

Regular Meeting

**ARTS & HUMANITIES COMMISSION  
MINUTES OF THE MEETING  
HELD IN THE COUNCIL CHAMBERS  
510 E. FLORENCE BOULEVARD, CASA GRANDE, AZ 85122  
WEDNESDAY, NOVEMBER 6, 2013**

**A. Call to Order:**

Chairman Herman called the meeting to order at 4:30 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 M. Valenzuela    Deputy City Clerk  
Marge Jantz            Member, Casa Grande Valley Fine Arts Association

**B. Minutes**

**B.1 \_\_\_\_\_ Regular Meeting – November 6, 2013**

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Member Runner moved to approve the regular minutes of October 2, 2013.  
Member Seaman seconded the motion and was carried unanimously.

## **C. Reports**

### **C.1 Update on the Grant Application to Gila River Indian Community**

City Clerk Miller reported that she received a letter from Gila River Indian Community Office of Special Funding regarding the State Shared Revenue Program 2014 funding cycle; the two (2) projects of Arts & Humanities Commission were not selected for award this funding cycle.

The proposed funding was for the Arts & Humanities Commission's Mini Grant Program and the Railroad Plaza. Gila River Indian Community (GRIC) received and considered over 130 applications for grant funding this cycle.

### **C.2 Update on the Piatigorsky Foundation 2014 Concert**

City Clerk Miller provided an update on the Piatigorsky Foundation 2014 Concert, and they are as follows:

Concert Date: Tuesday, January 21, 2014

Artists: Marcus Thompson, Violinist and Doris Stevenson,  
Piano Accompanist.

#### Performances:

- Two day performances, 10:00 a.m. and 12:45 p.m., to be held at the Casa Grande Union High (CGUHS) Auditorium. Students selected to attend will be the 8<sup>th</sup> graders, which is approximately 854 students plus the High School students.
- One evening performance at 7:00 p.m. at the Paramount Theatre. The concert will be open to the public.

Publicity Materials will be provided by The Piatigorsky Foundation sometime in December.

City Clerk Miller informs the Commission that Barbara Wright and Martin Hebda from the school districts and Debbie Martin of the Paramount Theatre have been informed of the concert. There has been continued communication with them regarding the concert.

City Clerk Miller announced that the Commission committed \$750.00 to fund the 2014 Piatigorsky Concert.

Member Sommers commented that it is a very inexpensive concert that would benefit underserved audiences in the community.

## **D. Unfinished Business**

### **D.1 Update on the Commission's Mini Play Contest**

City Clerk Miller reported that upon Member Hammond's review of the final brochure, the notice for the Commission's Mini Play Contest was scheduled for advertising in the newspaper as follows: October 29, November 19, December 17, 2013 and January 7, 2014. The notice will be published in the Casa Grande Dispatch on a display ad. The cost for the ad in the paper is estimated at \$170.69.

City Clerk Miller conveyed that the cost to advertise the notice in The Arizona Republic is estimated at over \$900.00.

Member Sommers conveyed that money can be spent on advertising, but not to exceed \$900.00.

It was the consensus of the Commission to authorize the City Clerk for the expenditure of funds to publish the notice of the Mini-Play contest in the Chandler Republic and Tucson newspaper.

City Clerk Miller stated that the notices were posted on the City's Website under the section "Residents", public notices.

The notice and information was also submitted to the Arizona Commission on the Arts to consider posting on their website.

The brochures were mailed for information/display at the following:

- Central Arizona College (CAC) – Dr. Owns, Jerry Deall & Kim Osteen Petroshock
- RV Parks
- The following Non-Profit Organizations: CG Chamber of Commerce, CG Main Street, Central Arizona Regional Development Foundation, CG Valley

Historical Society, Pinal County Water Augmentation, and Boys & Girls club of the Casa Grande Valley.

- Paramount Theatre
- Regis Sommers – Shop
- Displayed at the following City Departments: (Libraries, Parks/Rec, Finance/Administration, and City Hall Reception area.

Member Hammond volunteered to coordinate posting of the notice for the Mini-Play at Zonie.com and at Arizona Actors Association.

Member Hammond requested for City Clerk Miller to mail the notice/brochure to Maricopa Community College for their information and posting.

City Clerk Miller added that the City of Casa Grande Public Information Officer (PIO) will issue a press release when it gets closer to the event.

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

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Vice Chairman Benitez reported that she met with Helen Neuharth of the Greater Casa Grande Chamber of Commerce. Ms. Neuharth expressed interest, however she requested additional information in order to present to the Board of Directors of the CG Chamber of Commerce. Ms. Neuharth stated that the Bravo award is something to consider when they plan their 2015 award solicitation.

Vice Chairman Benitez presented the Commission a drafted presentation regarding the Commission proposed Bravo Award to the Chamber of Commerce. She requested the Commission to review and provide feedback before she finalizes and presents the letter to Ms. Neuharth.

Members Runner and Sommers suggested discussing this item during a study session.

Chairman Herman conveyed that the Commission first needs to find out if the Greater Casa Grande Chamber of Commerce will partner with the commission before a study session is scheduled.

Member Sommers moved to revise the draft into a general format to present to Ms. Neuharth. Member Runner seconded the motion and was carried with a 7-0 voice vote.

Vice Chairman Benitez will create a revision of the Bravo Award presentation and proceed e-mailing the revised version to Ms. Neuharth.

**D.3 Update on the Discussion with the Casa Grande Valley  
Fine Arts Association Regarding the Arts & Humanities  
Commission's Concept for Chairitable Fundraising**

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Member Wortman reported that she offered to the Casa Grande Fine Arts Association (CGVFAA) the Commission's Chairitable Event fundraiser prepared by Member Seaman, on behalf of the Commission, and hereto attached as *Exhibit A*.

At the regular Monday meeting of CGVFAA they voted to approve the partnership with the Arts and Humanities Commission Chairitable fundraising event as presented in the proposal.

Member Wortman thanked Member Seaman for her efforts in preparing the fundraising proposal to CGVFAA.

Chairman Herman advised that based on the proposal, a Call to Artist should be developed immediately. The Call to Artist schedule will determine how many artists will be participating.

Referring to the fundraising proposal presented to CGVFAA the Commission reviewed and discussed the section "Explanation of Proposed Event".

1. AHC put out a 'Call to Artists' explaining the fundraiser, and accepts applications from local artists to apply to donate their time. AHC will keep records of participating artists, and handle any required paperwork regarding artist participation in the event.
  - *City Clerk Miller agreed to create a Call to Artist and will forward to Member Seaman for review.*
2. Artists acquire chairs and/or tables of any sort. They clean them up, and turn them into functional art through any preferred medium. (Please note, the chairs and tables should still be functional as chairs and tables).
  - *The Commission concurs with this statement.*

3. The artists drop off their completed artwork at the CGVFAA store-front on Florence Blvd during on January 16<sup>th</sup> and 17<sup>th</sup>, 2014. The artists should include their price for their work.
  - *Member Sommers will take the initial inventory of the art pieces that will be dropped off.*
  - *Commencing on January 16<sup>th</sup> & 17<sup>th</sup>, 2014.*
  - *Member Seaman will check what times on 1/16 & 1/17, 2013 the artists can drop off their art pieces.*
  
4. AHC and CGVFAA partner to provide volunteers to man the CGVFAA store-front during the Casa Grande Street Fair on January 18<sup>th</sup>-19<sup>th</sup>, 2014. The store-front will be advertised in advance by the AHC as a location for community members to come by and purchase the works of art for the fundraiser.
  - *Chairman Herman advised that the CGVFAA will monitor the event.*
  - *Member Seaman agreed to be the liaison for the Arts and Humanities Commission.*
  - *Member Sommers will take the initial inventory of the art pieces that are dropped off.*
  
5. When an item is sold, 15% of the selling price goes back to the artist to compensate them for materials. 5% of the selling price is donated to the CGVFAA to compensate them for their time in helping with the fundraiser. 80% of the selling price goes to AHC to help fund the projects mentioned above. All checks and money would go through the AHC, and checks would be issued from the AHC to artists and the CGVFAA no later than one week following the conclusion of the event.
  - *The Commission concurs with this statement.*
  
6. After the street fair is completed, any unsold artwork goes back to the donating artist.
  - *The Commission concurs with this statement.*

**E. New Business:**

**E.1 Discussion and Consider Continuation of the  
City of Casa Grande Arts & Humanities Commission  
Educational Partners Program Mini-Grant**

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In response to Chairman Herman, City Clerk Miller advised that the Commission has not committed any funding for continuation of the Mini-Grant for 2013-2014.

Chairman Herman requested for discussion to consider putting on hold the Commissions Mini-Grant program.

Member Runner moved postpone the Mini-Grant program. Member Sommers seconded and the motion was carried with a 7-0 voice vote.

City Clerk Miller advised that a consensus was needed from the Commission that they were going to look into other grants.

Member Sommers provided City Clerk Miller with the websites to find information on the Arizona Commission on the Arts (Community Catalyst & Art Tank), and The Virginia Piper Grants.

**E.2 Discussion on the Commission's 2014 Plein Air Painting Event**

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City Clerk Miller advised that the Commission committed to having the 2014 Plein Air Painting Event. Confirmation was needed on the date, prize, and how much money does the Commission want to allocate for this event.

It was the consensus of the Commission to hold the Plein Air Painting Event during the Cowboy and Indian Days Event.

City Clerk Miller will check with Council Member Powell regarding the scheduled dates for 2014 Cowboy and Indian Days Event and get back with the Commission.

Member Sommers suggested utilizing the Casa Grande Woman's Club as the location to conduct the registration for the 2014 Plein Air Painting Event. The Woman's Club is a centralized location and is easily accessible.

Member Sommers moved to approve the Registration fee of \$20.00 for adults and \$10.00 for youth. Member Wortman seconded the motion and was carried with a 7-0 voice vote.

Member Wortman suggested hiring professionals to judge the paintings for the 2014 event.

Member Sommers explained that the judging panel should consist of a diverse judging panel.

Chairman Herman stated that the best way to judge was blind judging with a panel of five (5) judges.

It was the consensus of the Commission to provide awards as follows:

<b>Award Categories</b>	<b>Prize Award for Adult</b>	<b>Prize Award for Youth (under 18 years)</b>
Best of Show	\$1,000.00	\$200.00
Second Place	\$ 500.00	\$100.00
People Choice	\$ 250.00	\$ 50.00
<b>Total</b>	<b>\$1,750.00</b>	<b>\$350.00</b>

A total of \$2,100 is allocated for the prize awards of the 2014 Plein Air Painting Event.

City Clerk Miller conveyed that last years budget of \$400 for the reception was very tight.

Member Hammond moved to allocate a budget of \$400.00 for the reception of 2014 Plein Air Painting Event. Member Wortman seconded the motion and was carried with a 7-0 voice vote.

#### **F. Miscellaneous:**

City Clerk Miller reminded everyone to RSVP for the Mayor's Annual Appreciation Dinner.

**G. Public Comments:**

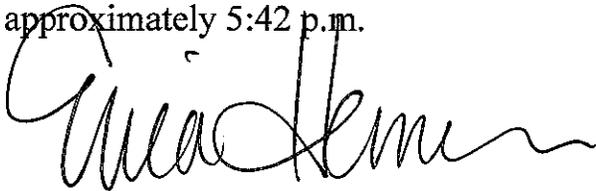
Chairman Herman called for public comments.

Marge Jantz suggested considering the following information pertaining to the Commission's Chairitable Fundraising Event:

1. Confirmation on whether or not the chair or table pieces needed to be functional.
2. Select January 15<sup>th</sup> as the date to turn in the completed chair or table.
3. Establish a sign-up sheet of volunteers from the CGVFAA and the Arts & Humanities Commission.

**H. Adjournment:**

There being no further business for discussion, the meeting was adjourned at approximately 5:42 p.m.

A handwritten signature in black ink, appearing to read "Erica Herman", written in a cursive style.

Erica Herman  
Chairman