



**BEAUTIFICATION AND PUBLIC ART COMMISSION
DRAFT MINUTES**

March 14, 2022 – 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 MacKenzie Chase

- 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: [Click here to join the 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 McCord called the meeting to order at 4:01

B. ROLL CALL:

Carla McCord, Chair, *present*
Sandra Lubarsky, Vice-Chair, *present*
J Michael Cruz, *excused*

Anthony Garcia, *joined at 4:47 p.m.*
Matt McGrath, *present*
Tina Zecher, *present*

C. UPCOMING EVENTS:

1. Please look at flagstaff365.com for upcoming events in music, culture, art, and sciences. Staff wanted to encourage the commission to keep checking this website for happenings in Flagstaff, as it is regularly updated. A few highlights area recycled art show with the Artists Collective, The Flagstaff Symphony, and Threaded Together has been putting on classes for adults and youth.

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

1. February Minutes.

Vice Chair Lubarsky moved to approve the minutes as submitted. Commissioner Zecher seconded the motion; the motion passed unanimously.

F. ANNOUNCEMENTS

1. Staff is forming a working group for the **Indigenous Representation** project at **Sawmill Multicultural Art and Nature County Park**. The working group will help **shape the scope** of the project with staff. The working group will consist of two members from City of Flagstaff **Beautification and Public Art Commission**, two members from City of Flagstaff **Indigenous Commission**, one member from City of Flagstaff **Commission on Diversity Awareness**, 1 member from Coconino County **Parks and Rec Commission**, one member from Coconino County **Indigenous Peoples Advisory Council**, one member from Coconino County **Coconino Hispanic Advisory Council**, and one member from Coconino County **African Diaspora Advisory Council**. Staff seeks to know who from BPAC is interested in serving on this working group. There will be on-site in-person kick off meeting in May or June with one to two follow-up meetings as necessary during the summer.

Staff asked the commission for two volunteers to join the working group for a project at the Sawmill Multicultural Art and Nature County Park. The county has a rotating exhibit at this location that needs support and city staff is willing to help out.

Vice Chair: How much time is involved?

Staff: Site visit – 2 hours, meetings as needed, maybe two half day meetings, could be three.

Vice Chair: Time frame is to have this done by August?

Staff: Yes, but if we need more time, we can take more time.

Chair McCord: I am available if no one else can step up.

G. DISCUSSION ITEMS

1. **AZ Murals Initiative:** Danielle Foushée, professor, Arizona State University.

Ms. Foushée will present a statewide mural effort to the Commission for consideration of Flagstaff participation in the project.

Suggested Action: Listen to presentation, discussion, provide feedback.

Ms. Foushée presented to the commission on an initiative to get murals in every downtown city in Arizona with an app that would be a self-guided tour. In 2018 was the first Phoenix Mural Festivals and painted 52 murals in a weekend. This initiative will connect all murals with interactive digital applications and information.

Chair McCord: What are the needs we can help with?

Ms. Foushée: I would be there to facilitate. The commission would help with securing artists, approve the artwork, and choose the locations. The funding is around \$25,000 for each mural and will ask the commission for a \$7,000 commitment. It doesn't need to be public funding and is intended to offset the \$25k.

Staff: We could ask for a BIA grant of \$4,500 and raise the rest. If the commission supports this we can get funding figured out later.

Chair McCord: Any questions from the commission?

Vice Chair Lubarsky: Who is responsible for the app?

Ms. Foushée: The hope is to get grant funding and hire developers for the app, as well as some students from ASU. We would contract the coding and development work.

Vice Chair Lubarsky: Can we integrate current murals in this application?

Ms. Foushée: Yes, we can add current murals along with other relative information.

Vice Chair Lubarsky: How did you arrive at \$7,000 cost for a mural?

Ms. Foushée: Average size of a mural is 300 square feet and costs about \$25 a square foot in materials. Artists may not work for living wages and I am committed to ensuring they receive a fair wage.

Chair McCord: You mentioned an approved artists list, do you have a current one?

Ms. Foushée: Not at that point yet, I like to secure funding before contacting artists. Once I have more cities involved and committed, I will then put out a call to artists. Once I have those names, a list will be created.

Chair McCord: How would you incorporate local artists?

Ms. Foushée: I can take suggestions of names that you feel should be added to the list and see if they respond to the call.

Commissioner Zecher: Love the idea. What about logistics? Finding a location? We talk a lot about staff time and constraints.

Staff: Given that Arizona Passports will do most of the heavy lifting, it won't take as much staff time as if we were doing this ourselves. We support this and can do it.

Commissioner Zecher: Are there concerns with a nearby business being promoted through the app that some were selected over others? Is there any issue with us doing that?

Ms. Foushée: I would like to get sponsors for the app. If a business decides to sponsor, they would be mentioned in the app. That is the fairest way I can think of.

Chair McCord: This is a fantastic opportunity. I am in favor of moving forward on this along with others on the commission. There is support from the commission for this project. Thank you for your commitment to this project.

There was discussion only.

2. **Murdoch Center Landscaping and CDBG Grant Application Update:** Mark Reavis, Neighborhood Planner.

Mr. Reavis will provide information on the overall context for this project, a broad overview of the project, and provide information on the pending grant proposal. Discussion on if the Commission supports \$20,000 in Beautification funding for this project (we do have in our BPAC and Council approved budgets \$50K in Arts & Science funding for neighborhoods that recently completed a plan update that was anticipated/discussed for Southside use as a priority at past meetings, and \$275,000 in Southside Greenspace items – Mike's Pike and Southside Triangle)

Suggested Action: Listen to presentation, share your questions, concerns, support to the staff on using \$20,000 for this project.

Staff gave a brief introduction for this project that included some available funding before Mr. Reavis started his presentation. Mr. Reavis presented to the commission an update regarding landscaping at the Murdoch Center. A Community Development Block Grant, (CDBG), for \$230K has been requested. He is seeking \$20k from BPAC for some of the items not covered under the block grant. Staff also informed the commission that some of the Community

Development staff will be taking on most of the responsibilities while they serve in an advisory role.

Vice Chair Lubarsky: I thought from our last meeting that matching funds were needed for this? Is that no longer needed?

Staff: We did not know what Mark was needing totally when I gave that information and realize it was probably a mistake to do so. In conversations with Mark, it was determined that \$20k is what is needed, possibly more in the future, but that is what will work now.

Vice Chair Lubarsky: When will you know about whether the grant comes through?

Mr. Reavis: It should be known fairly soon as this is an internal allocation of money.

Chair McCord: Wanted to comment that at our last meeting we had some concerns about things showing up very quickly. I wanted staff to know that it is appreciated that this has been brought back to us for a better discussion. This is a great idea and I like that fact that we are able to get something complete that will be taken off of staff's plate to make room for other projects.

The commission is in support of this project. There was discussion only.

3. **Regional Plan Update and Creative Processes:** City of Flagstaff Planning (Sara Dechter, Comprehensive and Neighborhood Planning Manager, Jordan Hollinger, Associate Planner). (30 minutes).

City of Flagstaff planning will provide an overview of the Regional Plan update and share the creative planning processes supported by the Commission.

Suggested Action: Listen to presentation, ask questions, and discuss.

Jordan Hollinger and Mark Reavis presented to the commission about a creative process that will help with updates to the 2045 Regional Plan. Mr. Reavis gave a brief history of how regional plans work with other departments and how they function cohesively. Mr. Hollinger then asked the commission to participate in a SWOT analysis of the 2030 Regional Plan.

Vice Chair Lubarsky: These questions seem to require some thought; can I submit comments later after giving them more thought?

Mr. Hollinger: This process requires a quorum, and we will be locking the analysis after the meeting. You can still email and send comments and we can take them into consideration, but they won't be in this format.

Chair McCord: This is a really interesting exercise. I have my own doubts about my familiarity with the 2030 plan and the ability to create a coherent SWOT analysis off the cuff. I would need to re-read the plan to be a responsible contributor.

Mr. Reavis: We have found that using the SWOT analysis with initial reactions are very helpful. There is time for well thought out participation, but if you can, we would appreciate you throwing out some other ideas.

Commissioner McGrath: I also volunteer on the Pedestrian Advisory Committee and we had the transportation section to review in advance. That made the process much easier to comment on. Not just big picture, but also what is missing. I am not sure exactly what I would state here.

Mr. Hollinger: That is a challenge that we don't have a dedicated section for the topics you review as a commission (Beautification, Arts & Sciences). Could you focus on some opportunities and brainstorm ideas that include things that you have talked about as a commission?

Vice Chair Lubarsky: Could we keep this open for 48 hours and commit to having this completed?

Mr. Hollinger: Due to open meeting laws and the fact that this was started during the meeting, I don't think we can keep it open. If the commission is hesitant to participate at this moment, we can rethink how to engage this commission on this topic. There is so little about Beautification and the arts. Some of the comments in this conversation are already helpful. We appreciate your desire to ensure the thoughts are complete.

Vice Chair Lubarsky: Would it be possible to have you come back to our next meeting and we will be ready to submit material?

Mr. Hollinger: Yes, we can do that if there is time in the next meeting.

Staff: Can you send me background material, even if it's the whole plan? I think that would be helpful. At our next meeting we have the BIA Grants to consider, but we may be able to fit this in. Especially since you have already had the pre conversation. It would mainly be working on the SWOT analysis, is that true?

Mr. Hollinger: Yes, that would be the plan. The regional plan is pretty lengthy, and I think it would be helpful to send a memo along with the agenda item to point the commissioners in the right direction. Then we could open this back up and do the exercise.

Staff: If there is a link to the plan, that would be helpful as well.

Mr. Hollinger: I will put a link in the chat to the current plan on the city's website and provide additional material to staff as well. We appreciate the thoughtfulness you all are willing to put into this process.

Chair McCord: Thanks for the presentation. We appreciate this and we take our role as a commission seriously and want to understand what we are contributing to. We don't want to be flippant about.

There was discussion only.

H. ACTION ITEMS

1. **Capital Projects Budgets (Arts & Sciences and Beautification) Update and Recommendation for Approval:** Eliza Kretzmann, Beautification, Arts and Sciences Manager. (1 hour)

Ms. Kretzmann will provide a presentation on updates and changes to the capital projects budget for FY23-27 (and list key base budget changes we have requested).

Suggested Action: Listen to presentation, ask questions, and discuss; recommend Capital Project Budgets for Approval.

Staff presented to the commission about the capital project budget. There are key items highlighted, a few changes, base budget requests, and recommended action to City Council. Key Highlights: Heavily loaded with projects that are reflective of ongoing projects that were the result of the 2020 budget. That process focused more on the funding; while we use that information, we have also integrated the time capacity budget for staff. The project list was pretty big, and we needed to have a more nuanced interpretation to help carry out the priorities of the commission. There is ample funding capacity in Arts and Sciences and Beautification funding.

Key Changes: The cost of construction has risen sharply during the pandemic, as much as 40% to 50%. This number may be higher as we continue to see inflation rise. The library entry project has an additional \$225k that does not include the previously approved \$150k. The library was approved on Friday for their ask of \$200k, so that will offset the cost of BPAC

funding. We may keep that number whole. The airport project has an additional \$35K for materials. We do happen to be in a fortunate position to cover these increases comfortably. Base Budget Requests: One full time equivalent employee for collections management and beautification project delivery. \$40k for contractor fees for the manager transition. The cost of the flower project has gone up as well. All the maintenance has been pushed back to the contractor and has become a year-round project expanded to other neighborhoods as requested by council and city leadership. The Expanded Use of Right of Way (EUROW) had \$25k added as this has become a part of the infrastructure to aid in protection of pedestrians and outside dining. Some of the examples of this project are the wine barrels downtown and gazebos in Heritage Square. There was a \$40k increase request for grant funding that flows through Creative Flagstaff into our community. The current funding for them has not increased in years and we know that inflation is affecting all aspects of life. That and the continuing need for these monies, helped in the decision to ask for the increase. Staff had learned this past Friday that all requests have been approved. Staff presented the capital budget for the Arts and Sciences and Beautification Programs.

Chair McCord: What can we do to mitigate the size of the ending balance? We have heard concerns over the amount of keeping that balance too high.

Staff: Since we were approved for the new full-time position, that will help with getting projects to completion. Also, we can add funding to higher value projects, like the Rio de Flag. We realize that we may not be able to spend all the funding because it all takes procurement and planning as well. That kind of front loads the budget and that is what we are dealing with now. There were some other high value projects that didn't come to completion.

Chair McCord: Do these budgets have the cost escalation accounted for?

Staff: These weren't a factor for the FY23 budget, so that may not be covered. We are talking about padding the future budgets with more funding to cover those. Working with the capital team is a factor also. They get paid out of this budget and we may not know if we are going to work with them when we set budget up front.

Chair McCord: What additional information are you looking for from the Commission on this?

Staff: Mainly your approval, but we can discuss anything that is not comfortable for the commission.

Chair McCord: Would like to leave room for escalation for this fiscal year if we can.

Vice Chair Lubarsky: Can you remind us about the future projects line?

Staff: That is a place holder for overages that finance puts in. It gives us some flexibility in case there are time sensitive projects too.

Commissioner Zecher: What is the timeline for the new position starting?

Staff: The budget team approved the request last Friday and will be presented to City Council for final approval. The fiscal year starts July 1st and we may be able to recruit prior to that, but we probably won't have an applicant ready to start on that day. Also, we will be transitioning the manager role and that will need to be sorted out.

Commissioner Zecher: You have my full support.

Chair McCord: I give my support as well.

MOTION: Chair McCord moved to approve. Commissioner Zecher seconded the motion; the motion passed unanimously.

- I. **TO/FROM ITEMS:** These are for informational purposes only and the Commission may not discuss these items. The Commission may, however, request these as a future Discussion or Action item.

1. City Staff To/From and Updates: MacKenzie Chase, Eliza Kretzmann, Jana Weldon
 - a. Creative Flagstaff provided an annual update to Council on 3/8/2022. You may hear the recorded presentation here:

https://agenda.flagstaffaz.gov/agenda_publish.cfm

Staff mentioned the update to council from Creative Flagstaff and the link to watch it is in the agenda.

- b. The 'Call for Artists' for the Southside Historic Community Garden closed with 3 applications.

The applications will be discussed at the Southsied Community Association meeting on Wednesday, March 17, and will be the selection panel for that project, along with Commissioner Cruz and Terra Birds.

2. Chair To/From and Updates: Carla McCord – thank you to staff
3. City Council Liaison Updates - none
4. Additional To/From Items from the Commission? Existing List: Presentation on why Creative Flagstaff decided not to pursue partnership with ArtWins. NONE
5. Requests for future agenda items? Please provide vote from additional 2 Commissioners to add to the list for future meetings. NONE

J. TIME/DATE FOR UPCOMING MEETINGS

1. BPAC Meeting: Monday, April 11, 4 p.m., Microsoft Teams Meeting

K. ADJOURNMENT Chair McCord adjourned the meeting at 6:11 p.m.