



**BEAUTIFICATION AND PUBLIC ART COMMISSION
DRAFT MINUTES**

July 12, 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, VISTA AmeriCorps Member Erin Kaczmarowski

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 the Monday of the meeting.

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 4:02 p.m.

B. ROLL CALL:

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

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

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.

NONE

E. APPROVAL OF MINUTES

i. June BPAC Meeting.

MOTION: Vice Chair Lubarsky moved to approve the minutes. Commissioner Cruz seconded the motion; the motion passed unanimously.

F. ANNOUNCEMENTS

- i. Erin Kaczmarowski's last BPAC meeting, her service ends August 2. Thank you, Erin, for all you've brought to our programs!

Staff thanked Erin for her time with us and highlighted several programs that she was a part of. Erin will be missed and has been a valuable asset to the B, A, & S team.

Ms. Kaczmarowski appreciated the kind sentiments and thanked everyone for their input for the various projects. She will miss everyone but looks forward to staying in Flagstaff.

- ii. A BPAC member is needed to score applications for artistic/creative input into the 2045 Regional Plan. Panel work will likely be in August. Any volunteers?

Staff asked BPAC for a volunteer to be on the selection panel. Please reach out to staff if you are interested. Commissioner Cruz asked what the timeline is. Staff stated it would probably be in late August. Chair Garcia asked the commission to send their request to volunteer to staff by email and stated he would fill in if there was no one else interested.

Staff announced the appointing of two new commissioners and the reappointment of Chair Garcia and Commissioner McCord.

G. DISCUSSION ITEM

- i. **Creative Flagstaff (Flagstaff Arts Council) Update to BPAC: Updated Strategic Plan, Current Projects and Programs:** Jonathan Stone, Executive Director, Creative Flagstaff. (15-minute presentation followed by discussion).

Jonathan Stone presented to the commission on the update to Creative Flagstaff, formerly known as Flagstaff Arts Council. This is the culmination of two years' worth of work.

Commissioner Slater: In the beginning of the presentation, you asked for input for the website. Can you elaborate?

Mr. Stone: We need the community to help tell the story, that is the main goal of the rebranding. Would like the website to tell the story of arts culture in Flagstaff.

Chair Garcia: with the appointment of the new commissioners can you share the funding allocations from the City? That way they know the process and what the funding is applied to.

Mr. Stone: Yes, we can. As the website gets updated, that will be uploaded. We are happy to speak with anyone on the subject as well. That has been provided to City staff.

Chair Garcia: Art prize delegation to Michigan, can we attend?

Mr. Stone: Yes, have had initial conversations with some staff about getting more involved. Would love to have more staff involved.

Vice Chair Lubarsky: Thank you to Jonathan Stone and Creative Flagstaff for all you have done for the community in this past difficult year.

Commissioner Cruz: The energy around the organization will do a lot for the organization, the community, and the artists.

H. ACTION ITEM

- i. **Bus Artwork on Climate Change and Hope – Approval of Recommended Designs:** Erin Kaczmarowski, Beautification, Arts & Sciences AmeriCorps VISTA Member. (15-minute presentation followed by discussion)

After receiving input from community members in a selection panel, five designs were recommended for BPAC approval to beautify the ad spaces of the back of five Mountain Line buses with climate change and hope messaging. Erin Kaczmarowski will present the top five scoring designs with panel recommendations.

Suggested Action: Hear the presentation by Erin Kaczmarowski and approve top scoring designs to beautify the ad spaces of the back of five Mountain Line buses.

Erin Kaczmarowski presented to the commission the five designs selected for the Climate Change and Hope advertising panels on Mountain Line buses.

Vice Chair Lubarsky: Thrilled to see the final designs. Quick question about an image displayed on one of the panels. It's confusing to have "thank you" and a sad face on the plastic grocery bag. Could we remove the thank you and have just the sad face?

Staff: Is it confusing for readability or overall understanding of the image?

Vice Chair Lubarsky: A little of both. Just seems puzzling.

Commissioner Cruz: The image was supposed to mimic plastic bags we receive from the store.

Commissioner McCord: This was the most resonant image to me. There was a lot of discussion on how to make them resonate and the context that needs to be related.

Chair Garcia: How was the youth inclusion achieved?

Staff: Contacted a graphic design teacher at Flagstaff High School and asked her to spread the word.

Chair Garcia: Did we invite the artists to this meeting?

Staff: We did not send an invite for this meeting, but if that is the will of the commission going forward, we can certainly do that.

Chair Garcia: It would be beneficial to ensure artists know they can attend these meetings as they are public.

MOTION: Vice Chair Lubarsky moved to approve the top scoring designs. Commissioner McCord seconded the motion; the motion passed unanimously.

I. CONTINUED DISCUSSION

i. **BPAC Strategic Planning (Mission/Vision/Guidelines or Strategic Focus Areas) – Start of Planning:** Anthony Garcia, BPAC Chair. (15 minutes).

Chair Garcia introduced an idea as to what needs to be done concerning the strategic planning and editing of the guidelines. The Chair would like the commissioners to read the current Beautification and Public Art Guidelines and take notes and highlight areas that need rewriting. The goal being that a new commissioner could pick up the guidelines and understand their role better. Suggests an informal working group for this project.

Vice Chair Lubarsky: Likes the idea of an informal working group. Has reread the guidelines and would like to see more consistency and flow. Add goals to ensure we are in line with sustainable practices.

Commissioner McCord: One of the things that was beneficial for participating in the Priority Based Budgeting process with the City, was the simple guidelines for a complicated process.

It can be difficult to ensure we capture everything, but we can be clearer in our guidelines and expectations.

Staff: What we have been discussion up to this point for strategic focus areas and mission and vision statements, about 1-2 pages. We recognize we are due for a master plan process and is very involved. Staff time and funding would need to be identified. This is different than what staff was thinking would take place. Appreciates the willingness to take on the rewriting of the document and there are bigger, broader issues that would require a full Master Plan. That would probably be a couple year process, would like more clarification.

Vice Chari Lubarsky: Helpful to know the bigger picture for redoing the guidelines. I can step back and look at what we can change now. How about an informal cheat sheet to get us started? A way to articulate to each other the how decisions are made within ourselves.

Chair Garcia: It was not the intention to burden staff with more work, although I did want to bring this up to the commission. We will continue this discussion to better understand what needs to be done.

J. TO/FROM ITEMS

i. City Staff To/From and Updates: Erin Kaczmarowski, Eliza Kretzmann, Jana Weldon

a. Route 66 Historic Trail Monuments – Eliza

Staff mentioned to the commission there are four monuments that will be installed. One has been in McAlister Ranch and the others will be installed in the future. Staff can send out a map with current proposed locations.

b. Pedestrian and Bicycle Safety and Memorials: ongoing and future BPAC items – Jana

There was discussion bringing in art for increased pedestrian and bicycle safety. A community member reached out to see if a memorial could happen. Councilmember Shamonis has been asked to be involved as well. Staff has an idea for memorials in Flagstaff and would like to share, discuss, and get input on before considering a permanent installation. Temporary installations can be appropriate, we just need to be sensitive.

c. Update on airport project design development – Jana

Did not have time to go back to focus group before BPAC approved the initial designs. Going through Risk Management at the moment and in the next stage of the development.

ii. Chair To/From and Updates: Anthony Garcia

Ribbon cutting for the installation at the courthouse. Would have liked to have seen more commissioners at the ceremony. Would like to see more participation from commissioners in the future.

Revisit the discussion of art in the crosswalks.

iii. City Council Liaison Updates

Enjoyed the ribbon cutting, first speaking engagement as a council member. An email to council for the artistic crosswalks stating research on why it could/couldn't work would be beneficial to start discussions with council.

- iv. Additional To/From Items from the Commission (Reports on engagement with other Commissions, etc.)

Vice Chair Lubarsky: Thank you for the downtown flower project – email from a neighbor.

- v. Requests for future agenda items?

Discussion for beautifying barriers between bikes and cars on bike routes.

Discussion on how to use funding to send commissioners to conferences.

K. TIME/DATE FOR UPCOMING MEETINGS

- BPAC Meeting: Monday, August 9, 4 p.m., Microsoft Teams Meeting

A. ADJOURNMENT Chair Garcia adjourned the meeting at 5:57 p.m.