

Regular Meeting

**ARTS & HUMANITIES COMMISSION
MINUTES OF THE MEETING
HELD IN THE COUNCIL CHAMBERS
510 E. FLORENCE BOULEVARD, CASA GRANDE, AZ 85122
WEDNESDAY, OCTOBER 2, 2013**

A. Call to Order:

Chairman Herman called the meeting to order at 4:35 p.m.

The following members were present:

Debbie Benitez
Victor Hammond
Erica Herman
Regis Sommers
Stacey Seaman
Susan Wortman
Pamela Runner

Also present:

Remilie S. Miller	City Clerk
Anna Valenzuela	Deputy City Clerk
Gloria Smith	Member, Casa Grande Valley Fine Arts Association

B. Minutes

B.1 Regular Meeting – October 2, 2013

Member Hammond moved to approve the regular minutes of September 4, 2013.
Member Sommers seconded the motion and was carried unanimously.

C. Reports

C.1 Review of the Commission’s Community Arts Fund

City Clerk Miller provided information regarding the Commission’s Community Arts Fund balance as of September 30, 2013. Advises of carryover being \$16,308.37 from last fiscal year, \$5000 is the funds allotted for this new fiscal year, total balance is \$21,308.93. The .56 is the LGIP interest that is received every month. Advised that the report includes all the activities that happened in 2012, when the funding was received and the mini-grant and everything else was disbursed. City Clerk Miller conveyed she and the finance department would clarify items if there were any concerns or questions. The June 2012 report was also provided.

D. Unfinished Business

D.1 Discussion on the Commission’s Mini Play Contest

City Clerk Miller reported that she did a second draft of the Mini-Play brochure based on inputs provided at the last meeting. She reviewed to the Commission the deadline submission of entry is February 5, 2014. The Judges will select the top five entries; the top five will perform March 22, 2014 at the Women’s Club. The top five will be presented during the Commissions meeting on March 5, 2014.

City Clerk Miller requested clarification of information on the 2014 schedule of events, such as the amount for the grand prize winning play, the amount of the prize of audience favorite play, and location to conduct the final performance.

Member Hammond explained that the Judges will select the top five playwrights’; they will have from March 5, through 22, 2014 to rehearse and hone their skills.

City Clerk Miller will confer with Member Hammond to accurately reflect the schedule of events in the brochure.

City Clerk Miller reported that she reserved the Women’s Club for the Commission to conduct the Mini Play on March 22, 2014. City Clerk Miller suggested renting chairs. The capacity at the Women’s Club is approximately 100 and the number of chairs available is 65.

Member Sommers conveyed that the chairs are .85 cents each from High Grade Rentals, .40 cents per chair for non-profits, cost will probably be under \$40.

Member Runner moved to approve expenditure of funds for chair rentals and authorized the City Clerk to rent thirty-five chairs for the Commission's Mini Play production. Member Sommers seconded the motion and was carried with a 7-0 voice vote.

Members had a discussion regarding prize amounts and the judging criteria. Member Hammond relayed that there are two awards, the Grand Prize which is selected by the judges after the performances (judges are yet to be determined). The audience will vote on the play that is their favorite. It is possible that the same person may win both prizes. The judging of the Mini-Play Event is to mimic the way the Plein Air Event was judged.

Member Hammond moved to approve the amount for the grand prize of \$500 and \$100 prize for the audience's favorite. Member Sommers seconded the motion and was carried with a 7-0 voice vote.

Member Wortman wants to ensure the whole community is aware of the event. City Clerk Miller advised she has been in contact with the City's Public Information Officer (PIO) so this event can be advertised via various avenues. Some examples given were press release, inserts in the newspaper, and the local TV Channel and newsletter. City Clerk Miller will also look into other ways to get the information to the community.

Member Seaman will contact the Central Arizona Newspaper (CAC); will also check with the local high schools and the Black Box, these organizations have many partnerships throughout the community and the valley.

City Clerk Miller will check with the Arizona Republic to find out what they charge to publish a notice.

City Clerk Miller requested from Members Seaman and Hammond to provide her a list once identified, on who will serve as judges for the Mini-Play. She would like to formally issue letter/reminder of the event. Chairman Herman relayed the judges will be a "Panel in the Performing Arts."

City Clerk Miller announced that she will confer with Member Hammond to ensure everything is correct on the brochure before advertising.

D.2 Update on the Discussion with Casa Grande Chamber of Commerce Regarding the Commission’s Bravo Award Program.

Chairman Herman reported that she was contacted by a Tucson group for the Arts; they are a privately funded arts group that works with the Buffalo exchange. They allow \$10,000 every year to be awarded in Arts and Humanities. Chairman Herman was nominated to be a Judge. They rotate the kind of Arts they recognize on a yearly basis. Exactly like the Bravo Award, this organization is to recognize emerging artists. They want to spread out north and south of Tucson, they are adding Pinal County this year. Chairman Herman can nominate one person from Pinal County. They give \$10,000 a year to the “emerging artist.” This year is visual Arts. That’s something that can be kept in mind with the Bravo Award Program. Chairman Herman would first like to learn the process, for now it can be placed on the back burner, she suggested to the Members if they have any ideas to let her know.

It was the consensus of the commission for Vice Chairman Benitez to attend the Greater Casa Grande Chamber of Commerce meeting to present and discuss the Commission’s Bravo Award Program.

D.3 Discussion and Consider the Arts & Humanities Commission’s Concept for Chairitable Fundraising.

City Clerk Miller was not sure if the Chairitable fundraising was presented and discussed with the Casa Grande Valley Fine Arts Association. City Clerk Miller received a call from Gloria Smith and conferred that her association has not made a commitment regarding the Commission’s Chairitable Fundraising.

Member Benitez attended the meeting and stated that there was nothing from the Arts and Humanities Commission to report at that time, however the Association agreed it was a good topic to keep on the table.

Gloria Smith with the Casa Grande Valley Fine Arts Association (CGVFAA) conveyed that she understood that the Arts and Humanities Commission was attempting to raise some funds. The Arts Association suggested the yard art, chair art, would be a good fundraiser. Further, Ms. Smith reported that several Arts members were working on pieces that could be sold at the Street Fair. Ms. Smith suggested that the Commission should consider utilizing the profits from this event for their Plein Air event prize money award.

Member Seaman volunteered to put together in writing information regarding the Chairitable event to present at the meeting of the CGVFAA. She will forward to City Clerk Miller the documents by Monday, October 7, 2013 via e-mail.

Member Runner volunteered to present the information to the CGVFAA.

City Clerk Miller suggested for the Commission to make a decision if they would like to take on the “Chairitable Fundraising Event” for their project before presenting to the CGVFAA.

Member Hammond moved for the Commission to take on the Chairitable Fundraising project, and provide a presentation to the CGVFAA to determine partnerships and authorize the representatives of the Arts and Humanities Commission Members to make discussion on the Commissions behalf. Member Sommers seconded the motion, was carried with a 7-0 voice vote.

E. New Business:

E.1 Presentation and Discussion Regarding the Economic Impact of Arts and Entertainment in Pinal County

Vice Chairman Benitez offered through a Power Point Presentation the economic impact and what the drivers were in the entertainment and arts. She explained how Target Resource Group (TRG) and another option called Arts and Culture Information work, specifically:

- Strengths and weaknesses of the resources.
- Fee scale information
- How much money is invested in the arts, and how businesses have increased
- Different cities contribute money to the arts
- City of Queen Creek created an economic impact study
- Studies and developing questionnaires

Chairman Benitez suggested creating a survey to obtain input from the community; there is a need to know what attracts people to Casa Grande. There was discussion on when, where, how, and who to get the survey out. It was agreed that this will take time to develop.

City Clerk Miller advised that the City has a survey that goes out annually to residents. It is unknown if a section can be added, this undertaking will take some time and may take a lot to justify to City Council.

E.2 Discussion and Consider Continuation of the City of Casa Grande Arts & Humanities Commission Educational Partners Program Mini-Grant.

City Clerk Miller reported that at the last meeting, the Commission requested to schedule discussion on continuation of the Arts and Humanities Commission Educational Partners Program Mini-Grant. City Clerk Miller is still waiting to hear from Gila River Indian Community announcement of their grant award by end of October 2013.

Member Runner suggested for the Commission to wait for the result of the grant decision from Gila River Indian Community and continue discussion at the November meeting to consider continuation of the Mini-Grant program.

It was the consensus of the Commission to continue discussion of this item at the November meeting.

E.3 Discussion on the Possibility of Conducting 2014 Plein Air Painting Event

City Clerk Miller provided the Commission suggestions/comments to consider in planning the next Plein Air Painting Event compiled from the meeting of March 6, 2013.

City Clerk Miller reported that Member Wortman responded to the comments/inquiries received from a member of Casa Grande Valley Fine Arts Association concerning the 2013 Plein Air Painting.

City Clerk Miller asked if the Commission would like to consider conducting the 2014 Plein Air Event.

Member Hammond suggested for the Commission to vote committing to continue this project and have further discussion on the planning and guidelines for the 2014 Plein Air Painting Event that would take place at the November meeting.

Member Sommers moved to approve conducting the 2014 Plein Air Painting Event. Member Hammond seconded the motion and was carried with a 7-0 voice vote.

F. Miscellaneous:

City Clerk Miller introduced to the commission the newly hired Deputy City Clerk, Anna Valenzuela.

City Clerk Miller announced to remind the commission of the Annual Mayor's Appreciation dinner scheduled for Wednesday, November 20, 2013 at The Property Conference Center. The invitations will go out in the mail this week.

G. Public Comments:

Chairman Herman called for public comments. No comments were offered.

H. Adjournment:

There being no further business for discussion, the meeting was adjourned at approximately 5:59 p.m.

Erica Herman
Chairman
/s/ Erica Herman