



BEAUTIFICATION AND PUBLIC ART COMMISSION
APPROVED MINUTES

April 11, 2022 – 4:00 p.m.

City of Flagstaff – Microsoft Teams Remote Meeting

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Creag Znetko, (928) 213-2906 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

City Staff: Eliza Kretzmann – Staff Liaison, Jana Weldon – Project Administrator, Creag Znetko – Recording Secretary, VISTA AmeriCorps Member MacKenzie Chase

- A. **The Public is Invited to Attend this Remote Meeting:** Please join us via Microsoft Teams by clicking on the following link, which brings you to the live meeting: [Click here to join the meeting](#)

Please turn your camera off and mute your microphone except when speaking. If you need an invitation to the meeting, email cznetko@flagstaffaz.gov prior to 3:00 p.m. on the Monday of the meeting.

Provide Public Comment Prior to the Meeting: Email eliza.kretzmann@flagstaffaz.gov with your public comment prior to 3:00 p.m. with PUBLIC COMMENT in the subject on the Monday of the meeting and it will be read during the public comment section or during the item to which your comment pertains.

- A. **CALL TO ORDER** Chair McCord called the meeting to order at 4:04 p.m.

B. ROLL CALL:

Carla McCord, Chair, *present*
Sandra Lubarsky, Vice-Chair, *present*
J Michael Cruz, *present*

Anthony Garcia, *present*
Matt McGrath, *present*
Tina Zecher, *present*

C. UPCOMING EVENTS:

1. Please look at flagstaff365.com for upcoming events in music, culture, art, and sciences.

D. PUBLIC PARTICIPATION

The Arizona Open Meeting Law prohibits the Commission from discussing or acting on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Public comment should be sent to eliza.kretzmann@flagstaffaz.gov, prior to 3:00 p.m. on the day of the meeting with PUBLIC COMMENT in the email subject or during the designated public participation section.

E. APPROVAL OF MINUTES

1. March Minutes.
Commissioner Cruz moved to approve as submitted. Commissioner McGrath seconded the motion; the motion passed unanimously.

F. ANNOUNCEMENTS

1. Reminder on the process for Beautification in Action grants to prep for the presentations at this meeting (time limits for presenters and how we'll remind people to stay on track, total

budget for grants each FY, etc.) – Eliza Kretzmann, Beautification, Arts and Sciences Manager.

Chair McCord announced the discussion item #2 will be tabled due to City Staff being unavailable for this meeting. There is also a request to introduce the commission to the presenter of the Lone Tree Overpass prior to the presentation.

Chair, Vice Chair and Commissioners introduced themselves to the presenter.

Staff announced the process for the BIA Grant presentations that will take place later in the meeting.

G. DISCUSSION ITEMS

1. **Lone Tree Overpass, Public Artist Introduction:** Jana Weldon, Beautification, Arts & Sciences Project Administrator; Laurie Lundquist, Artist. (25 minutes total for this item)

Public Artist Laurie Lundquist was selected after interview by the City's consultant for the project. Ms. Weldon will present an overview of the public art process for the artist and Ms. Lundquist will present her past work and her artistic practice in the public art field

Suggested Action: Listen to presentations, ask questions of the artist, discuss potential directions for the Lone Tree Overpass project

Staff presented briefly about the introduction of the artist that was recommended to work on the design team. Staff also informed the commission of the process being used for selecting an artist for the design team, receiving community input, and forming the focus group (which will also serve as an advisory group).

Laurie Lundquist presented some similar design overpasses that she worked on and helped design, including the Tempe Town Lake Bridge.

Commissioner Garcia: Is there a mockup of this project that we can compare with her other projects?

Staff: Did not bring that today but can send it to you if you like.

Chair McCord: What is your vision?

Ms. Lundquist: To make sure every angle of obscuring views or framing them is considered. The backdrop of Flagstaff is incredibly important.

Chair McCord: From a production standpoint, do you see any challenges that the team will need to look out for?

Ms. Lundquist: Not really, I only had the information from the RFQ. I think there are things that will be interesting to work out.

2. **Regional Plan Update and Creative Processes:** City of Flagstaff Planning (Mark Reavis, Neighborhood Planner, Jordan Hollinger, Associate Planner). (25 minutes for this item) – **Please note – we will HOLD this item until after the Beautification in Action Grant presentations (below)**

City of Flagstaff planning will provide an input opportunity for BPAC for the Regional Plan update.

Suggested Action: Listen to presentation, provide input as per the planning exercise.

This item has been tabled.

H. ACTION ITEMS

1. Beautification in Action Grants: Presentations from Applicants

Applicants will provide 5-minute presentations on their Beautification in Action grant proposals to the Commission. The Commission will have about 9 minutes to ask questions after each presentation. We will be keeping strict time with the number of applicants we have.

4:45 p.m.: Liz Hewat/Flagstaff Downtown Business Alliance, Leroux Alley Art Installation

5:00 p.m.: Dr. Ricardo Guthrie/NAU Ethnic Studies Program, Ms. Cleo's House at the Murdoch Center

5:15 p.m.: Vanessa Northway/The Juice Pub, Birch Ave. Butterfly Garden

5:30 p.m.: Kay Pifer, Cosmic Ray Brutti Tunnel-O-Time Memorial Mural

5:45 p.m.: Wendy White/Community Assistance Teams of Flagstaff, Community Assistance Teams of Flagstaff Outreach Bus Murals

Suggested Action: Listen to presentations, ask questions, and discuss. Determine which projects the Commission approves to move forward at this time. The Commission may also ask for additional information on projects before deciding.

Leroux Alley Art Installation

Liz Hewat: Presented a brief history of the DBA and an explanation of the application for the BIA grant in the Leroux Alley. This will be a vinyl wrap on some utility boxes.

Commissioner Cruz: Appreciates the project, supports it.

Commissioner Zecher: Supports this project. Has no idea of the cost and would like to know if the budget is reasonable.

Staff: The fees shown in the budget are in line with what we have done in the past for our wrapped cabinets.

Commissioner Garcia: This is an appropriate use of funding. Once an artist/design is selected, will it come back in front of BPAC?

Staff: Yes, that is absolutely possible.

Chair McCord: What is the timeline?

Ms. Hewat: Ideally would like to have it ready by summer, depending on the call to artists and review needs.

Chair McCord: Supports this project.

Ms. Cleo's House at the Murdoch Center

Dr. Ricardo Guthrie: Dr. Guthrie presented to the commission a brief history of the murals on the side of the Murdoch Center, the center itself and who Ms. Cleo is relative to the history of Flagstaff.

Chair McCord: Will this be a temporary project?

Dr. Guthrie: Yes, as we know we are in an expansion project. Although there will be elements that will be kept after the renovation.

Chair McCord: What is the timeline on that renovation?

Dr. Guthrie: It could be as far as five years out, but I would be ok if it started next year.

Commissioner Cruz: Can we fund the permanent items that won't be torn down?

Dr. Guthrie: The main fund will be for the ethnography and the artwork will be transferred to the new building.

Commissioner McGrath: The mural budget, \$250, seems low. What size mural would be painted with that amount?

Dr. Guthrie: It will be around 30 by 15 feet and acrylic paints are not expensive at the moment, but the bulk of the budget would be for the scaffolding and design.

Vice Chair Lubarsky: Can you expand on the administrative oversight in the budget?

Dr. Guthrie: I try to pass on as much as I can to the artists, but if they are not available, I may step in. That is where the admin part is.

The Juice Pub/Birch Ave Butterfly Garden

Vanessa Northway: Presented to the commission on a potential garden on the Northwest corner of Birch Ave and San Francisco St.

Chair McCord: What is the plan for long term maintenance?

Ms. Northway: Yes, we would water them for the first year and the hope is the perennials will come back year after year. After they are established, it may not need as much maintenance, but as long as the Juice Pub is here, we will take care of them.

Cosmic Ray Brutti Tunnel-O-Time Memorial Mural

Kay Pifer: Spoke to the commission on her vision for a mural on an underpass just south of Flagstaff on the urban trail system.

Chair McCord: The budget ask is a little unclear to me. Is the ask for funding for a mural and a plaque on one of the triangles of the tunnel?

Ms. Pifer: Yes, I would like to start at one end and eventually extend it through the tunnel to the other side.

Chair McCord: Have you considered an artist for the mural?

Ms. Pifer: Yes, I have spoken with the Mural Mice and would love to have them do it. They are interested and are the best around. They are not local to Flagstaff anymore.

Commissioner Garcia: Is that tunnel still in the city limits?

Staff: Yes, as the tunnel was a city funded project.

Community Assistance Teams of Flagstaff Outreach Bus Murals

Wendy White: Presented to the commission on an idea for painting and moralizing the outreach bus they use to serve the unsheltered population. The bus provides showers, a bathroom and volunteers help with connecting people to social services.

Chair McCord: Will the bus be operating in Flagstaff only or do you see it moving to other communities?

Ms. White: At the moment, the focus is on Flagstaff, as we are named The Community Assistance Team of Flagstaff. We will cover most of the Flagstaff community.

Commissioner Cruz: What will staffing levels be?

Ms. White: We will hire at least one person to supervise the bus and will have as many volunteers as we can. Hoping to expand the reach of other service providers by being mobile.

Chair McCord: What is the timeline?

Ms. White: would like to have the interior done before we start with the paint/wrap. We will meet the 12-month guideline for the grant. Probably 1-2 months before we tackle the exterior.

The commission discussed the applicants in the order they presented.

Leroux Alley Art Installation

Commissioner Zecher: In favor of this project.

Commissioner Cruz: Agree but concerned about the budget. It's a great project that will help beautify our downtown alleys but want more clarification on the funding.

Vice Chair Lubarsky: Supports the project, would like to see example images brought back to the commission for approval.

Chair McCord: It would be nice to see the images on this project first. The numbers presented for the budget include a quote from NOAZ for installation and that seems reasonable.

Commissioner Cruz: I missed that slide and was using the one sent without numbers. I can support this with the caveat of seeing the images.

MOTION: Commissioner Garcia moved to approve with the stipulation of art approval. Chair McCord seconded the motion; the motion passed unanimously.

Ms. Cleo's House at the Murdoch Center

Vice Chair Lubarsky: Question for staff about the admin oversight cost and is it in our purview to fund ethnographic research like this?

Staff: Only allowed to spend half the grant on fees (admin, artist, etc). As it is written now, it would not follow our guidelines. If the commission wishes to move forward, we would need to speak with Dr. Guthrie and work that out with them.

Vice Chair Lubarsky: Can we fund the public relations and outreach piece?

Staff: That would need to be within half of the amount he is asking for.

Commissioner Cruz: Do we have a sense of how many people attend events? It seems we have funded some murals that have been painted over and I am a little hesitant for spending more public money on temporary installations that may not have the intended visibility. I guess I am wondering how many people actually attend events held there.

Chair McCord: How does this project affect the last project we discussed at the last meeting regarding the expansion?

Commissioner Garcia: There definitely needs to be clarification on the two projects and the overlap. I also advocate for temporary art if the price tag isn't too big and these seem appropriately priced.

Commissioner Zecher: If the expansion is five years out, I feel more comfortable with the temporary aspect but would like to see a revised budget. I would like to let them know our concerns and have them get back to us.

Chair McCord: Staff, can we ask for more information about the intersecting of the two projects to gain more insight?

Staff: And also to include a revised budget that is in compliance as well?

Chair McCord: Yes, that too.

Staff: Yes, we can do that and bring the information back to you. Some of the expansion is contingent on the approval of the CDBG funding, too. Just to remind the commission of that.

Commissioner McGrath: Agrees with Commissioner Garcia and the temporary art installation. Would not support the budget as written today but would like more breakdown of responsibilities of the funding.

MOTION: Commissioner Zecher moved to ask for more information on the budget, how this interacts with the proposal approved last month and more details on the expansion. Commissioner Garcia seconded the motion; the motion passed unanimously.

The Juice Pub/Birch Ave Butterfly Garden

Chair McCord: Likes the project, is familiar with the species of plants.

Vice Chair Lubarsky: Supports, would like more info on what the maintenance would be.

Staff: We are good with this as the total cost is more than what they are asking. They are putting in their own money and it's a relatively small project. If it beautifies the space for a couple of years, that is wonderful. The commission needs to decide if they are comfortable with this level of risk.

Vice Chair Lubarsky: Yes, that's a good point. If they are putting in their own money, they will be more apt to maintain it.

Commissioner Garcia: Chair McCord, do you see any issues with the budget asked for?

Chair McCord: It did seem a little low, but that's due to them investing some of their own funding.

Zecher: Support the project, will be ok even if maintenance is forgotten a little.

There was discussion regarding the ongoing maintenance.

MOTION: Commissioner Cruz moved to approve the grant; Commissioner Garcia seconded the motion; the motion passed unanimously.

Cosmic Ray Brutti Tunnel-O-Time Memorial Mural

McGrath: Great location, loves the idea, but there is no budget to approve at this time.

Cruz: Agrees, local person with a lot of community involvement. Would also like to see what the cost would be and what the final project would look like.

Garcia: I would like to ask staff to share past projects with the applicant and to encourage them to bring more of the criteria for a grant. There is a lot of information, but we need something viable to look at.

Vice Chair Lubarsky: I think they need some mentoring on how to develop this project. Likes that they will fundraise to help out. I affirm and encourage the project but would like to have a more detailed plan.

Cruz: It seems that we could use more consistency in our decision making.

McCord: Yes, you're right. It can be a gray area that we need to work through.

Garcia: We can help guide the applicant and mentor them on the guidelines.

Lubarsky: Not sure if we ask they bring it back now, but give more time to planning this project and develop the budget. I don't think they are ready to submit.

McCord: Agreed. Would like to recognize them for the effort put forth, but to come back with more detailed information.

Garcia: Staff, they could resubmit for a BIA grant in six months if they wanted to, correct?

Staff: Yes, they certainly can.

MOTION: Commissioner Cruz moved to approve with more clarifications; Commissioner Garcia seconded; the motion does not carry vote 1-5

MOTION: Chair McCord moved to not approve with suggestions to apply again; Commissioner Zecher seconded the motion; the motion carries; vote 4-2

Community Assistance Teams of Flagstaff Outreach Bus Murals

MOTION: Commissioner Garcia moved to approve; McGrath seconded the motion; the motion passed unanimously.

- I. **TO/FROM ITEMS:** These are for informational purposes only and the Commission may not discuss these items. The Commission may, however, request these as a future Discussion or Action item.
1. City Staff To/From and Updates: MacKenzie Chase, Eliza Kretzmann, Jana Weldon
 - a. No updates at this time. **NONE**
 2. Chair To/From and Updates: Carla McCord **NONE**
 3. City Council Liaison Updates
Thank you for the engaged discussion and applicants for the BIA Grants.
 4. Additional To/From Items from the Commission? **NONE**
 5. Requests for future agenda items? Please provide vote from additional 2 Commissioners to add to the list for future meetings.
 - a. Existing List: Presentation on why Creative Flagstaff decided not to pursue partnership with ArtWins/Art Prize.
We should have these on the agenda in the next couple of meetings.

J. **TIME/DATE FOR UPCOMING MEETINGS**

1. BPAC Meeting: Monday, May 9, 2022, at 4 p.m., Microsoft Teams Meeting.

K. **ADJOURNMENT**

Chair McCord adjourned the meeting at 6:38 p.m.