

Arts & Culture Commission

Goodyear Branch Library Community Room
14455 W. Van Buren St., Suite C102
Goodyear, AZ 85338



Tuesday, May 11, 2021

5:30 p.m.

Meeting Minutes

CALL TO ORDER

Chairman Fee called the meeting to order at 5:33 p.m.

ROLL CALL

Present: Vice Chairman Elizabeth Glenn; Chairman Frances Fee; Commissioner Jennifer Barnes; Commissioner Brian Cross; Commissioner Nancy Love; Commissioner Erin MacFarlane; Commissioner Lisa Paulos; Commissioner Louise Privette

Absent: Commissioner Aubrie Jones; Commissioner Holly McKenzie

Staff Present: Arts and Culture Administrator Guylene Ozlanski; Administrative Assistant Julie Pirece

Attendees: Sandra Bassett, Ex-Officio

BUSINESS

1. **APPROVE MINUTES FROM THE ARTS AND CULTURE COMMISSION MEETING HELD ON MARCH 12, 2021**

MOTION BY Commissioner Nancy Love, **SECONDED BY** Commissioner Jennifer Barnes

AYE: Vice Chairman Elizabeth Glenn, Chairman Frances Fee, Commissioner Jennifer Barnes, Commissioner Brian Cross, Commissioner Nancy Love, Commissioner Erin MacFarlane, Commissioner Lisa Paulos, Commissioner Louise Privette

Other: Commissioner Aubrie Jones (Excused)

Passed - Unanimously

2. Update on Annual Art Plan Presentation (Frances Fee, Chairman)

Commissioner Fee gave a brief overview of the commission's annual Art Plan Presentation to council. She reported council was in full support of the commission's plan and are looking forward to bringing back all the events. The future forecast was well taken and positive. They liked the idea of Goodyear being a destination for art. Goodyear excels at connecting the community through art and culture.

3. Poetry Illuminated Update (Patricia Prather, Art Specialist)

Art Specialist Patricia Prather gave an update on the Poetry Illuminated event. Micro-poems were solicited from the community and 20 entries were selected to be painted. Local artist Bonnie Lewis painted the poems onto the sidewalk of McDowell Operations Park using a specialized glow in the dark paint. The dark and intimate setting worked to "illuminate" the art work. There were three age groups for the poets and gift certificates awarded to the finalist. The event was unique, interactive and very engaging for the participants and community.

4. Update Civic Square Public Art (Guylene Ozlanski, Arts and Culture Administrator)

Administrator Ozlanski gave an update on the Civic Square Public Art Project. Over 1000 community members have provided input through public engagement. The community was asked to recommend words and phrases that describe Goodyear and its citizens. The words will be used to cover the surface of the art work. The hardscape at the base of the piece will need to be ADA compliant. An artificial turf walk way will be installed to give accessibility while having the least amount of impact on the art. The hope is to create the illusion that the piece is floating.

5. Social Media Update (Lisa Paulos, Commissioner)

Commissioner Paulos updated the commission on insight see had gained while evaluating their social media outreach in the community. Paulos reviewed Facebook and instagram and number of likes, new likes a month, followers by demographic, accounts, impressions, posts and reaches. She has not encountered any trolls and is focusing on how to encourage people to post on us, like using #GoodinGoodyear or @goodyeararts. Getting accustomed to incorporating hashtags into all scripts and marketing.

6. Chairman Remarks (Frances Fee, Chairman)

No remarks.

7. Goodyear75 Time Capsule (John Raeder, Assistant to Council)

Administrator Ozlanski explained that there would be a time capsule put at the new Civic Square as part of the city's 75th anniversary celebration. The city is asking for suggestions and ideas from the public on their website, through In Focus magazine, social media platforms and presentations at events. The time capsule needs artists who can tell a story. Among the ideas from the commission were: trading cards, yearbook, drone images, public art work, digital time capsule, current music, and literary arts. Something in appreciation of healthcare workers during the 2020

COVID-19 pandemic.

8. Review New Video for Art Advocacy (Brian Cross, Commissioner)

Commissioner Cross shared the new Art Advocacy video created in collaboration of the Arts & Culture Commission and the city's communication department. The video is a quick and exciting introduction to arts and culture in Goodyear. It contains highlights of current and past programming and a brief introduction to the commission. The fun and fast-paced video was liked by the commission. It was suggested that a call to action at the end of the video as well as handles for information on "how to learn more" be added. More ART at #social media to include: Mayor Select, Follow Art Jr., light pole banners, Ballet Under the Stars, Musicfest, youth art, Creative Aging etc.

9. Discuss FY2022 Public Art Projects (Jennifer Barnes, Commissioner)

Commissioner Barnes updated the commission on FY2022 Public Art Projects including Fire Station 188, additional traffic cabinets and light pole banners.

10. Discuss Fall Events and Programs (Aubrie Jones, Commissioner)

Administrator Ozlanski is looking forward to the fall with a return to in-person events. Chalk Art and Ballet Under the Stars are scheduled to take place in the fall under pre-pandemic conditions.

11. Arts Update (Guylene Ozlanski, Arts and Culture Administrator)

Administrator Ozlanski reviewed current and upcoming Arts and Culture Commission activities including: Art Attitude for Healing, restroom with mosaic mural by veterans, Mayor select winners, Call to artist for West Valley Window and Hot Coffee Lecture series.

PUBLIC COMMENTS

Before you begin to speak, identify yourself by clearly stating for the record, your name and address. This is the time for citizens who would like to address the Board on any non-agenda item within the jurisdiction of the Board. The Board will listen to comments, and may take any one of the following:

- Respond to criticism
- Request that staff investigate and report on the matter
- Request that the matter be scheduled for on a future agenda.

INFORMATION ITEMS

Comments, Commendations, Report on Current Events and Presentations by Board, Commission or Committee Members, staff or members of the public. The members may not propose, discuss, deliberate or take any legal action on the information presented pursuant to A.R.S. § 38-431.02.

NEXT MEETING

Review the date, time and location of the next meeting, if applicable.

ADJOURNMENT

There being no further business to discuss, Chairman Fee adjourned the meeting at 7:11 p.m.

Respectfully Submitted by:

Julie Pierce, Administrative Assistant

Date:_____