

**CITY OF GLENDALE, ARIZONA  
MINUTES OF THE REGULAR MEETING OF THE  
ARTS COMMISSION  
HELD WEDNESDAY, FEBRUARY 16, 2011  
LIBRARY BOARD CONFERENCE ROOM  
SECOND FLOOR  
9802 N 59TH AVENUE  
GLENDALE, ARIZONA  
4:00pm.**

The meeting was called to order at 4:03 p.m. by Chairperson Darrell Criswell. Commission members M.B. Finnerty, Scott Mink, Janine Barbour and Diane Lesser, were in attendance. Representing city staff were Sue Komernicky, Library and Arts Director, Mojgan Vahabzadeh, Library Graphics Coordinator and Judy Fleming, Public Arts Coordinator. Guests in attendance were Eric Strunk and Mark Paratore, from the Economic Development Department. Kriss Carneal, City Council's Office, was also present. Commissioner Dagostino was absent.

**APPROVAL OF THE MEETING MINUTES**

A **MOTION** was **MADE** by Commission member Barbour to **APPROVE** the minutes of the January 19, 2011 meeting. The **MOTION** was **SECONDED** by Commission member Mink and carried unanimously.

**PUBLIC COMMENTS**

At this time the Commission will hear comments from the public; however, the Commission may not discuss or consider items not appearing on the agenda unless an actual emergency exists. No public comments.

**GREEN EVENT PHOTOGRAPHY CONTEST**

Joanne Toms of the Conservation and Sustainable Living Program presented information about the upcoming amateur photography contest to be held on March 26, 2011 at the 2011 Glendale Green Festival, celebrating the theme of "My Green Glendale." The Conservation and Sustainable Living Division is requesting \$600 from the Glendale Arts Commission to purchase prizes for the photography winners.

Commissioner Mink inquired as to what kind of prizes the requested \$600.00 would buy. Ms. Toms explained the prizes would all be energy conservation or green related items. Examples of items would be thermostats, low maintenance water trees and plants, "green" school supplies and energy saving devices on everyday appliances. Commissioner Mink questioned if the \$600.00 was a bit high for those items and would like to see an itemized account of the items purchased. He noted at this time, with the current economy, the city has to know where and on what they were spending funds.

Mojgan Vahabzadeh, Library Graphics Coordinator, explained this was a great program geared to helping the public become aware of energy savings as well as show the public how easy it was

to practice green living. She believes the \$600.00 requested was reasonable since trees alone cost \$100 to \$200.

Commissioner Finnerty agreed this was a great program; however, would also like to see an itemized statement of the items bought. She inquired if the Commission would get to see the winning bookmark or be somehow involved in it. Ms. Toms explained it will be showcased on the city's website along with the rest of the winning artwork. Commissioner Finnerty stated it would be a good idea to promote this project as being artistic, not only as a green project, since they were asking the Arts Commission for funding.

Commissioner Barbour agreed and added she had concerns about funding this program since the art element was not being promoted in the material as strongly as the green element.

Sue Komernicky, Library and Arts Director, reiterated that this was a great project for the community; however, understood the Commissioner's concerns.

Chairperson Criswell suggested they include the artistic criteria on the website promoting this event and acknowledge the Arts Commission involvement.

Ms. Toms thanked the Commission for granting their request. She agreed to setup the art judging criteria as well as credit the Arts Commission for their support on the website and promoting material. She will also be happy to present the Commission with an itemized statement of items purchased.

**A MOTION was MADE by Commission member Finnerty to APPROVE the Conservation and Sustainable Living Division request of \$600 to purchase prizes for the photography winners. The Division is to provide an itemized account of the purchased items. The MOTION was SECONDED by Commission member Lesser and carried unanimously.**

### **ART DISTRICT ACTIVITIES**

Eric Strunk and Mark Paratore, from the Economic Development Department presented this item. City staff updated the Arts Commission on the art district activities and goals for the year.

The Arts Commission was briefed at the October 2010 meeting regarding a pilot program (Artwerks/Lateral 58) in the City's Centerline area being coordinated by the city. The idea has been to further augment the City's established special events by encouraging more opportunities to display art and/or art-based activities in the hopes of establishing a greater sense of "place" and uniqueness to the Centerline area.

The Artwerks/Lateral 58 project is a program that will showcase painters, dancers, sculptors, artisans and musicians as an additional draw in its Centerline District. The project is expected to revitalize the stretch of Glendale Avenue from 43rd to 67th avenues. The objective is to turn Centerline into an artistic focal point and destination attraction. The Glendale Centerline Redevelopment Plan was created to encourage private investment, job creation and development of shopping, dining and recreational opportunities. Glendale is partnering with Fusion Foundation, a non-profit organization in Phoenix.

The nonprofit arts and culture generate more than \$6.6 million in the city of Glendale which resulted in more than \$839,000 in local and state government revenue. The objective is to turn Centerline into an artistic focal point and destination attraction.

Chairperson Criswell remarked that this was a great project. He indicated that focusing on the downtown area was critical since it was the heart and soul of Glendale. He related how other cities around the country he has visited encourage restaurants to stay open later, which creates vibrancy in the evening hours. He asked if the city ever thought of offering businesses tax incentives. Mr. Strunk explained the various programs currently available to interested Centerline commercial property owners (the VIP and Voluntary Demolition Program).

Commissioner Barbour remarked this project was long overdue and was pleased it was now underway. She stated a lot of the problem was with the merchants not getting involved and staying open later into the evening. However, was glad the merchants were starting to acknowledge the advantages of staying open later to encourage greater foot traffic. She hopes they keep an open mind and suggested bringing the element of music into the area. Mr. Paratore agreed and added several businesses liked the idea and at least one had contracted a musical band. Mr. Paratore remarked that the downtown merchants were beginning to come on board and has commitments from several of them.

Commissioner Finnerty expressed her concerns about the Arts Commission not being involved from the start of this project. She stated she had brought this to their attention at the last presentation. Mr. Strunk stated he understood her concerns and added they have since modified their communication system. He explained this was a new project and the development was ongoing. However, he encouraged the Arts Commission's input and participation since they were an invaluable asset to this project. Sue Komernicky, Library and Arts Director, noted that Mr. Strunk has kept the communication lines open since their last meeting. Commissioner Finnerty reiterated the importance of keeping the Arts Commission & staff involved before making critical decisions.

Commissioner Barbour asked if the Arts Commission could possibly meet with the Fusion Foundation. Mr. Strunk replied yes. Mr. Paratore agreed and added this project was moving very fast and they need the Arts Commission's expertise in the arts.

### **2011 CHILDREN'S ART SHOW**

The Glendale Arts Council submitted a request of \$1,000 to use for prize money for the Children's Art Exhibit which is held yearly at the Sahuaro Ranch Fruit Packing Gallery. The art exhibit will be held from April 20th through May 8th, 2011.

Sue Komernicky, Library and Arts Director, read a letter from the Children's Art Exhibit thanking the Arts Commission for their past support.

**A MOTION was MADE by Commission member Barbour to APPROVE the request of \$1,000 to use for prize money for the Children's Art Exhibit being held at the Sahuaro**

**Ranch Fruit Packing Gallery. The MOTION was SECONDED by Commission member Mink and carried unanimously.**

## **STAFF REPORTS/CORRESPONDENCE**

### **Public Art Project Updates**

#### Glendale Jazz and Blues Festival

Mojgan Vahabzadeh, Library Graphics Coordinator presented this item. She stated the contracts have gone out and the project was on track. The event will take place on April 9<sup>th</sup> and 10<sup>th</sup> 2011. She will provide more information as the event draws closer.

#### Glendale Plein Air Painting Event

Mojgan Vahabzadeh, Library Graphics Coordinator, presented this item. She stated the event was a smashing success and a lot of fun for all involved. The event featured 54 participants. She explained the winning pieces will be displayed in buildings around Glendale starting with Promenade on Palmaire until March 15, 2011. The art works will become part of the city of Glendale's permanent collection.

Judy Fleming, Public Arts Coordinator, displayed the winner's artwork to the Arts Commission.

The Arts Commission had a discussion on the judging system and requirement of this event.

#### Sahuaro Ranch Park Entry Monument Public Art Project

Mojgan Vahabzadeh, Library Graphics Coordinator, presented this item. The art budget for this project is all-inclusive and will not exceed \$40,000 for the total project and must cover all expenses. The selected artist will work with City of Glendale Parks and Recreation and Library and Arts staff to develop the art concept for the entry monument. Commissioners Criswell and Barbour are on the commission panel for this project. The next meeting will be held March 4, 2011.

Commissioner Finnerty asked if she could attend the next meeting. Sue Komernicky, Library and Arts Director, stated she was welcome to attend.

#### Adult Center Exhibit Updates

Judy Fleming, Public Arts Coordinator presented this item. The center is currently featuring the Glendale Unified High School District for both faculty and students. April will remain open.

#### Art Maintenance Updates

Judy Fleming, Public Arts Coordinator presented this item. She reported the Bronze Fire Station Statue has been repaired. A well fixture has been replaced as well as lighting issues resolved.

### **Other Staff Updates**

#### Governor Art Awards

Sue Komernicky, Library and Arts Director, announced the award ceremony will be held April 12, 2011 from 5:30pm to 8:00pm. Tickets are \$150.00 and can be obtained from the website if any Commissioners were interested in attending.

**COMMISSIONER COMMENTS**

Sue Komernicky, Library and Arts Director, thanked Commissioners Lesser and Mink for attending and being judges at the Glendale Plein Air Painting Event. They did a great job.

Commissioner Mink thanked the Arts Commission staff for executing a well-planned and successful Plein Air Painting Event.

**NEXT MEETING**

The next meeting of the Glendale Arts Commission will be held Wednesday, March 16, 2011, at 4 p.m. at the 2nd Floor Board Conference Room, Glendale Public Library, 5959 West Brown Street, Glendale, Arizona.

**ADJOURNMENT**

**A MOTION was MADE by Commission member Barbour to ADJOURN the meeting. The MOTION was SECONDED by Commission member Mink and carried unanimously.**

As there were no further comments, the meeting was adjourned at 5:35 p.m.

Respectfully submitted,

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Sue Komernicky, Recording Secretary  
Library/Arts Director