

**TOWN OF PARADISE VALLEY  
ARTS ADVISORY COMMITTEE  
MINUTES OF OCTOBER 21, 2014 MEETING**

The Arts Advisory Committee meeting was called to order at 2:10 p.m. on Tuesday, October 21, 2014. The Committee met at Town Hall, 6401 East Lincoln Drive, in the Boardroom. Committee members present: Chair Bunny Gordon, Carol Brecker, Georgann Byrd, Louise McCall, Mardelle Mikus, Janie Russo, Council Liaison Mary Hamway and Staff Liaison Natalie Montenegro. Vice Mayor Collins, who will be the new Mayor as of January 8, 2015, was also present.

The minutes of the September 9, 2014 meeting were approved as submitted.

The Committee members introduced themselves to Vice Mayor Collins. Chair Gordon welcomed our newest member, Carol Brecker.

The Committee discussed the process to find a new Committee member since Mary Hamway was appointed to the Town Council to complete the unexpired term of Dan Schweiker. She will serve in this position for two years and during that time will also be the Council liaison on the Arts Committee.

Janie Russo suggested consideration of Jane Horn. She said she is a reliable and energetic woman who will be a good fit. Ms. Russo asked for clarification on the definition of the term "working artist" which is Item 4 in the Committee Member Selection Guidelines. Ms. Montenegro stated that "working artist" may refer to someone who is an artist and is affiliated with an art gallery for the purpose of selling his/her art. After some discussion, it was agreed that the guidelines be changed. Georgann Byrd moved the guidelines be changed to read that when considering someone for appointment to the Arts Advisory Committee, the candidate knows that he/she cannot be the Paradise Valley featured artist. Mardelle Mikus seconded the motion, which carried unanimously 6-0.

Chair Gordon said that in her September letter to Jo Flittie, she told her that we will keep her application on file for future consideration when a position opens. Ms. Mikus suggested inviting Kathy Duley to apply for the vacancy. Ms. Montenegro stated she will send a letter and application form to both Ms. Duley and Ms. Horn. The Committee will review the applications and make a selection at the next meeting.

Louise McCall stated that the art opening went off flawlessly. She said the Committee members worked cohesively and the event was a huge success. She felt proud to be a resident of a community that has recognized its local artist since 1997. She said that this art program

Vice Mayor Collins said he agrees with the statements made by Louise McCall. He, too, is proud of our residents who volunteer to make our community better. He said there are about 100 volunteers on all the various committees, commissions and boards. He said that

he would like to create a “brand” for our community and once he takes office as Mayor, he will ask the Arts Committee and Historical Committee to work together to identify ways to do this “branding.” He said that Vice Mayor Hamway worked with the Visioning Committee two years ago to identify the special character of the Town. Their work was incorporated in the General Plan. Council Member Hamway said she would email the final Visioning Committee document.

Ms. Russo asked Vice Mayor Collins for examples. He said that some ways to “brand” a community might include new street signs, new roadway improvements, and covering the ugly transformers that are all around Town incorporate with metal sculptures, similar to those in the City of Scottsdale.

Vice Mayor Collins also stated that he would like to have a once a year event like the Town’s 50<sup>th</sup> anniversary celebration at the Camelback Inn or the Town’s holiday party, where the Town recognizes the efforts of all the volunteers.

After Vice Mayor Collins left, the Committee discussed two potential artists. Committee members met Maxine Johnston at the art opening. Chair Gordon reminded everyone that Jana Peterson asked her to consider a show by her father, a former architect, who has been painting since his retirement. Since both these artists are elderly, the Committee felt they should be considered for 2016 and 2017. Ms. Montenegrino stated she will make arrangements to visit Maxine Johnston and Jack Peterson in January 2015. The Committee will then decide on the 2016 artist at a future meeting.

The Committee critiqued the art opening and felt it was a success. The Committee was organized and completed the tasks well in advance. The food was adequate and people were invited to snack before and after the artist’s gallery talk. Ms. Mikus placed the cookies on the table in the lobby and guests helped themselves as they were leaving. Ms. McCall said the artist’s gallery talk was one of the best she’s ever heard. Jerry Cox demonstrated his teaching technique in the talk he gave.

The Committee discussed obtaining art for the new Court House. It was agreed that they will meet on November 18 at 2:00 p.m. at the Court House to look at the walls to determine how much art is needed.

The next meeting was scheduled for Tuesday, November 18 at 2:00 p.m. at the Court House. The Arts Committee meeting adjourned at 3:20 p.m.