



Town of Prescott Valley
Community Services Department
7501 E. Skoog Blvd.
Prescott Valley, AZ 86314
928.759.3090
Fax 928.759.5505

Arts & Culture Commission
WORK STUDY MEETING
7501 E. Skoog Blvd., 3rd Floor, Conf. Rm. 330
5:30 p.m., Wednesday, April 14, 2021

AGENDA

1. Call to Order & Welcome: *Chairperson Smith*
2. Roll Call
3. Approval of Agenda
4. New Commissioner Introduction: *Diane Mohr*
5. Underpass Mural Update: *Jamie Schab*
6. Master Plan and Fundraising Plan Discussion: *C. VanHaren and I. Chewing*
7. Poet Laureate Discussion: *I. Chewing*
8. 2021 – 2022 Regular Meeting Dates Discussion
9. Other
10. Next Meeting
 - a. Regular Meeting: Wednesday, April 21, 2021 5:30pm, Auditorium
 - b. Work Study Meeting: Wednesday, May 12, 2021, 5:30pm, Conf. Rm 330
11. Adjournment



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5:30 p.m., Wednesday, April 14, 2021

MINUTES

1. Call to Order & Welcome: *N. Smith, Chairperson*

Chairperson Smith called the meeting of the Arts and Culture Commission to order at 5:30 p.m.

2. Roll Call

Members present: Chairperson Nancy Smith, Secretary Andy Sinclair, Commissioner Barbara Balis, Commissioner Edward Lira, Commissioner Diane Mohr

Staff Present: Isabella Chewning, Arts and Culture Coordinator, Casey Van Haren, Community Services Director & Mary Lou Arnold, Community Services Administrator

3. Approval of Agenda

Chairperson Smith asked if there were any changes to the agenda. Hearing none she asked for a motion to approve the agenda as presented. **Secretary Sinclair made a motion to approve the agenda as presented. Commissioner Balis seconded the motion. Motion carried by all members present.**

4. New Commissioner Introduction: *Diane Mohr*

Ms. Mohr introduced herself and gave a little of her background. She moved to this area from northern California in 2017 and is retired from a major software corporation where she specialized in security systems and release management. She has been active in city governments in some form since the age of 17. Commissioner Lira asked what drew her to join this commission. She is not an artist per se, but does "crafty things" and has a great appreciation for all forms of art.

5. Underpass Mural Update: *Jamie Schab*

Coordinator Chewning introduced Jamie to our newly appointed Commissioner Mohr. Ms. Schab was our guest artist in February and had a solo exhibit in the Library. Ms. Schab is a professional artist for over 20 years and in addition to her batik work, is also a muralist. She has chosen Prescott Valley to show her work and contribute to our art programs in the Town of Prescott Valley.

Ms. Schab is excited to show us her vision for the next mural project in Prescott Valley. She and Coordinator Chewning looked at a couple of locations that are suitable for a mural, and of the three locations, chose a location with a wall that is 110' long, and 4'9" at its highest point. Ms. Schab brought in her sample piece that is a 1-inch equals 1-foot of the design. The concept piece is over 10 feet long and features a landscape of our local mountains from dawn to dusk skies in a soft watercolor style.

Once the background is complete, then Bradshaw Mountain High School honors art students will paint local flora and fauna in the foreground. Each student will have a vertical two-foot space with two feet in between allowing for up to sixteen individual works of art along the mural. There is also space at the end in the "night sky" for all the artists involved to sign the piece. The timeline to start the mural is planned for May of this year, and the project will be complete in less than 30 days. Materials are being donated by local business and they will be recognized on the mural.

Commissioners and Staff present at the meeting were very excited and impressed with the concept piece and there was discussion about creating postcards of the mural and other Town owned artwork to raise funds for future projects. Commissioners will vote on approval of the mural project at the next regular meeting on April 21, 2021.

6. Master Plan and Fundraising Plan Discussion: C. Van Haren and I. Chewing

Director Van Haren opened the discussion on the Parks & Recreation Master Plan that was completed in 2020. The Master Plan is based on conversations with the public, surveys, and community input. The Master Plan is very comprehensive and the consultant, Mike Spetz, did an amazing job.

Arts and Culture is part of the Parks and Recreation Master Plan and includes but is not limited to areas of emphasis on music, theater, digital media, youth programming, local artists, art classes and more. The job of the Commission is to draw key priorities from the Master Plan and focus efforts on building upon those priorities and the needs of our community over the next five to ten years.

Commissioners briefly discussed the portion of the Master Plan that addresses a potential regional park in Prescott Valley and what can be done to achieve that goal including grants and/or donations from developers and private individuals. Ultimately Commissioners agree this topic should be deferred to the Parks and Recreation Commission.

Before the pandemic, there was a concept for fundraising that included an annual arts gala. Commissioners agreed that they can now revisit fundraising plans for the next fiscal year to include community involvement, a new plan, and a new direction.

Because the Commission does not meet in June or July, the Commissioners agreed that they will take the next couple of months to review the accomplishments in the past year and fine tune the priorities for the future. Commissioners will present their plans and vision at the work study meeting tentatively scheduled for August.

7. Poet Laureate Discussion: I. Chewing

Coordinator Chewing stated that a Library Manager was approached by local poet asking if we have considered putting forth a poet laureate program for the Town of Prescott Valley? This is one of the benefits of bridging the Library and Parks and Recreation Departments under the umbrella of Community Services.

Poetry has become a very hot topic since the young poet presented at the most recent Presidential inauguration in January. Commissioners discussed the idea of promoting the art of poetry and inviting poets to apply to read at Commission meetings. This concept could evolve into program for the community to participate in the art of poetry and create poems for Town events such as Patriot Week, Prescott Valley Days, etc.

Forms to request accommodations pursuant to Section 504/ADA guidelines are available from the Code Enforcement Office at 928-759-3067. Requests must be submitted 72 hours prior to the event for which accommodation is requested.

Discussion ensued for the Arts & Culture Commission to be added to the Town Council meeting agenda more regularly, perhaps on a quarterly basis. The Town Council meetings are well attended and receive more viewers online. Doing so will allow the Arts & Culture Commission to present to Town Council the artists who contribute to the growing arts and culture programs developed by the Commission to receive their well-deserved recognition by a wider audience.

8. 2021 – 2022 Regular Meeting Dates Discussion:

Commissioners discussed proposed meeting dates for the 2021 – 2022 Fiscal Year. Commissioners agree that by more participation at televised Town Council meetings that it is no longer necessary to utilize the Auditorium and televise the Arts & Culture Commission meetings.

In light of this change, the Commissioners agree that they prefer the less formal work study format which allows for more open discussion. It is also noted that audience participants feel that this meeting format makes it a more approachable setting for those who are uncomfortable or otherwise do not wish to be photographed.

Commissioners discussed moving the monthly regular meetings to the 3rd floor Crystal Room in the Library. The physical address remains the same for consistency for the community but in a less formal setting. Administrator Arnold will check availability for the Crystal Room or the Glassford Hill Room for the 2021 – 2022 monthly meetings and provide dates to the Commissioners for approval.

Commissioners also agree that regularly scheduled work study meetings are not required going forward and will be scheduled and posted "as needed". At this time, Commissioners will hold one scheduled work study meeting in August 2021 to review the Master Plan and Fundraising for the next fiscal year.

New room location and meeting dates will be added to the agenda as an Action Item for the April 21, 2021 meeting for approval.

9. Other

10. Next Meeting

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| a. Regular Meeting: | Wednesday, April 21, 2021 | 5:30pm, Auditorium |
| b. Work Study Meeting: | Wednesday, May 12, 2021 | 5:30pm, Conf. Rm 330 |

11. Adjournment

With no further questions or comments, Chairperson Smith said that the meeting stands adjourned. Meeting adjourned at 6:49 p.m.



Secretary Sinclair

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Chairperson Smith

Respectively submitted by Mary Lou Arnold, Community Services Administrator
April 16, 2021

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