

Minutes TEMPE ARTS AND CULTURE COMMISSION August 12, 2024

at 6:00pm on August 12, 2024, held at the Tempe Public Library and via Teams.

(MEMBERS) Present:

Kevin Godfrey-Chevalier
Andrea Hanley
Will Lucht
Haylee Mills
Lisa Roach
Teresa Robinette
Justin Stewart
Jacqueline Swan – Vice-chair
Ginny Sylvester

City Staff Present:

Maja Aurora, Manager – Tempe Community Arts
Brendan Ross, Deputy Director – Arts & Culture Division
Joy Higgins, Management Assistant – Arts & Culture Division
Garilyn Bourgeois, Supervisor – Arts & Culture Marketing
Craig Hayton, Director – Community Services

Guest(s) Present:

None

(MEMBERS) Absent:

Maureen Kobierowski – Chair
Jennifer Song

Call to Order

- **Jacqueline Swan**, TACC Vice-chair, called the TACC meeting to order at 6:02 pm.

Agenda Item 1 – Public Appearances

- None

Agenda Item 2 – Introductions

- None

Agenda Item 3 - Approval of the May 13, 2024 Arts & Culture Commission Minutes

M. Kobierowski asked the commissioners to review an unapproved TACC minutes document dated May 13, 2024.

MOTION: Ginny Sylvester moved to approve the May 13, 2024 Tempe Arts and Culture Commission Meeting Minutes with edits.
SECOND: Justin Stewart seconded
AYES: Andrea Hanley, Haylee Mills, Lisa Roach, Justin Stewart, Jacqueline Swan, Ginny Sylvester
ABSTAIN: Kevin Godfrey-Chevalier, Will Lucht, Teresa Robinette
NAYS: None
RESULT: Motion passed with a 6-0 vote
ABSENT: Maureen Kobierowski, Jennifer Song

Agenda Item 4 – Presentation: A+C Marketing

- **Garilyn Bourgeois** gave a presentation about the Arts & Culture Division's marketing mission, strategies, priorities, and deliverables.
- **Commissioner feedback**
 - Would like to see the collection of Key Performance Indicators for data outside of just paid events, such as free events, gauging engagement of underserved communities, successful use of alternative spaces, frequency of attendance to A+C events, etc.
 - Don't want to lose sight of offering free programs and events to the community.
 - Is it possible to assist resident companies with more PR/Marketing to bring in more attendees?
 - Would like marketing to push out recommendations for events based on what an attendee has already chosen.
 - Please make it easier to share announcements and events on social media (click-click-post).
 - HOAs and Neighborhood Associations could be utilized to disseminate information about local Arts + Culture events.
 - Southwest Contemporary publication (like a southwest version of Hyper Allergic) covers Tempe events.

Agenda Item 5 – Update: Volunteer and Summer Programs

- **Maja Aurora** presented a recap on summer volunteerism.
 - Tempe History Museum – 33 volunteers
 - Community Arts - 10 volunteers
 - Volunteers are used for many programs: committees, panels, regular classes, and events.
 - Professional development training is offered to all volunteers.

Agenda Item 6 – Annual Report Mid-Year Review

- The Tempe Arts & Culture Commission discussed ways they can fulfill the activation goals stated in the 2023 Annual Report.
- Commission feedback:
 - As a commission, we could place more effort in engaging with artists and making connections.
 - Can TACC receive a training or document to describe all Tempe resources available to artists?
 - Hold a “speed dating” event for artists (similar to artist mixer).
 - Talk to artists to find out what help they would like from the Arts & Culture Commission.
 - Plan speaking engagement at ASU (connect with Kevin to plan this)
 - Create a list of events related to grants: include October 19 GAIN night from 3-7pm, and September 21 Mitchell Park pilot program from 6-8pm

Agenda Item 7 – TACC Activations

- Recent Activations
 - **Justin Stewart** – sat on Wavemaker Grant panel for youth (very fun!), met with THM Program Committee for season planning, participated in Tempe enrichment program with son Jove
 - **Kevin** – had worked performed by dancers at SCC as winner of Creative Choreographers Competition
 - **Ginny Sylvester** – saw ATC Sam Shepherd play
 - **Jacqueline Swan** – served on two grant panels, saw art in Fort Collins, saw a cool window display in Madison, recommended an artist for a teaching opportunity, took son to Edna Arts classes, adjudicated show at Gallery at TCA summer residency show
 - **Teresa** – attended Minnesota fairy walk, went to Jayarr Steiner mixer, attended Petticoats and Patio Dresses at THM
 - **Lisa Roach** – saw Hamilton, saw Barbie exhibit at PAM, attended Scottsdale Museum of Optical Illusions
 - **Will Lucht** – attended Ancient Tech exhibition, attended Opera w/Don Giovanni, performed in open night drag nights
 - **Andrea Hanley** – visited Seattle Art Museum, toured Whitney Biannual, saw True West and viewed Gallery Exhibition “Curious Minds”, viewed Barbie at PAM, curating exhibition in Portland, invited to premier of Horizon (Kevin Costner & Luke Wilson), planning a meeting in Santa Fe of artists for Indian Market

- **Haylee Mills** – saw True West at TCA, saw Stay Cat Sleeping Giant, attended Michigan music festival - Electric Forest, mingled with artists in LA, went to DefCon Hacking Conference in Las Vegas, served on a grant panel

Agenda Item 8 – Future Agenda Items

- Update on Maker Districts
- How do ATCs Tempe ticket sales compare to their time in Phoenix?

Meeting adjourned at 7:54pm

Prepared by: Joy Higgins