools
 - Summer Camps
- 2023-2024 Surprise Area Impact
 - 14 Group Sessions
 - 148 Tuition-Free Classes
 - 8 Community Sites
 - 90 K-8 Participants

Commissioner Kupper asked if Honor Dance accept kids in wheelchairs?

- They have never been approached by anyone in a wheelchair, but they would have no problem accepting them into the program. Their goal is to make the program accessible to anyone that wants to participate.

Vice Chair Ingro asked what schools Honor Dance has their program at?

- Sites serving the Surprise area are Dysart Community Center, and schools including Desert Oasis, Sonoran Heights, Asante, Sunset Hills, Countryside, Western Peaks and Rancho Gabriella. They also are able to switch to other Dysart Unified School Districts sometimes so that they can offer a class at another school not mentioned above.

Commissioner Miett asked for a story of a child who didn't want to go to a class and who left very confident.

- This happens with the boys quite often who take a class who enter feeling shy and leave with a smile and enthusiasm to return.

Chair Morgan asked if body image and confidence has anything to do with the older students not attending dance as much as the younger students.

- Observation is yes.

Commissioner Pullins asked how many Title I schools they have impacted.

- They didn't have the exact number available, but there is a good mix of both Title I and non-Title I schools welcoming the program in, and a need for students at all schools for the program.

3. Presentation and discussion regarding artwork location of "The 5 C's of Arizona" by Joe Tyler.

Ms. Akerly discussed the following items:

- Purpose of relocation of "The 5 C's of Arizona" art piece to better suit programming and space needs at Asante Library, and increase traffic and visibility of artwork
- Current Location – Asante Library
- Relocation – Regional Library
- Commission likes the Surprise Regional Library suggested placement and did not suggest any other potential locations

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

Ms. Akerly discussed the following items related to the SACAC's mission, powers, duties and responsibilities:

- Purpose of updates are to incorporate culture, align with staff reporting structures to new dedicated arts and culture staff, and broaden scope of commission.
- To update, the Commission may recommend to City Council an update to City Code.
- Mission
 - Commissioner Lieu suggested that we add arts and cultural growth and delete arts and culture after the development of...
 - Commissioner Miett clarified what the Arts & Culture Division's mission statement is

- Composition
 - Commissioner Pullins suggested adding the word diverse
 - Commissioner Lieu suggested adding the word may
- Powers, Duties, Responsibilities
 - Ms. Akerly said the goal is to keep this broad so that there is less specificity and more room for Commission engagement
 - The Commission liked the way the Powers, Duties, Responsibilities were written and only suggested changing Arts & Culture Manager/Staff to Arts & Culture Leadership

Ms. Akerly will bring this item back to the Commission during the April meeting for Commission to take action.

E. Current Events and Reports

- Commissioner deJong advised the Commission that there were 120 tickets sold to a very successful lunchtime theater
- Ms. Akerly advised that 60 people attended our first evening Speaker Series
- Commissioner Kupper advised that the Stage Left winter slate of shows went off fabulously
- Commissioner Kupper advised that the first Actor's Playground performance is coming up in a couple of weeks

ADJOURNMENT:

Motion to adjourn at 6:58 p.m. – Commissioner Lieu. Commissioner deJong 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 March 4, 2024.	
	Julie Akerly, Arts & Culture Manager



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: April 1, 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 updates to the SACAC's mission, powers, duties, and responsibilities.

Motion:

I move to approve the recommendation of updates to the SACAC mission, powers, duties, and responsibilities to the Surprise City Council.

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:

Commissioners will review and approve or deny a recommendation for updates to the SACAC mandates.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. SACAC Updated Mandates FY24

Arts and Cultural Advisory Commission

Mission, Powers, Duties, and Responsibilities

FY24 Recommended Updates

(a) *Mission.* To encourage arts and cultural growth through education and advocacy, and promote the development of related opportunities and resources, as well as the creative, social, and community benefits they provide.

(b) *Bylaws.* Unless otherwise delineated within this section, the bylaws contained in [section 2-295](#) apply.

(c) *Composition.* Seven (7) members will represent a cross section of stakeholders in the community, including residents that may have experience in arts and culture services, programming and/or community engagement.

(d) *Powers, duties and responsibilities.* The commission will:

- 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 leadership.
- Provide suggestions and/or make recommendations pertaining to short-term and long-term plans as prepared by Arts & Culture leadership.
- 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 and culture division, city manager or city council.



CITY OF SURPRISE
Arts and Cultural Advisory Commission

Council Meeting Date: April 1, 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:

Report and discussion of FY25 Traffic Cabinet Artwork panel review.

Motion:

None.

Background:

Twenty-nine (29) artists from the West Valley applied to share their artwork as part of the FY25 traffic cabinet artwork public art program. A representative of the SACAC served on a panel with four (4) other community members to select ten (10) finalists to participate in the program.

Objective Analysis:

Commission panel representative and staff will report back to the commission on the process and selection by the panel for the ten (10) finalists.

Policy Compliant:

Aligns with City Policy.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. Traffic Cabinet Panel
-

Panel Update

— Traffic Cabinet Artwork —

Goals of Project

- Opportunities for local artists
- Increase access to art throughout the city
- Diversify the stories, artists, and types of artwork
- Involve community in decision-making



Eligibility

- Open to artists, community groups, organizations and schools
- West Valley = West of I-17
- 34 applications, 29 eligible



Call for Artists
Traffic Cabinets

Award amount:
\$1,500

Deadline to apply:
February 27, 2024

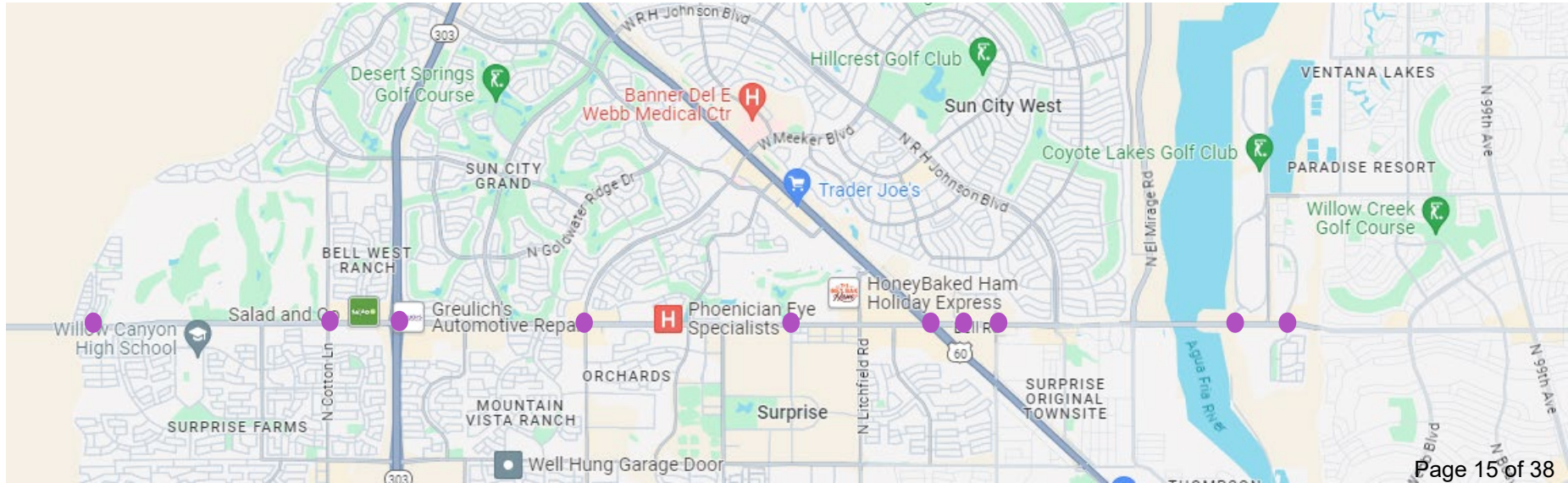
surpriseaz.gov/ArtsCulture

SURPRISE
ARIZONA

The poster features a large, metallic traffic cabinet on the right side. The background is white with green and yellow wavy lines. The text is in green and yellow. The Surprise Arizona logo is at the bottom left.

Locations (Bell Rd.)

- Avenue of the Arts
- Coyote Lakes
- Dysart
- 134th
- Grand Ave
- Sun Village/
Civic Center
- Reems
- Loop 303
- Cotton
- Bell Point



Review Process & Scoring Criteria

Review Process

- Panel of community members
- Reviewed and scored eligible applications based on criteria
- Met to discuss top scores and select finalists and alternates



RFQ

(Request for Qualifications NOT Proposals)

*NOTE

The images shared on the next slides are NOT the designs for traffic cabinets in Surprise, they are examples of past work created by the finalists



Charith Denson



Christine Sherer



Elizabeth Pfeiffer

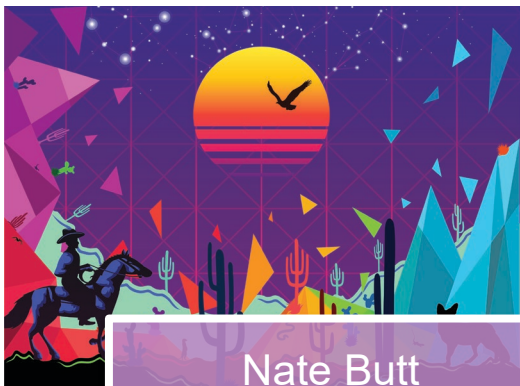


Isaac Escarcega

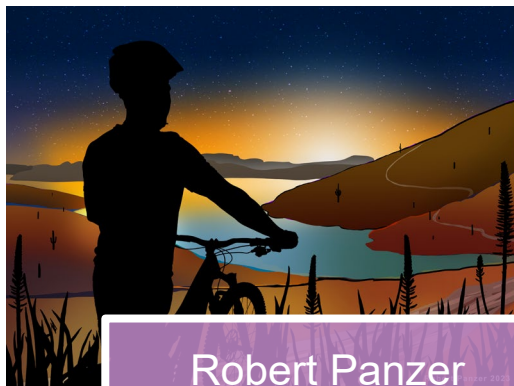


Maxx Valentine

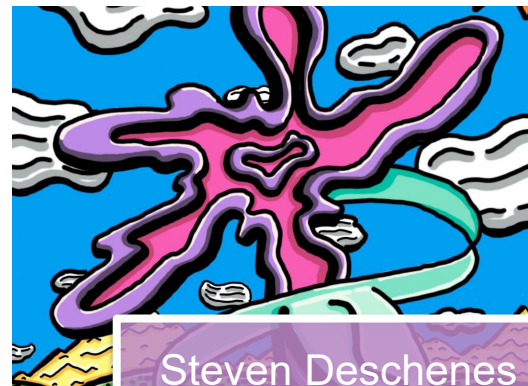
Finalists



Nate Butt



Robert Panzer



Steven Deschenes



Veronica Verdugo



Yvonne Rabdau
Alexander

Finalists

Alternates



Maureen Fairbanks



Mikayla Hammock



Yunie Lenoue

Next Steps

- Onboarding
- Community engagement
- Design
- Review
- Install



CITY OF SURPRISE
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Council Meeting Date: April 1, 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:

Presentation and discussion of FY24 Arts and Culture Division programs and goals.

Motion:

None.

Background:

The Arts and Culture Division has programmed, partnered, or participated in 35 public programs and events in FY24 reaching over 19,000 community members.

Objective Analysis:

Staff will provide an update on data regarding events, programs, and strategic plan goals including attendance numbers, attendee feedback, successes, and challenges.

Policy Compliant:

None.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. FY24 Programs & Goals Update
-



FY24 ARTS & CULTURE DIVISION PROGRAMS & GOALS UPDATE

EVENT AUDIENCE REACH

	FY23	FY24 (to date)	Change
Number of Events	31	35	+ 13%
Division Programs	750	1000	+ 33%
Division and Partner Programs	10,000	19,000	+ 90%

ARTS AND CULTURE DIVISION GOALS

- Solidify our unique cultural identity
- Increase access to programs and resources
- Elevate the arts and culture sector in Surprise
- Build internal capacity

SOLIDIFY OUR UNIQUE CULTURAL IDENTITY



MAKE SURPRISE A MORE DYNAMIC, CONNECTED, AND CREATIVE CITY

- ✓ Completed:
 - ✓ Created a Percent for Art Plan that proactively includes public art in future developments, parks, roadways, City facilities and other publicly accessible locations throughout the City
- In process:
 - Art Center Feasibility Study
- Future:
 - Amplify the history and diverse cultural identities in Surprise
 - Cultivate and preserve our cultural heritage

100% of AZ Speaks attendees agree:
This program celebrated and amplified history
and culture

100% of AZ Speaks attendees agree:
This event shared a multifaceted history that was
well researched and shared

98% of Lunchtime Theater attendees:
Would like more multicultural events in Surprise

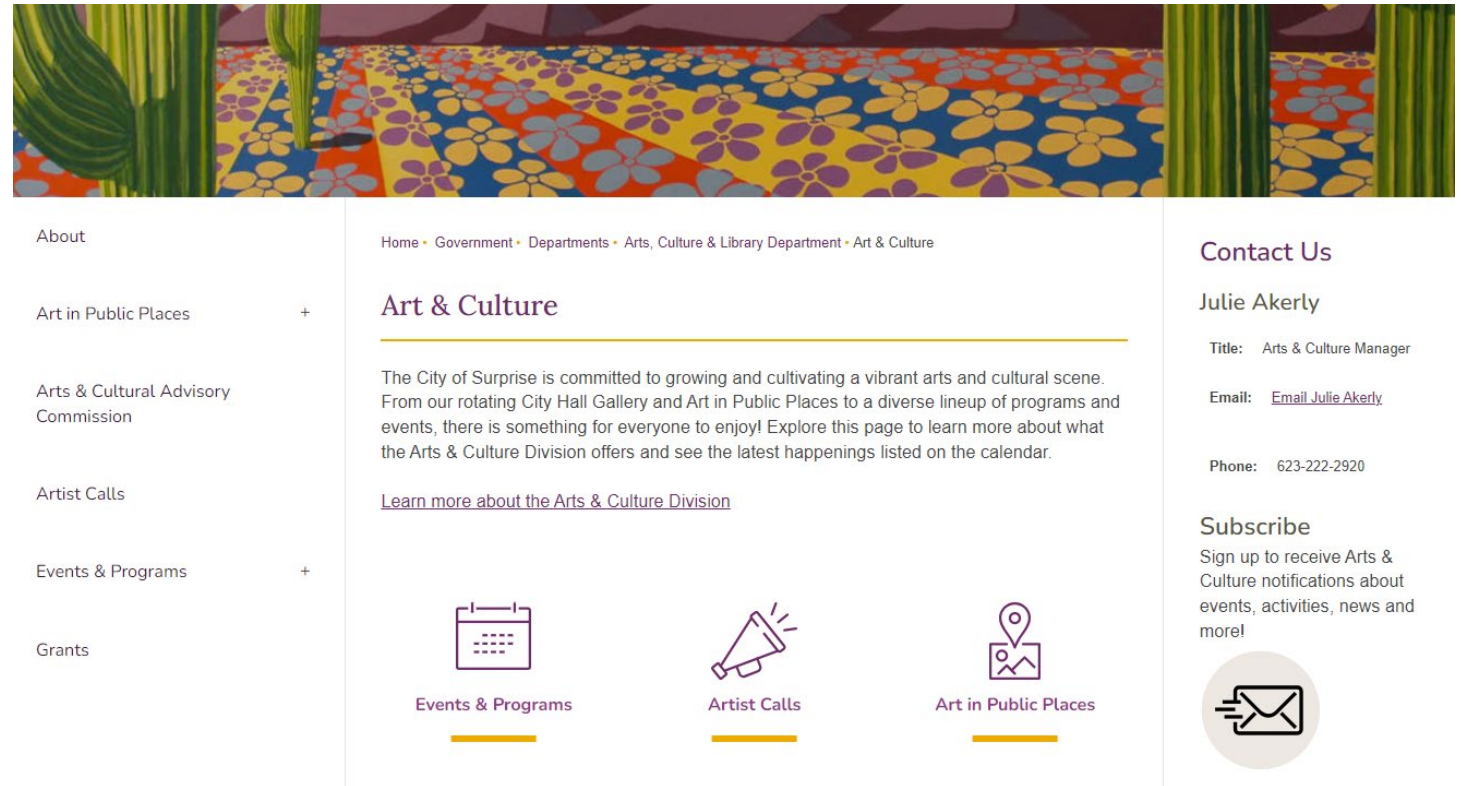
INCREASE ACCESS TO PROGRAMS AND RESOURCES

6



DEVELOP CLEAR, TRANSPARENT AND ACCESSIBLE COMMUNICATIONS

- Completed:
 - Updated Arts & Culture Website
 - Updated event registration programming
- In process:
 - Updating “Explore Surprise” arts and culture resources



MAKE CITY GOVERNMENT MORE
ACCESSIBLE, WELCOMING AND
RESPONSIVE TO ARTISTS,
ORGANIZATIONS AND COMMUNITY
MEMBERS

■ Completed:

- Updated application software to Submittable
- Hosted 3 workshops for artists and organizations interested in applying
- Staff available for 1:1 meetings (25)

Number of Applicants	FY23	FY24	Change
Traffic Cabinet Artwork RFQ	N/A	29	+ 100%
MCRC Outdoor Gathering Space RFQ	14	163	+ 91%
Arts & Culture Grants	8	15	+ 47%

MAKE ARTS AND CULTURE AVAILABLE AND ACCESSIBLE TO ALL RESIDENTS

- Completed:
 - Expanding programs to include evening and weekend offerings
- In process:
 - Public art in new “on the way” locations
 - Pilot of outdoor performance series at Asante
- Future:
 - Arts programming at senior center
 - Public art programs for neighborhoods and businesses

50% attended AZ Speaks at 6pm because the evening
time was better for their schedule

50% of attendees at AZ Speaks at 6pm
were **first time attendees**

ELEVATE ARTS AND CULTURE SECTOR IN SURPRISE



SUSTAIN ARTS AND CULTURE ORGANIZATIONS, ARTISTS, AND CULTURE BEARERS

- Completed:
 - Formed Surprise Arts Coalition
 - Updated grant guidelines
 - Equitable definitions of partnerships, grants, and commissions
 - Opportunities for West Valley artists

MAKE SURPRISE A PLACE THAT CREATIVES WANT TO LIVE AND CULTURAL ORGANIZATIONS WANT TO INVEST THEIR RESOURCES

100% of Joe Tyler Tour Attendees Say

Surprise feels like a place that supports and invests in artists and creativity

This event showcases creativity and culture in Surprise

This event highlights the value and impact of arts and culture in Surprise

- In process:
 - West Valley temporary art program partnership
 - Operating support grants as a driver
- Future:
 - More support and training for artists and organizations
 - More highlighting and featuring of creative community
 - More equitable access to opportunities and resources

BUILD INTERNAL CAPACITY



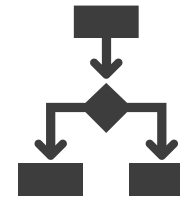
DEFINE PROGRAMS AND PRIORITIES



Post-event surveys for all
A+C events based on
goals



Collected community
survey from 525
community members



Created division mission,
values, goals



Created and adopted
strategic plan



Simplified personal services contracting system for artists



Transferred management of artist calls from procurement to A+C staff



Contracted RLA to create maintenance plan



Updated Percent for Art Policies and Procedures



Updated Percent for Art in City code to include maintenance



Amended budget to include maintenance, administration, and education use of MAF



Updating SACAC mandates

EVALUATE AND UPDATE INTERNAL PROCESSES AND SYSTEMS

BUILD A TEAM CULTURE OF CREATIVITY, DREAMING, COLLABORATION, PATIENCE, AND WELLNESS

- Creative arts events for City staff
- Project lead for West Valley temporary art program
- Continued evaluation of time, expertise, and capacity
- Collaborate on projects with Economic Development, Human Services and Community Vitality, Sports and Tourism, Parks and Recreation, Transportation, and Library

