



**BEAUTIFICATION AND PUBLIC ART COMMISSION**  
**APPROVED MINUTES**

November 09, 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](#)

Please turn your camera off and mute your microphone except when speaking. If you need an invitation to the meeting, email [cznetko@flagstaffaz.gov](mailto:cznetko@flagstaffaz.gov) prior to 3:00 p.m. on Monday, November 09.

**Provide Public Comment Prior to the Meeting:** Email [eliza.kretzmann@flagstaffaz.gov](mailto:eliza.kretzmann@flagstaffaz.gov) with your public comment prior to 3:00 p.m. 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 Lubarsky called the meeting to order at 4:06pm

**B. ROLL CALL:**

Anthony Garcia, Chair, [joined at 4:16p.m.](#)  
Sandra Lubarsky, Vice-Chair, [present](#)  
George Averbeck, [present](#)  
J Michael Cruz, [present](#)

Carla McCord, [present](#)  
Jeremy Slater, [present](#)  
Kraig Weber, [joined at 4:18p.m.](#)

**C. UPCOMING EVENTS:**

**NONE**

**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](mailto:eliza.kretzmann@flagstaffaz.gov), prior to 3:00 p.m. on the day of the meeting or during the designated public participation section.*

**E. APPROVAL OF MINUTES**

- A. October BPAC Meeting

**MOTION:** Commissioner Cruz moved to approve the minutes with minor corrections made by Commissioner Cruz and Vice Chair Lubarsky. Commissioner Slater seconded; the motion passed unanimously.

- B. October Budget Retreat

[These have been tabled until the next meeting.](#)

## F. ACTION ITEMS

### A. Courthouse Exterior Artwork Project Approval of Selection Panel Recommendations of Artist Proposals – Jana Weldon, Beautification, Arts & Sciences Project Administrator, City of Flagstaff.

In a staff-led process, a selection panel convened and evaluated five artist applications and selected three finalists to prepare and present proposals. After consideration of two rounds of proposals, the panel recommended Marie Jones' *Trees* proposal.

**Suggested Action:** Hear the presentation led by Jana Weldon and approve the selection panel recommendations for the artist proposals.

Staff presented to the commission the recommended artist from the selection panel, Marie Jones. Staff did local outreach to attract local artists. Moving forward there will be outreach before the pre application meeting. Staff explained the process the selection panel used to choose the artist. Staff explained the artists conception for the installation. Staff read the proposed text that would be a part of the public art piece. There is still room for more design development.

Vice Chair Lubarsky: Likes the project, it's approachable and beautiful. Second round was better. The artist is open to considering a different palm. The artist may want to add color changing paint. Staff also stated the color changing metallic paint may be used.

Chair Garcia: Complimented staff on getting this together. Went through a couple of iterations with the artists. Tough choice feels like the panel made the right choice with Ms. Jones. Liked the separate process, other than using BPAC time for selection.

Rose Toehe: Appreciates the process used for choosing the artist. Thanked staff for the inclusion and diversity. Looks forward to working with staff and others on future projects.

Staff: There is an error in the Suggested Action for this project. We apologize and have the correct language ready for the motion.

Commissioner Averback: Likes and supports this project 100%. Agrees with concept and materials proposed. Concerned about drivers reading the text when going by, maybe put the text on the plaque. Also suggested to add lighting, solar would work.

Staff: Will run text by Traffic for safety concerns and will investigate dark sky requirements.

Chair Garcia: The panel researched the safety concerns and that is part of the reason why they chose Ms. Jones.

Commissioner Slater: Likes the idea and supports the piece.

Commissioner Cruz: The committee did a great job and liked the process used. Likes the proposal. Supports Commissioner Averback's suggestions.

Commissioner McCord: Likes and supports the process and proposal.

Commissioner Weber: Likes and supports the proposal.

**Motion:** Vice Chair Lubarsky moved to approve the selected proposal by Marie Jones. Commissioner Cruz seconded the motion; the motion passed unanimously.

### B. Downtown Connection Center Approval of Selection Panel Artist Recommendation to City Council – Jana Weldon, Beautification, Arts & Sciences Project Administrator, City of Flagstaff.

In a Procurement staff-led process, a selection panel convened and evaluated thirteen artist applications. The panel's recommended choice is HaddadDrugan with principal artists Laura Haddad and Tom Drugan for BPAC to recommend to City Council for approval. The artist, based on past qualifications, is being chosen for a design team opportunity. Art proposal(s) will come out of the design process and will be presented to BPAC and City Council at a later date.

**Suggested Action:** Hear the presentation led by Jana Weldon and approve the selection panel recommendation of Jones Studio to City Council.

Staff presented the results of the artist chosen for the Downtown Connection Center, HaddadDrugan. Staff went over best practices used for the process. Staff explained the Call to Artists process and the budgeting for the project. Staff spoke about reaching out nationally. Staff presented examples of other transit area and non-transit area public art installations.

Francine Moore: Selected based on various projects and the projects had motion. Enjoyed being a part of the panel. We had a diverse panel and felt all came together.

Steven Wilensky: Is appreciative of staff and their hard work. Great panel to be on. High priority in keeping

Commissioner Cruz: Back to back panel selections. Liked this artist specifically and gave examples of past projects. Hopes the commission is pleased and votes in favor of this artist.

Commissioner Slater: Thought there were other worthy artists but liked the chosen artist the best.

Commissioner Averback: Two seasons, snow or no snow. Should have shelter for the bus stop in front for weather purposes.

Vice Chair Lubarsky: Likes the grand gargoyles and on the ground. Are they willing to mentor and let them help?

Staff: Yes, have already spoken about it. It may be a mentoring experience, or it could be a section for a local artist with some supervision.

Chair Garcia: Ensure the community is involved. Thank you to staff for the

**MOTION:** Commission Cruz moved to approve the chosen artist for the design. Jeremy Slater second; the motion passed unanimously.

**C. Airport Parking Lot Approval of Selection Panel Artist Recommendation – Jana Weldon, Beautification, Arts & Sciences Project Administrator, City of Flagstaff.**

In a staff-led process, a selection panel convened and evaluated four artist applications. The panel's recommended choice is Pete Goldlust for a design contract. Art proposal(s) will come out of the design process and will be presented to BPAC and City Council at a later date. The artist, based on past qualifications, is being chosen for a design team opportunity. Art proposal(s) will come out of the design process and will be presented to BPAC at a later date.

**Suggested Action:** Hear the presentation led by Jana Weldon and approve the selection panel recommendation of Jones Studio to City Council.

Staff presented the current state of the Airport Parking Lot project and went through the process for the artist chosen, Pete Goldlust. This was a regional outreach as opposed to reaching out nationally. Staff presented samples of the proposal.

Barney Helmick: Looked forward to the project. Just a starting project that can add to other parts of the exterior of the terminal.

Jennifer Schaber: Works with the airport a lot and created the current airport logo. Can keep a good strong theme for the airport.

Creag Znetko: Echoes what the other two panelists have stated. The artist has unknowingly matched the gateway for the Flagstaff Airport.

Commissioner Weber: Loves the quality of existing work. This will set a good foundation for hardscaping to imagery to mural panels, the continued theme will be strong. Other artists did not have the depth or refinement of this artist.

Vice Chair Lubarsky: Agrees with Commissioner Weber and likes that the artist can tell a story with his art.

Commissioner Averback: Worked at the airport for a long time as a plow driver. Snow needs to be a factor considered in this project. Maybe not spend the money on this project and spend it other places on the airport.

Commissioner Cruz: Paraphrased a letter the artist submitted and is looking forward to seeing the finished project.

**MOTION:** Commissioner Weber moves to approve the selected artist Pete Goldlust to move forward with the project; Vice Chair Lubarsky seconded the motion; the motion passed 6-1, with Commissioner Averbeck voting no on the project.

## G. DISCUSSION ITEMS

### A. Flagstaff Arts Council Presentation – Jonathan Stone, Executive Director, Flagstaff Arts Council (FAC).

Jonathan Stone will present on arts festival ideas for Flagstaff, including the proposed ArtWins partnership and on the new Strategic Plan for FAC. The Commission will be asked to provide feedback based on the presentation.

Jonathan Stone, Executive Director for the Flagstaff Arts Council (FAC), presented the strategic plan they are working on. Mr. Stone spoke to the process of how they are seeking community input. Mr. Stone also went through a brief history of the organization, mission and vision statements, and what the focus for the next five years will be. Mr. Stone went through the priorities they are working on and the initiatives that have been identified. Mr. Stone updated the commission on the Art Wins Film Festival and welcomed feedback.

Staff: Thank you for the presentation. What is the temperature of the commission? Feels like there are more conversations that may need to take place. Budgets are a concern

FAC: Art Wins is willing to do a temporary project to build relationship, but if we don't partner with them now, they can go somewhere else in Arizona.

Vice Chair Lubarsky: Is this within BPAC guidelines?

Staff: Ordinance supports temporary projects but need to be thoughtful with those projects.

Vice Chair Lubarsky: When does the decision need to be made?

Staff: We have some time but would like to know what the will of the commission is.

Vice Chair Lubarsky: If FAC receives approval for their application with the National Endowment for the Arts (NEA), how will that intersect with this project?

FAC: The overall intent of the grant will still be met if the partnership is formed with Art Wins. If approved without Art Wins, this would be seed money for starting a festival.

Vice Chair Lubarsky: Has staff been involved with them in the past?

Staff: No, have not worked with them. Familiar with the company and other film festivals they have put on but have not interacted with the organization.

FAC: Would like to respond to Vice Chair Lubarsky's question. We asked a lot of challenging questions in a conversation with the Executive Director of Art Wins. This is considered a start up effort. They have professional research data available. Financially, it makes more sense to partner with them. Staff members from previous Art Prize festivals will be bringing their experience to the Art Wins festival here.

Commissioner Averbach: There seems to be resources available locally based on past art fairs, why are we wanting an outside organization to handle this?

FAC: The Dark Sky Festival concept had input from the local community. As the planning for this event was taking place, Art Wins approached the council with the proposal. They have experience and resources that would accelerate the process. We are asking them to present to us how the local voice can be retained. Local art fairs should still be put on and we have an opportunity to build that into a more vibrant arts community.

Commissioner Averbach: How about we pay 50% and FAC pays 50%?

Chair Garcia: Interesting idea to take into consideration. This has been a concept that has been discussed in Flagstaff for over 10 years and we can partner with this company to get more recognition with a bigger audience.

Commissioner Cruz: At the budget retreat I was trying to find the balance between the need to add projects and reduce our budget. It seems that we need to prioritize our current projects and ensure we are meeting the recession requests. These are wonderful ideas; how are we going to pay for them all?

FAC: We see this event as an opportunity to invest in our public arts community and think beyond tax funding. This framework can bring more funding in the future and have a lasting impact.

Vice Chair Lubarsky: Is there a budget history from other cities? Do we know that past festivals have brought that kind of funding to reinvest?

FAC: Based upon the Michigan model, it's designed to attract investment. They are also willing to look at new ideas. The company will invest money in a feasibility study to answer if it is worth doing.

Vice Chair Lubarsky: Who would be responsible for the feasibility study?

JS: They were looking for funding to demonstrate they have a willing partner to move forward with, not necessarily for the study. As the relationship continues, they may use some of the funding for the study or find other resources for that. A willingness to add this to the five-year plan would be enough for now to continue the conversation. A festival like this will be helpful to our community whether we work with Art Wins or someone else.

Commissioner McCord: Vice Chair Lubarsky's comments about the budget are valid. Flagstaff does not have the resources for an event like this and feels like this could lead to bigger things.

Chair Garcia: We will discuss this and funding at another meeting.

Vice Chair Lubarsky: How much authority would FAC retain if we move forward with this? We want to ensure we have representation of all our community in festivals like this. Is there confidence that oversight will be maintained by FAC?

FAC: Forwarded the five-year plan and the NEA grant application that goes into detail about celebrating things that matter most to Flagstaff. Citizen driven components are important and Art Wins is onboard with this concept. They are willing to consider different aspects regarding the direction of the festival.

Vice Chair Lubarsky: Can FAC share the NEA application with us?

FAC: Absolutely, and we are willing to share the draft Strategic Plan as well with the caveat of having a conversation with the Executive Director for clarification purposes.

Chair Garcia: Loves the Strategic Plan. Has been wanting to have BPAC do the same thing.

Chair Garcia turned the meeting over to Vice Chair Lubarsky at 6:58 p.m.

## H. TO/FROM ITEMS

### A. City Staff To/From and Updates:

- Installation of Christy Moeller's Here Comes the Sun is completed at Cedar & Gemini for Traffic Signal Cabinet pilot project.

Completed at Cedar and Gemini.

- Budget Discussion Next Steps: We will continue our conversation at the December and January meetings, particularly focused on Beautification items.

Pressed pause on these conversations, although future discussions will be held in the upcoming meetings.

### B. Chair To/From and Updates

NONE

### C. BPAC – update on communication with other City Commissions?

Commissioner Averbach: Is it possible to have our December meeting on the 7th?

Vice Chair Lubarsky: Are we allowed to move meeting times?

Staff: In the past it was difficult due to having to reserve the Council Chambers. Will seek input from the County Clerk and get back to the commission.

### D. City Council Liaison Updates

NONE

### E. Additional To/From Items from the Commission?

NONE

### F. Requests for future agenda items?

## I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

- BPAC Meeting: Monday, December 14, 4 p.m., Microsoft Teams Meeting

## J. ADJOURNMENT Vice Chair Lubarsky adjourned the meeting at 7:06.