



Arts, Culture and Experience Sub-Committee Meeting
April 23, 2008, 7:30 a.m.
San Tan Conference Room

1. Call to order

Present:

Roseann Sweet	Queen Creek Resident
John Larson	Queen Creek Chamber of Commerce
Mark Schnepf	Queen Creek Resident
Jim Nelson	SRP
Dr. Duane Roen	Arizona State University
Jason Barney	Land Developer
Doreen Cott	Town of Queen Creek
Kim Moyers	Town of Queen Creek

2. Public Comment

No public comment.

3. Items for Discussion:

A. Develop work program priorities for the Arts, Culture and Experience Sub-Committee

The Sub-Committee discussed the four priorities that were outlined by staff based on discussion from the last Economic Development Commission Meeting.

Commissioner Barney suggested that the group consider adding a fifth priority – Develop an Arts and Culture Master Plan. The plan would detail what the Town would like to have in place at build-out. This will help guide decisions such as zoning, acreage needed to support arts and culture development in the short term.

Commissioner Larson suggested the sub-committee look at some of the data collected by the Park, Trails and Open Space committee (PTOS) as it relates to family oriented events and demographic information.

The Sub-Committee members agreed that organizing a Farmer's Market is a good idea for Queen Creek. There were several examples of other areas/cities where Farmer's Markets have been successful. Staff will look at success stories in other areas.

Dr. Duane Roen suggested that the group utilize the sustainability research group at ASU Polytechnic to help in developing a Farmer's Market.

Commissioner Schnepf commented that one of the challenges will be getting local growers involved since there are so few specialty local growers in AZ. There also needs to be a synergy of other uses and the event needs to be held in a place that is pedestrian oriented.

The Sub-Committee also discussed building off programs already established at ASU, the community college, and the performing arts center. Dr. Duane Roen commented that ASU at the Polytechnic Campus has a new Arts Complex that features studio classrooms, a performing art venue and a black box theater. In the future it is hoped to develop a performing arts degree program. Currently there are courses to engage students in the performing arts. There are definitely partnership opportunities for Queen Creek to use ASU facilities.

Jim Nelson explained that the Chandler Center for the Arts is a good example of a partnership model between the city and the school district.

Commissioner Schnepf commented that the originally the Queen Creek Performing Arts Center was planned to locate in the Town Center.

Commissioner Sweet suggested the Town explore organizing an annual event – similar to Gilbert Days or the Ostrich Festival in Chandler.

Commissioner Schnepf suggested encouraging local businesses to participate in the Peach Festival. Perhaps the Town can coordinate a town event around peach season. Businesses can encourage visitors to stop in their stores – use signs that say “welcome peach pickers.”

Commissioner Larson provided information on the National Day of the Cowboy (Saturday July 26) and the events he is working on in coordination with North Eastern Pinal Economic Partnership (NEPEP). Commissioner Larson is trying to schedule various entertainers for a 2-hour program to be held at the Queen Creek Performing Arts Center. He is also using this event as a starting point for the 2012 Arizona Centennial Celebration in February.

Commissioner Barney suggested that the group look into the possibility of creating a 501(C) 3, non-profit promotional organization to help brand the area. Initially this type of work can remain part of the Chamber’s duties. Commissioner Sweet commented that Gilbert uses the Gilbert Promotional Corporation to help plan/promote certain community events.

Jim Nelson suggested that Queen Creek look into the economic impact of events. Perhaps there are some partnership opportunities with the Morrison School of Agribusiness to help Queen Creek evaluate the impact of a Farmer’s Market. Dr. Roen will provide staff with contact information for the Dean of the Morrison School of Management and Agribusiness.

Queen Creek needs to explore opportunities to advertise events or provide information about Queen Creek events and venues to visitors flying into Phoenix Mesa Gateway Airport.

B. Establish meeting schedule.

The Sub-Committee agreed to continue meeting every other month – the fourth Wednesday at 7:30am.

C. Discuss potential partners and additional sub-committee members to include.

The Sub-Committee would like to include different stakeholders to attend appropriate Sub-Committee meetings to lend their expertise. The following individuals were identified as stakeholders:

Molly Jacobs – Queen Creek Performing Arts Center
Cyd West – Maricopa Partnership for Arts and Culture
Bob Zucker

Other stakeholders can be included as needed.

4. Announcements

None.

5. Adjournment

Meeting adjourned at 9:00 a.m.

Next meeting scheduled for Wednesday June 25, 2008.