



BEAUTIFICATION AND PUBLIC ART COMMISSION
APPROVED MINUTES

February 8, 2021 – 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 prior to 3:00 p.m. on Monday, February 8.

Provide Public Comment Prior to the Meeting: Email eliza.kretzmann@flagstaffaz.gov with your public comment prior to 3:00 p.m. with PUBLIC COMMENT in the subject 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 4:01 p.m.

B. ROLL CALL:

Anthony Garcia, Chair, *present*
Sandra Lubarsky, Vice-Chair, *present*
George Averbeck, *present*
J Michael Cruz, *present*

Carla McCord, *present*
Jeremy Slater, *present*
Kraig Weber, *present*

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, prior to 3:00 p.m. on the day of the meeting with PUBLIC COMMENT in the email subject or during the designated public participation section.

E. APPROVAL OF MINUTES

- A. January BPAC Meeting

MOTION: Commissioner Cruz moved to approve the minutes with minor edits.
Commissioner Slater seconded the motion; the motion passed unanimously.

F. ANNOUNCEMENTS

- A. Community Beautification in Action grant applications are due March 15 (and September 15). Please help spread the word! The application is here (scroll down to the 'Beautification' section): <https://www.flagstaff.az.gov/4411/Artist-Opportunities#:~:text=Beautification%20in%20Action%20Grants,up%20to%20%244%2C500%20are%20available.&text=You%20can%20find%20the%20grant,in%20Action%20Application%20%26%20Guidelines%20Packet>.

Staff reminded the commission of the new process for the BIA Grants, the new amounts, and the deadline is coming up. Staff thanked Erin Kaczmarowski for the all the work that went into revamping the process.

G. ACTION ITEMS

- A. None.

B. DISCUSSION ITEMS

- a. **Communication with the Public on our Beautification and Public Art Programs:** All Commissioners, request for this topic made by Vice Chair Lubarsky

In times of recession, City public art and beautification programs and projects may receive some negative feedback from the public. Discuss ways to communicate to the public the importance of these programs (economically and otherwise), and that the BBB tax funds cannot, by ordinance and confirmed by Flagstaff voters, be moved to other priorities. Discuss if the Commission wants to communicate this to the public, and if so, how.

Suggested Action: Discuss communication and outreach and any next steps.

Vice Chair Lubarsky: Thanked staff for the opportunity to discuss this and for getting direction on how to proceed. How would staff like the commission to respond?

Staff: If speaking on behalf of the commission, communication would need to go through this body for approval. If speaking as a citizen, that needs to be stated at the beginning of the communication. Also need to ensure what is communicated is correct information.

Vice Chair Lubarsky: Would like to have talking points on projects funded and completed by the BPAC. We are doing a lot of projects that make people happy in our community. A 2014 study showed Flagstaff to be in the top 10 cities for community happiness regarding art aesthetics.

Staff: Perhaps we can share the 2014 recognition along with data that is being gathered right now.

Vice Chair Lubarsky: Would like to be proactive on funding discussions.

Chari Garcia: Did the community receive communications from the City?

Staff: May have seen one post and formulated an opinion from that. There are parts of the community that will not accept the use of BBB funds for public art and the like. There were links in the post that gave more information, but some people may not have clicked through to gain the correct communications.

Chair Garcia: The city was reaching out to communicate and with given political climates, some reacted differently than others. The intention is to be transparent.

Staff: Due to the comments, there was more information shared by the local newspaper and that was a good thing. The concern is to have accurate information shared.

Chair Garcia: Agreed. We can share accurate information, but ultimately, it's up to the individual to interpret what is being said and that may differ from what is being shared. Is willing to get on local radio to get messaging out.

Staff: Need to bring in Public Affairs Director if speaking on the radio.

Chair Garcia: Feels comfortable speaking on the radio and agrees to follow protocol. The goal would be being proactive instead of reactive.

Vice Chair Lubarsky: Agrees with being proactive. When funding projects, ensure public is aware of BPAC's role.

Commissioner Weber: Agrees with being proactive and appreciates the guidance given.

Commissioner McCord: Has experience managing communal communications and knows that historical data shows more negative comments will be made as opposed to people who agree. When people agree they may not voice their opinion, but when people disagree, they are more apt to comment.

Chair Garcia: A lot of community support compared to the negative comments.

Commissioner Slater: Has not seen negative comments but did hear some grumbling on a local radio station. Agrees with Commissioner McCord.

Commissioner Cruz: Sees the same people post negative comments on a lot of different projects throughout the community. Has stated that if people have strong opinions, he encourages them to attend one of the public meetings in person (currently virtual).

Chair Garcia: Agrees with Commissioner Cruz. Talk it out in person as opposed to commenting on social media.

Commissioner Averbeck: There was a project that was not as successful as intended and remembered the negative comments from that. There was a recent post and article about another project that garnered over 400 comments that were mostly negative. Conversations seem to escalate with more exposure.

Chair Garcia: Appreciates the historical perspective from Commissioner Averbeck.

Vice Chair Lubarsky: Would like the community to be aware of what the BPAC does and how it functions. Thankful that staff is preparing material to use for responding.

Chair Garcia: Keep distance from negative comments and let staff handle those communications. Also utilize the materials that staff will prepare if responding is necessary.

b. **Strategic Direction Conversation Part 1:** Julie Lancaster, Lancaster Leadership

Over a year ago the Beautification and Public Art Commission requested a Strategic Planning conversation to help inform our work. These conversations were initially anticipated for the fall of 2020 and were postponed due to COVID and the intensity of the budget conversations during a time of recession.

This session will engage Commissioners in a short-term (several years) Strategic Direction discussion with a follow-up meeting on February 26. The desired outcome after the February 26 meeting is a 1-page document outlining the Commission's Mission, Vision and Strategic Focus Areas.

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Suggested Action: Led by Julie Lancaster, Commissioners engage in brainstorming and decision-making on strategic direction for the Commission and our programs. Staff introduced Julie Lancaster and gave a brief bio regarding her experience with her career in Flagstaff.

Julie Lancaster addressed the commission and administered exercises for creating strong mission and vision statements pertaining to the BPAC.

Chair Garcia left the meeting at 5:37 p.m. and Vice Chair Lubarsky was asked to chair in his absence. Chair Garcia returned at 6:03 p.m.

C. TO/FROM ITEMS

- A. City Staff To/From and Updates: Erin Kaczmarowski, Eliza Kretzmann, Jana Weldon
 - Public input to survey for Traffic Signal Wrap Project: as of February 3rd, we have close to 220 responses; they are overwhelmingly positive, and we anticipate continuing this program. [Recognized other staff for this and thanked them.](#)
 - Brief updates from Jana and Erin on current projects and programs. [N/A](#)
- B. Chair To/From and Updates: Anthony Garcia [NONE](#)
- C. City Council Liaison Updates [City Council Meeting tomorrow](#)
- D. Additional To/From Items from the Commission?

[Vice Chair Lubarsky thanked Erin for the work done on the bus wrap project.](#)

- E. Requests for future agenda items?

[NONE. Chair Garcia asked staff for information regarding the other commissions that BPAC has agreed to work with and to connect them with the admins for those respective commissions for invites to meetings as well as other pertinent information.](#)

D. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

- BPAC Meeting: Monday, March 8, 4 p.m., Microsoft Teams Meeting

- E. **ADJOURNMENT** [Chair Garcia adjourned the meeting at 6:31 p.m.](#)