

**TOWN OF PARADISE VALLEY
ARTS ADVISORY COMMITTEE
MINUTES OF APRIL 25, 2017 MEETING**

CALL TO ORDER

The Arts Advisory Committee meeting was called to order at 1:35 p.m. on Tuesday, April 25, 2017. The Committee met at Town Hall, 6401 East Lincoln Drive, in the Boardroom. Committee members present: Chair Janie Russo, Carol Brecker, Georgann Byrd, Diana Georgelos, Laura Paquelet-Carpinelli, Colleen Steinberg, Barbara Terranova, and Staff Liaison Natalie Montenegrino. Kathy Duley, Mardelle Mikus and Council Liaison Scott Moore were not present. Guest: Management Analyst/Town Clerk Duncan Miller.

APPROVE MINUTES

Chair Russo asked for a motion to approve the minutes of the March 7, 2017 and March 13, 2017 minutes. Ms. Byrd so moved, the motion was seconded by Ms. Paquelet-Carpinelli, and carried unanimously, 7-0.

INTRODUCTIONS AND COMMITTEE ROSTER

Chair Russo suggested everyone introduce themselves. She asked everyone to look at the Committee roster to see if there were any changes to be made. Ms. Terranova and Ms. Steinberg requested that their spouse's name be added to the roster. Town Clerk Duncan Miller administered the Oath of Office to the three new members and to Carol Brecker and Georgann Byrd who were reappointed to serve another three year term. Ms. Montenegrino said she will order name badges for the three new members.

DISCUSS TOWN'S WEB PAGE

The Committee then discussed the Town's website as it pertains to the Arts Advisory Committee page. Mr. Miller said that the website is being redesigned and the process will take approximately six months. He said it will be similar to the Modesto, California website.

Chair Russo asked Mr. Miller who writes and makes changes to the website. He said he is happy to receive content from Committee members which he can upload to the site.

Ms. Georgelos suggested having a form on the community page to invite future artists. The page could also include a mission statement and photos of the Arts Committee membership with short biographies. She asked Mr. Miller who makes the social media posts (Facebook and Twitter). Mr. Miller said that the Facebook page is blank right now and he tweeted the Montessori Academy art opening event.

Chair Russo said that the Committee will provide content to Mr. Miller to post. Ms. Paquelet-Carpinelli suggested one Committee member be assigned to write articles and send them to Mr. Miller.

Ms. Steinberg asked if there is a calendar of community events on the Town's website. Mr. Miller demonstrated the location of the calendar with the coming events listed on the side. Ms. Paquelet-Carpinelli said that Paradise Valley being a small community, there are not too many events. Ms. Montegrino reminded the Committee that next year's Volunteer Appreciation Dinner will be held on December 8, 2017 at Montelucia Resort & Spa.

Ms. Georgelos said some coming events, like the shredding event, could be listed on the fire bill or the sewer bill. Some residents pay their fire bill all at once and not all residents are on the Scottsdale sewer system. The Town Reporter, the resident newsletter, is sent out two times a year and Committee updates are included in this publication.

CRITIQUE MONTESSORI ART OPENING EVENT

The Committee then discussed the Montessori Academy art opening event held on March 23 in the Community Room. Everyone felt that this event was well received and the attendance surpassed last year's school art opening. Ms. Paquelet-Carpinelli said the 4:00 p.m. start time is not conducive to working parents. Ms. Montegrino said that the Council study session is from 4:00 to 6:00 p.m. and they could attend the school art opening from 5:30 to 6:00 p.m. The Committee agreed that this will be a better time and the event can be from 5:30 to 7:00 p.m. They also agreed that the Town will provide the appetizer trays, water and pink lemonade, and that the school will be asked to provide the cookie trays.

Chair Russo thanked Ms. Paquelet-Carpinelli for the article that was published in the Paradise Valley Independent and she also thanked Ms. Georgelos for providing the photo montage for the article on the Town's web page. Chair Russo suggested that we also have coverage in the Scottsdale Independent next year. Ms. Steinberg said that Mary Beth Fowler is a reporter for the Scottsdale Independent and she would be the one to contact.

Chair Russo had some additional suggestions for future events:

1. It would be helpful to know in advance which Committee members will help with setting up and who will stay to clean up.
2. She also would like to assign a Committee member to be the designated photographer at art events.
3. She suggested a floral centerpiece for the food table (Carol Brecker).
4. She agreed that the start time should be changed to 5:30 p.m. to make it easier for working parents to attend.

DISCUSS CHEROKEE ELEMENTARY SCHOOL FOR 2018

Chair Russo said she spoke with Walt Chantler, the principal at Cherokee Elementary School, and he was excited to have Cherokee be the 2018 featured school. She and Ms. Montenegrino met with Jami Hinkhouse, the Cherokee art teacher, on Friday, April 21, to show her the Montessori art display so she would have an idea of what was expected. Ms. Hinkhouse said although they are happy to participate in our school art program, the month of April is very hectic since they have two art shows for which to prepare. Ms. Montenegrino asked if February would be better and Ms. Hinkhouse said it would. It was agreed that the 2018 Cherokee School art opening would be scheduled for February 8, at 5:30 p.m. and run through March 8.

Ms. Steinberg suggested having Cherokee put this event on the school calendar and the PTO calendar at the start of the school year so parents will know about it in advance. Ms. Georgelos agreed with Ms. Steinberg and suggested an email be sent to the principal, administrative assistant, and art teacher. Chair Russo agreed to send an email to the Cherokee principal, administrative assistant, and art teacher confirming the details for next year's art show.

Ms. Byrd asked if there was adequate signage. Ms. Montenegrino said there were two signs with arrows pointing to the Community Room, and Mr. Miller had a photo of one of the art pieces on the screen above the fountain with an arrow pointing to the Community Room.

Ms. Paquelet-Carpinelli voiced a concern that since Cherokee is a larger school than Montessori, there may be an overflow of guests at the event.

Ms. Brecker suggested the art teacher tell us how many may be attending the event. She agreed that the Town should budget for the food and the school can bring the cookies. She will make a floral arrangement for the food table.

DISCUSS 2018 ART OPENING FEATURING JOE SACCO

Chair Russo reviewed the committee assignments for the 2018 art opening on October 10. She added Barbara Terranova to the shopping detail. Ms. Paquelet-Carpinelli and Ms. Terranova said they would be greeters. She said the Committee will meet the second week in September to finalize the arrangements and stuff envelopes for mailing the postcard and letter from the Mayor. Ms. Montenegrino asked if they would like to continue with the mailing or if an email invitation would suffice. The Committee agreed to continue with the formal mailing.

Chair Russo reviewed the list of future artists and suggested a studio visit for Lynn Bellino and Bobby Lee Krajnik in January 2018. The committee agreed that they would like to schedule these two visits.

OTHER BUSINESS

Chair Russo said as a follow up to the discussion at the last meeting regarding a spring art show at Town Hall, there were two events with a similar idea: 1) Berridge Nurseries had an Artists, Farmers Market and Food Trucks event on Saturday, April 8, 2017; and 2) Ascension Lutheran Church had a Fun Friday Food Truck event on April 7, 2017 from 5:30 – 8:00 p.m.

A general discussion followed regarding other possible events that the Arts Committee could become involved with in the future. Ms. Steinberg said that the Heard Museum has presentations for kids. Ms. Terranova said the Scottsdale Museum of Contemporary Art (SMoCA) also has several programs for kids. And Ms. Paquelet-Carpinelli said there is a program at the Science Center called "Create" for kids.

Ms. Montegrino said there are currently two Town events that promote community participation – the Public Safety Fair in February and the Vintage Car Show in November. The Committee discussed the possibility of participating in the Town's Public Safety Fair in February. It was suggested that a booth or tent could be placed next to the bike rodeo where children can either paint their safety helmets, paint designs on a t-shirt, or make drawings. Ms. Montegrino said she will contact Officer Kevin Albert, the Town's Community Resource Officer and Chair of the Public Safety Fair, to let him know that the Arts Advisory Committee may want to participate in next year's event.

Discussion followed regarding the need to request an increase in the Committee's budget for next year of \$1,000 to pay for the rental of a tent, tables and chairs and to purchase art supplies for a project if the Committee decides to pursue this activity at the Public Safety Fair. The Committee will also require an additional \$400 to pay for the food that will be provided at the school art opening in February. Ms. Montegrino agreed to advise Mr. Burke of the possible need for an additional \$1,400 in next year's Town budget for the Committee.

NEXT MEETING AND ADJOURNMENT

The next meeting was scheduled for Tuesday, September 12 at 1:30 p.m. Ms. Steinberg moved for adjournment, the motion was seconded by Ms. Terranova, and the meeting adjourned at 3:30 p.m.