



Approved Minutes

BEAUTIFICATION AND PUBLIC ART COMMISSION

September 14, 2020 – 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

- 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: [Join Microsoft Teams Meeting](#) 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 3:45 pm on Monday, ~~September 14~~ ~~July 13~~.

Provide Public Comment Prior to the Meeting: Email eliza.kretzmann@flagstaffaz.gov with your public comment prior to 3:45 pm 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 Garcia called the meeting to order at 4:04 pm.

B. ROLL CALL:

Anthony Garcia, Chair, *present*

Sandra Lubarsky, Vice-Chair, *present*

George Averbek, *present*

J Michael Cruz, *present*

Carla McCord, *present*

Jeremy Slater, *absent*

Kraig Weber, *absent*

- C. **UPCOMING EVENTS:** See announcements below for upcoming virtual Mural Celebration

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 3:45 pm on the day of the meeting or during the designated public participation section.

E. APPROVAL OF MINUTES

- A. August Meeting

MOTION: Commissioner Cruz motioned to accept the minutes as amended after ensuring all times have an am or pm.

Vice Chair Lubarsky seconded the motion; the motion passed unanimously.

F. ANNOUNCEMENTS

- i. Set the date for fall budget retreat, a one-day event for the Commission.
[October 30th is the tentative date for the budget retreat.](#)
- ii. Flagstaff Arts Council submitted a National Endowment for the Arts ‘Our Town’ grant proposal for a 2023 Art Festival in Flagstaff. If Commission members wish to be part of the planning discussions, please inform City Staff and we will provide your contact information to the meeting organizers.
[Staff informed the commission on the details of this festival.](#)
- iii. Virtual Mural Celebration for the Boys and Girls Club Mural and the East Flagstaff Community Library Mural on September 30. Information for this Zoom meeting is below:
Join Zoom Meeting
<https://us02web.zoom.us/j/85041831312?pwd=dHpuV01LdVINMlVlSkYlSWlZWW5QZz09>
Meeting ID: 850 4183 1312
Passcode: 472879
Find your local number: <https://us02web.zoom.us/u/kbw1gy4KcH>
[Staff updated the commission on the happenings of this event. Commissioner Cruz asked what time the meeting will be taking place. The meeting will happen at 4:00 pm.](#)

G. ACTION ITEMS

- B. No action items.

[NONE](#)

H. DISCUSSION ITEMS

- A. **Beautification in Action Grant Application Updates** – Eliza Kretzmann, Beautification, Arts & Sciences Manager, City of Flagstaff
Suggested Changes:
 - Increase amount to up to \$4500 per project, allow for payment to artists and contractors for time as well as materials (up to 50% of grant);
 - Consider two deadlines annually for applications; and
 - Update language to occasionally allow for temporary projects.

Suggested Discussion: After the presentation on the proposed changes by Eliza Kretzmann, provide feedback and discussion on these proposed changes.

[Staff updated the commission on the updates with the Beautification in Action grants program. Examples were given of previously awarded grants. Proposed changes include that the amount be increased from \\$2500 to \\$4500, allow for compensation for time for contractor or artist in addition to materials, having a deadline annually instead of rolling applications, consider temporary projects, and keeping the process short while requiring a short report due to the higher grant amount.](#)

[Commissioner Cruz agreed with the proposed changes and has no concerns at this time.](#)

[Vice Chair Lubarsky agrees as well. She asked about temporary projects. Would they fall into the deadlines even though it would be temporary? Staff stated that they would keep the](#)

deadlines, but if conflicts arise, we can revisit. Deadlines could be March-August, looking for feedback. Vice Chair Lubarsky would like to link with the school year, and consider working into the curriculum.

Commissioner McCord agrees as well and likes the increase. Great Idea.

Commissioner Averbeck asked about the amount budgeted and was told the line item is funded for this change.

Chair Garcia asked about language that would encourage collaborations within the grant application process. Staff agreed~~s~~ that would be beneficial. Chair Garcia asked if we could market this program as a contest. Staff is willing to work on reaching a broader audience for this program. Staff wanted to confirm two deadlines annually is the direction the commission would like to go, which was confirmed by most Commissioners Commissioner Averbeck is concerned about a bottleneck of artists all in one meeting. There was discussion only.

B. Empty Store Front Activation - City of Flagstaff Beautification, Arts and Sciences staff

- City staff is researching a pilot project to activate a few empty storefront areas in Flagstaff's historic core with art projects.

Suggested Discussion: Provide questions and comments city staff after hearing some background information on this potential project.

Staff gave a brief background of what this program is about. Erin K. gave a presentation on examples of what this could look like: from art installations to murals on plywood to lights and working artists. Landlords like the program because it may draw a renter more quickly. Some of these installations are from the pandemic.

Commissioner McCord stated that this is awesome. How far can this be taken, especially on first Friday and could it evolve into live action window displays? Staff stressed the importance of the relationship with the store owner as well. A lot of these are up to the property owner.

Chair Garcia asked about an incentive for the property owner or any say in the display? The only buy in from staff's experience is the owner would turn on the electricity, if needed. There was no incentive given. How much staff time would be dedicated to this? This is a concern for staff as well and will start small. Chair Garcia also suggested live performances during the art walk.

Commissioner Averbeck stated the last first Friday there were not a lot of stores open and suggested this idea be utilized on Leroux Ave in some of those empty stores.

Chair Garcia asked about how to fund this program. Staff stated we there were a couple of different avenues that can fund this.

Commissioner Cruz liked the presentation and asked if the building owner could share in some of the cost to have an installation in an empty store front.

Vice Chair Lubarsky loves the idea. This will help enhance the community, bring hope, pay some local artists and have positive civic messages. There was discussion only.

C. TO/FROM ITEMS

- A. City Staff To/From and Updates
Encouraged the commission to read weekly reports.
- B. Chair To/From and Updates
Chair Garcia asked if the meetings that are being recorded can be shared with the public.
Staff stated that is not in the budget at this time.
- C. BPAC – update on communication with other Commissions?
NONE, Chair Garcia encouraged the commission to reach out to other commissions.
- D. City Council Liaison Updates
NONE
- E. Additional To/From Items from the Commission?
NONE
- F. Requests for future agenda items?
NONE

I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date:

- Monday, October 12, 2020, 4 pm Teams Meeting

Staff reminded the commission this is a holiday for some but would like to have the meeting.

J. ADJOURNMENT Chair Garcia adjourned the meeting at 5:18 PM