

TOWN OF FLORENCE COMMUNITY SERVICES ADVISORY BOARD

MINUTES OF FLORENCE COMMUNITY SERVICES ADVISORY BOARD REGULAR MEETING HELD ON THURSDAY, MAY 9, 2024, AT 6:00 P.M.

CALL TO ORDER

Vice-Chair Davis called the meeting to order at 6:00 P.M.

ROLL CALL:

Present: Vice-Chair Davis, Boardmember Bracco, Boardmember Gutierrez, Boardmember Hitchcock, Boardmember Leaman, Boardmember Palaia

Absent: Boardmember T. Macfie

PLEDGE OF ALLEGIANCE

Vice-Chair Davis led the Pledge of Allegiance.

DISCUSSION/APPROVAL/DISAPPROVAL GAME & GRUB (ALISON FELIZ)

Recreation Coordinator, Alison Feliz, updated the Board of the mobile food truck series called Game & Grub Event. The Community Services Advisory Board previously had wanted a mobile food truck event to occur downtown. In January, we started what we call the Game and Grub Event, and this is where we had food trucks come down, we changed locations each month. And we did different recreational activities to coincide with that series. We've had about 20 people at each of those events each month. At the April event we didn't have anybody show up. We realized that there were a lot of different events happening simultaneously with the food truck series. Ms. Feliz asked if there were any suggestions, or feedback from Boardmembers that attended those events or may have received any feedback from members of the community.

Boardmember Hitchcock stated her, and her grandkids attended a couple of the food truck events, and they had a great time but suggested to have local food businesses be made of aware of these type of events in case they would like to participate and possibly have a concert or movie in the park to draw more participants.

Ms. Feliz asked for the Board's opinion on changing the event to a different time of the year because there are so many events October through April. There's something pretty much every weekend and sometimes multiple things going on each weekend and the intent of this program was to bring activity into the downtown, and there's a lot of activity going during this period.

Boardmember Leaman asked, other than social media, how was the community informed of the events as she didn't recall seeing any signage promoting the event.

Ms. Feliz stated the marketing outreach for this event included a poster was on the Main Street kiosk, flyer in the activity guide which was mailed out 14,000 households within Florence, the flyer was distributed throughout the Downtown and Anthem areas, and the social media advertising reached about 21,000 people.

Council Liaison Buccellato mentioned that the 3rd Friday events at the beginning had a slow start and it takes some time to pick up and thrive. Starting in the off season may help get a good footing and see what works and what doesn't in time for when the busy season starts.

Boardmember Gutierrez suggested including event information or flyers in the Florence Courier that is sent out after Council meetings or doing advertisements in the newspaper. Mr. Gutierrez also suggested changing the event day to not be the day after a 3rd Friday event, maybe the Friday prior.

Boardmember Palaia suggested maybe sticking to one location for the event for consistency and keeping in an area that is highly visible on Main Street.

Vice-Davis asked if the program would run through the summer.

Ms. Feliz stated that the program will restart in the fall.

Boardmembers Gutierrez and Hitchcock suggested to continue the program but maybe offer it at the Aquatic Center.

Ms. Feliz mentioned that on Fridays, the Aquatic Center hosts a Family Night that may be tied into with the Game and Grub event.

Ms. Feliz thanked the Board for their feedback and suggestions and hopes to come back to them with a plan.

ADOPT A FLOWER BOX PROGRAM (ALISON FELIZ)

Ms. Feliz updated the Board that the Adopt-a-Flower Box volunteer program will be transitioning to a staff managed program. The decision was made due to inconsistencies in the planters on Main Street. The Park Maintenance division will resume the care and maintenance of the planters starting June 3, 2024. Ms. Feliz has invited all the volunteers to the June 3rd Council meeting to publicly thank them for their dedication and support in helping beautify Main Street.

DISCUSSION/APPROVAL/DISAPPROVAL OF THE AQUATIC CENTER PUBLIC CENTER ART MURAL (PAUL KING)

Staff Liaison, Paul King, informed the Board that staff is working with a local artist for a mural idea at the Florence Aquatic Center. There are two spots that kind of pop out about six inches

on the north side of the aquatic center. It's right by the entrance, exactly where people line up to get in. It's a great interactive space for people to enjoy while they're waiting in line. It keeps the kids entertained and builds excitement about entering the aquatic center. We can customize it with an aquatics theme for specific renderings, which we expect to receive in draft form soon. If we receive them, we'd like to move forward quickly so that everything will be ready for the opening, which is very close. We plan to present the renderings to both the Council and the board, possibly in a special meeting. We want to gather feedback from the board, and then we'll take it to council as well. Moving forward, we'll establish a process for providing feedback on the artwork and the pieces. We don't have a timeline for the rendering at the moment. The artist we're working with is local - Annie Jaimes, who has been a great colleague to work with and has created a lot of local art. She comes from a family of artists, and we're excited to have her on board.

DISCUSSION OF THE UPDATE DRAFT FOR COMMUNITY SERVICES ADVISORY BOARD PUBLIC ART PROGRAM GUIDELINES (PAUL KING)

Liaison King briefly discussed the updated draft for the Community Services Advisory Board Public Art Program Guidelines. Liaison King did note there was a spelling error which will need to be fixed before the Board can approve the document.

Boardmember Gutierrez suggested adding an objective/purpose at the beginning of the guidelines. And providing a list on facilities for potential projects.

Council Liaison Buccellato asked if there was a max number of art projects for the year and how are these projects funded.

Liaison King stated that funds will be budgeted in the department's operating budget and that will dictate the number of art projects we can do in a fiscal year.

DEPARTMENT UPDATES – INFORMATION ONLY

Recruitment for Advisory Board Members

Liaison King thanked the Board for volunteering their time and patience as we haven't been able to have a quorum.

Mr. King introduced the newest Boardmember, Mr. Ruben Gutierrez.

Boardmember Gutierrez mentioned he was born and raised in Florence; he is a math teacher at the Florence K-8 school. Mr. Gutierrez joined the board as he wanted to have more community involvement.

Liaison Hughes mentioned there are a few new members that are coming as soon as they complete their oath and if available, he will introduce them at the next meeting.

Poston Butte Preserve

Liaison King informed the Board that there are two access point issues for Poston Butte that he hopes may be addressed in the next fiscal year.

Library Hours

Liaison King informed the Board that the library is open on Mondays and is running a pilot program for extended hours for Tuesdays and Thursdays. A survey is currently being worked on for community feedback on the extended hours.

CALL TO THE PUBLIC/BOARD RESPONSE

CALL TO THE PUBLIC FOR PUBLIC COMMENT ON ISSUES WITHIN THE JURISDICTION OF THE TOWN OF FLORENCE COMMUNITY SERVICES ADVISORY BOARD. COUNCIL RULES LIMIT PUBLIC COMMENT TO THREE MINUTES. INDIVIDUAL MEMBERS MAY RESPOND TO CRITICISM MADE BY THOSE COMMENTING, MAY ASK STAFF TO REVIEW A MATTER RAISED OR MAY ASK THAT A MATTER BE PUT ON A FUTURE AGENDA. HOWEVER, MEMBERS SHALL NOT DISCUSS OR TAKE ACTION ON ANY MATTER DURING AN OPEN CALL TO THE PUBLIC UNLESS THE MATTERS ARE PROPERLY NOTICED FOR DISCUSSION AND LEGAL ACTION.

Ms. Lisa Garcia stated that under the Code ordinances for Boards and Commissions, it's important to remember that once sworn in as a board member, you are expected to continue serving until a replacement is appointed. Finding a replacement is important to ensure a quorum for meetings. Special meetings can be scheduled for pending business without waiting for a full month. Additionally, meetings should not be held solely for the purpose of approving minutes. If there are no items pending, consider canceling the meeting.

Also, I am a big fan of art, and I've noticed that in other countries, art is an integral part of their culture. Even when they're constructing buildings, they allocate a small percentage of the budget for creating art. For example, they might say that 1% or 0.05% of the budget should be dedicated to producing art for the building. I understand that there's a limited budget of \$5,000 for the coming fiscal year, but when it comes to statues and other forms of art, the procurement process is significant. We have to comply with state laws, issue requests for proposals (RFPs), and undergo various procedures to meet the required standards. It's crucial to ensure that the funding is secure if the cost of the art exceeds \$25,000. In other countries, art is used to tell the story of their history, especially in government buildings. This approach can also be applied at the local level, for example, installing a brass sculpture depicting the town's historic moments. It's essential to create stable funding sources for art because without them, we might find ourselves struggling to pay for art after exhausting the municipal budget. Therefore, establishing revenue streams for art is a vital consideration.

CALL TO THE BOARD – CURRENT EVENTS ONLY


Boardmember Palaia commented that the Dog Park is looking better, but there is bench that needs to be replaced, it's rusted and has sharp edges, the water fountain is leaking, and it attracts bees, and the new trees are nice.

Boardmember Bracco asked to have Capital Improvement Projects for the new fiscal year put on next month's agenda for discussion.

ADJOURNMENT

On motion by Boardmember Hitchcock, seconded by Boardmember Bracco, and carried (6-0) to adjourn the meeting at 7:16 P.M.

Approved:


Kathleen Leaman, Board Chair

