

## Minutes TEMPE ARTS AND CULTURE COMMISSION April 17, 2023

Minutes of the Tempe Arts and Culture Commission (TACC) meeting recorded at 6:00pm on April 17, 2023, held at the Tempe Public Library and via Teams.

**(MEMBERS) Present:**

Jacqueline Bernatt– Vice-chair  
Maureen Kobierowski – Chair  
Haylee Mills  
Lisa Roach  
Jennifer Song  
Justin Stewart  
Ginny Sylvester

**City Staff Present:**

Brendan Ross, Deputy Director – Arts & Culture Division  
Joy Higgins, Management Assistant – Arts & Culture Division  
Kara Osburn, Financial Analyst – Arts & Culture Division  
Rebecca Blume Rothman, Manager – Tempe Public Art  
Eileen May, General Manager – Tempe Center for the Arts  
Brenda Abney, Manager – Tempe History Museum  
Maja Aurora, Manager – Tempe Community Arts

**(MEMBERS) Absent:**

Harper Lines  
Randall Schmidt

**Guest(s) Present:**

None

**Call to Order**

- **Maureen Kobierowski**, TACC Chair, called the TACC meeting to order at 6:05 pm.

**Agenda Item 1 – Public Appearances**

- None

**Agenda Item 2 - Approval of the March 20, 2023 Commission Minutes**

**M. Kobierowski** asked the commissioners to review an unapproved TACC minutes document dated March 20, 2023.

**MOTION:** Justin Stewart moved to approve the March 20, 2023 Tempe Arts and Culture Commission Meeting Minutes.

**SECOND:** Lisa Roach seconded

**AYES:** Jacqueline Bernatt, Maureen Kobierowski, Haylee Mills, Lisa Roach, Jennifer Song, Justin Stewart, Ginny Sylvester

**ABSTAIN:** None

**NAYS:** None

**RESULT:** Motion passed with a 7-0 vote

**ABSENT:** Harper Lines, Randall Schmidt

**Agenda Item 3 – Update: Arts & Culture Division**

- **Brendan Ross, Deputy CS Director**, delivered programming updates:
  - Signature Festival Planning
    - Meeting with key stakeholders (Tempe Tourism, DTA, ASU) to bring them into the conversation
    - Tempe Arts & Culture is moving forward with a pilot festival in spring of 2024, more details will be shared as planning develops.
  - Arizona Theatre Company

- ATC has signed a standard rental agreement and announced their first season at TCA for 2023-24
- Thursday, April 20 the ATC proposal will be presented to City Council for a longer-term partnership as a resolution. The vote will happen at the May 4 Council meeting.
- B. Ross outlined the key terms stated in the partnership proposal.
- Benefits of the partnership include:
  - Igniting creative vibrancy with new performances at TCA
  - Enriching education for all through school matinees, talkbacks with artists, and workshops
  - Stimulating hotel and restaurant business in the area
  - An estimated \$1.27 million in gross revenue for TCA in the first five years
  - Increasing critical mass of activity thus benefiting smaller arts organizations presenting at TCA
  - Solidifying the City's reputation as a center for making and presenting theatre of state and national significance
- TACC questions/comments
  - Helps support strands of community connection at TCA
  - Appreciate that there is something new to look forward to attending regularly
  - Sad to lose the TCA Art Shop as a place for local artist to sell their wares
  - Perhaps some new developments can partner with the city for spaces to be utilized for Tempe Arts & Culture as gallery space, store space, or office space
- Kara Osburn, A+C Financial Analyst, delivered a Q3 update on Arts & Culture Finances
- Data collection
  - A+C is proactively working to becoming a data driven decision making organization
  - Below are two of the four survey avenues currently employed by A+C:
    - WolfBrown: Intrinsic Impact Surveying
      - Quantitatively measuring the qualitative impact of the arts
    - Morris Hargreaves McIntyre: Culture Segments Psychographic Survey
      - Surveys use a person's deep-seated values and mindsets to help us understand their motivations for engaging with arts & culture
  - Surveys will establish baseline data for each workgroup, intended to assist the new A+C marketing team with a view of gaps and opportunities in community and audience engagement, and consequently help to inform their approach to marketing strategy.

#### **Agenda Item 4 – Update: General Plan 2050**

- **Justin Stewart** provided an update on the GP 2050 planning efforts:
  - Three general use plans have been released and are viewable on the GP 2050 webpage
  - The committee has wrapped up first review of a draft 2050 plan, draft plans will be released soon
  - More public input opportunities are forthcoming
  - The final General Plan 2050 should be completed by the end of summer 2023

#### **Agenda Item 5 – Discussion: TACC Activations**

- **M. Kobierowski** led a recap of activations discussed at the January TACC retreat:
  - Activation inquiries:
    - More TACC awareness on indigenous perspectives at TCA
    - Data-loop feedback from city staff to TACC on gaps in community engagement
      - What marketing initiatives is A+C prioritizing? How can TACC provide some push to move those forward?
    - Monthly calendar mailer
    - Calendar and information about historic homes and events held there
    - Hosting TACC meetings at historic homes and other buildings (e.g. the Graduate, Eisendrath House)

- Event FAQ on rentals and services for historic homes on the city website (forthcoming)
- TACC engagement with other commissions for cross pollination and partnership
  - Mayor's Youth Advisory Commission to boost bringing youth into the arts & culture fold via volunteerism and participation – assigned to M. Kobierowski
  - Haylee to meet with Elizabeth Thomas to discuss TACC engagement with the Neighborhood Commission
    - Neighborhood Services and the Neighborhood Commission work closely with the Mayor's office to plan and deliver the Neighborhood Celebration event, with which Arts & Culture participates for our Arts & Culture Awards.
  - Park, Recreation, Golf, and Double Butte Cemetery Advisory Board – assigned to Jennifer Song
  - Use of signature festival as a subject of presentation and feedback
  - Talking points will be planned and outlined prior to scheduling presentations
  - Review the goals of other commissions to discover similarities and how to connect our goals with theirs

#### **Agenda Item 6 – Official TACC Representation**

##### **a. Previous events**

- Ginny – EH house tours, the last Petersen House tour is coming up this Saturday
- Lisa – Selection panel liaison for Kiwanis Park North project;
- Maureen – Attended El Puente Festival with daughter at TCA
- Justin – Attended Mitchell Park opening; Featured on Tempe Today podcast and spoke about Tempe Playlist and Arts & the Parks
- Jennifer – Attended Neighborhood Celebration and Festival of the Arts

#### **Agenda Item 9 – Future Agenda Items**

- Art shop or gallery locations programmed by Tempe Arts & Culture
- Planning social meetings with other boards and commissions

**Meeting adjourned at 7:59 pm**

Prepared by: Joy Higgins