

Regular Meeting

**ARTS & HUMANITIES COMMISSION
MINUTES OF THE MEETING
HELD IN THE COUNCIL CHAMBERS
510 E. FLORENCE BOULEVARD, CASA GRANDE, AZ 85122
WEDNESDAY, JULY 9, 2014**

A. Call to Order:

Chairman Herman called the meeting to order at 4:30 p.m.

The following members were present:

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

Also present:

Remilie S. Miller	City Clerk
Anna M. Valenzuela	Deputy City Clerk
Allen Gross	Landscape Architect, Design Team Gross/Davis
Evelyn Davis	Artist, Design Team, Gross/Davis
Berlin Loa	Director, Casa Grande Historical Society
Rina Rien	Director, Casa Grande Main Street
Susan Randall	Casa Grande Dispatch Reporter

B. Minutes:

Member Runner moved to approve the regular minutes of May 7, 2014. Member Sommers seconded the motion was carried unanimously.

C. Reports

None

D. Unfinished Business:

D.1 Update on the Completed Conceptual Design Plans and Budget Estimate for the Construction and Installation of a Future Railroad Art Plaza

City Clerk Miller reported that the project was on schedule as established in the call to artist for the project. The artist design team submitted their completed conceptual design and plans for the future railroad art plaza on June 17th.

Further, City Clerk Miller announced that she consulted with the City Engineers to review the artist's submittal and therefore determined that the completed conceptual design and plans adequately covered the scope called for in the contract.

City Clerk Miller conveyed that after the Design Team's presentation, if necessary the Commission can recommend changes and/or additions to the final design plans.

The Team of Gross/Davis offered a slide presentation and provided the Commission the completed Conceptual Design Plan and budget estimate for the construction and installation of a Future Railroad Art Plaza.

Mr. Allen Gross provided an overview of the project as follows:

- I. Plaza Design
 - a. Development Narrative
 - b. General Layout for the Plaza
 - c. Hardscape Development
- II. Public Meeting
 - a. Review of the public meeting held
 - b. Public comments received
- III. Art in the Railroad Plaza
 - a. Art Development
 - b. Main Art Concept (bronze sculpture)
 - Phase I – Engineer and Conductor
 - Phase II – Fireman and Brakeman
 - Phase III – Engineer's Daughter, Dog and Hobo
 - Phase IV – Chinese Railroad Workers
 - Phase V – Mexican Hard Rock Miners.

IV. Project Schedule

- a. Park Development (design & construction)
- b. Artworks
- c. History of motive power plaques
- d. Wildlife trail
- e. Interpretive tower
- f. Water feature
- g. Informational signage
- h. Medallions

V. Project Cost Estimates

VI. Synopsis

- a. Connection and Interaction with other public facilities
- b. Potential funding strategies for the artwork
- c. Additional attractions

Mr. Gross recommended various fund-raisers such as having a donors’ wall to solicit fundraising for the Railroad Art Plaza. Mr. Gross explained that donors could buy a plate to put on a plaque. These plaques could be put strategically throughout the City of Casa Grande (City Hall, Casa Grande Historical Society, and the Chamber of Commerce.) This type of fund raiser could be implemented immediately.

Mr. Gross conveyed that bricks could also be cast for a walkway. The bricks could be sold as a memorial to a loved one, group or business. This fundraiser could also be implemented immediately with a guarantee to the donors that the brick will be installed once construction begins.

Mr. Gross announced that construction and installation of the plaza and artwork would cost approximately \$1.4 million. The work does not have to be done all at once.

The following is the breakdown of the project in phases:

Park Development	\$285,205.00
Art Work (Life-sized bronze sculptures)	\$585,594.50
Early Resident Lillian Peart on a horse	\$116,700.00
Casa Grande Seal & Signage	\$43,360.00
Miscellaneous Art work concept and Railroad themes, water feature	\$425,480.00
Total Project Estimate	\$1,456,339.50

Mr. Gross reviewed with the Commission the cost of the sculptures and the reasons the sculptures takes time to develop.

Ms. Evelyn Davis explained the process on how the sculptures are made and the work involved. It normally takes a year to complete a bronze sculpture from beginning to end. Ms. Davis stated that she has already completed the first part process of the Conductor and Engineer.

City Clerk Miller inquired if there would be lights showcasing the sculptures.

Mr. Gross conveyed that there were some lighting proposed around the landscaping; however, they forgot to include the lighting the sculptures as part of the estimated budget submitted with the final plan.

City Clerk Miller suggested adding the budget estimate for the lighting of the sculptures incorporated in the final design concept and plan.

Member Sommers recommended including in the interpretive plan the cotton and citrus since they are an integral part in the development of Casa Grande.

Chairman Herman recommended copper to be incorporated, since it was also an integral part in the development of Casa Grande.

Mr. Gross assured the commission that he would incorporate citrus, cotton and copper into the interpretive plan and provide the budget estimate for the lighting of sculptures.

City Clerk Miller asked for the benefit of the public, for Mr. Gross to provide the overview of the public meeting that was held on May 13, 2014 at the Museum.

Mr. Gross reported that he received full support from the public during the meeting. There was one suggestion from the public: a train that could be ridden on. Mr. Gross explained that he did not pursue this suggestion since it had already been rejected by Life on Main. There was no room for the ride and there would be greater potential for liability. Mr. Gross shared the main question during the public hearing “where the funding would come from and when would the construction begin.”

Member Sommers conveyed that several people anticipated the project to cost over 2 million dollars. To hear that the budget was at 1.5 million was lower than expected. Member Sommers further announced that funding could come in from many different sources such as the Cotton Association, the Railroad Association, Indian Reservations, and various other organizations due to the diverse subject matter in the project.

Mr. Gross stated that the 1.5 million does not cover restoration.

City Clerk Miller expressed her appreciation to the design team of Allen/Gross for quickly putting a presentation together for the Chamber of Commerce luncheon. City Clerk Miller also conveyed the appreciation of Mayor Jackson to the Team for putting the presentation together on such short notice.

Member Seaman expressed her appreciation to the team of Gross/Allen for their excellent job with the project.

Member Seaman moved to accept the Completed Conceptual Design Plan and Budget Estimate with the recommendation of adding the budget estimate/plan for lighting the sculptured plaza and include cotton, citrus and copper in the interpretive plan. Vice Chairman Benitez seconded the motion was carried unanimously.

D.2 Update on the Results of the Economic Impact Study of Arts and Entertainment in Pinal County

Vice Chairman Benitez offered a slide presentation on the results of the Economic Impact Study of Arts and Entertainment in Pinal County. Listed below is a synopsis of the presentation:

The Economic Impact of the Arts, Culture & Leisure Events in Casa Grande, AZ

Purpose:

The purpose of this study is to understand the economic impact Art, Culture and Leisure events have on the local economy. The preliminary findings of this collaborative economic impact study will be presented to the participating event organizers to assist in future planning. Furthermore, the preliminary findings will be offered to the City of Casa Grande for consideration of an independently run

economic impact study which can be used to assist in strategic planning, incentives, and other programs geared towards such events or tourism.

Phase 1 - Data Collection:

In order to ascertain the economic impact of visitors to these destinations, primary data was gathered through intercept surveys. These surveys were administered by Vista Grande High School DECA students from Brenda Harvey's marketing class. This study doubled as a class project for students with learning centered in business and marketing. Primary analysis which includes data collection and entry was conducted by the students under the direction of Ms. Harvey.

Participating Events Surveyed

Art & Culture

- ❖ Downtown street scene/art in the alley
- ❖ The 39 steps- Blackbox Foundation production
- ❖ Friends of the Library Radio Show
- ❖ Casa Grande Valley Historical Society- speaker series "down at the depot"

Leisure

- ❖ Casa Grande Main Street Annual Downtown Street fair
- ❖ Casa Grande Chamber of Commerce Home & Garden Show
- ❖ Casa Grande Valley Historical Society - Comedy Night with Blackbox Foundation

Phase II - Economic Impact Analysis:

The economic impact analysis was conducted by volunteers from the Greater Casa Grande Chamber of Commerce, the City of Casa Grande Arts and Humanities Commission, Casa Grande Mainstreet, the Casa Grande Valley Historical Society and many other community volunteer advisors. The final report will address the direct fiscal impacts to the City of Casa Grande, based on tax collections, and the economic impact of visitors to these events.

Vice Chairman Benitez reported that she provided the synopsis of the study to the Casa Grande Dispatch.

Commission Members acknowledged Vice Chairman Benitez hard work and effort in assisting with the study.

Further, the Commission expressed appreciation to the students of Vista Grande High School and to the non-profit organization for their partnership in accomplishing the study.

**D.3 Update on the Discussion with Casa Grande Chamber of Commerce
Regarding the Commission’s Bravo Award Program**

City Clerk Miller reported that the Casa Grande Chamber of Commerce expressed their appreciation for considering partnership of the Commission’s Bravo Award Program, however at this time – The Board is not able to accommodate their partnership and not able to partner with the Commission.

City Clerk Miller further relayed that the Casa Grande Chamber of Commerce believes in the Bravo Award but did not have a way to incorporate with the annual awards structure.

Chairman Herman suggested presenting the Bravo Award along with the Commission’s Plein Air Event or combining it with an event that is already in place. Chairman Herman requested to put on the next agenda for further discussion.

Member Wortman requested to add the next meeting agenda for City Clerk Miller to consult with City Attorney Wallace regarding the Commission offering a membership.

E. New Business None

F. Miscellaneous

City Clerk Miller announced that she had submitted the grant applications for Proposition 202 to fund the Commission’s Mini Grant program through the Gila River Indian Community, Tohono O’odham Nation and the grant application to Arizona Public Service (APS) for the Plein Air Event Reception.

Member Sommers announced that the Casa Grande Art Museum was just awarded the Festival Grant in the amount of \$2000 the grant is funded by the Arizona Commission on the Arts and the Plein Air Event fits the criteria perfectly. City Clerk Miller conveyed that she would seek additional information regarding the grant.

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 5:39 p.m.

Erica Herman

/s/Erica Herman

Chairman