

Cultural Celebrations Technical Advisory Committee (TAC) Meeting

Summary of the May 16, 2018 PHX Land Reuse Strategy (LRS) Cultural Celebrations Technical Advisory Committee (TAC) Meeting held at Gateway Community College, Phoenix.

Technical Advisory Committee Members:

- Paul Moreno, Nuestro Barrio Unidos Neighborhood Association
- Abe Arvizu, Booker T. Washington Neighborhood Association
- Ed Lebow, City of Phoenix, Office of Arts & Culture
- Kenja Hassan, Arizona State University, Office of Community Relations
- Annie Conway, Former Sacred Heart Parish
- Casper Habre, Phoenix Parks & Recreation/Santa Rita Center Project
- Juan Gurule, Fr. Braun Vet Memorial District
- Dave Calverley, Bentley Art Gallery
- Jessica Bueno, Phoenix Revitalization Corp
- Eva Olivas, Phoenix Revitalization Corp
- Gary Martelli, City of Phoenix, Aviation Department Airport Museum
- Courtney Carter, City of Phoenix, Aviation Department

PHX LRS Implementation Team Members:

- Kurt Nagle, PHX LRS Implementation: CRTKL Project Manager
- Jie Miao, PHX LRS Implementation: CRTKL Team
- Christiane Quintans, PHX LRS Implementation: Plan-et
- Teresa Makinen, PHX LRS Implementation: Stakeholder Engagement
- Jordyn Davis, PHX LRS Implementation: Stakeholder Engagement

Observers:

- Gilbert Arvizu, Booker T. Washington Neighborhood Association
- Carlos Avila, Nuestro Barrio Unidos Neighborhood Association (Paul Moreno had to leave early so was replaced by Carlos Avila to represent neighborhood)
- Sheila Kollasch, City of Phoenix, Aviation Department: Airport Museum
- Patricia M. Gurule, Fr. Braun OFM Veterans Memorial District: Heritage Forum of Honor

WELCOME & INTRODUCTION

Courtney Carter, City of Phoenix Aviation Department, and Project Manager for the Land Reuse Strategy (LRS) Implementation Phase, opened the meeting by welcoming the attendees and thanking them for their commitment and participation.

Teresa Makinen asked the members to introduce themselves and then opened the meeting with an overview and objectives of today's meeting. She reviewed the agenda for the meeting and asked the members to respond to three questions related to their role on the Cultural Celebrations Technical Advisory Committee, with the member responses to follow:

- Why did you say “yes” to participating? What interested you about serving on this committee?
- What do you personally want to accomplish?
- What do you believe this committee needs to accomplish for the community?

Why did you say “yes” to participating? What interested you about serving on this committee?

- The work of this committee will have an impact on the vision/service of Sacred Heart to our community
- Representing Father Albert Braun Vets/Memorial District: Heritage Forum of Honor, Phoenix Phase 1 Final Report
- Because the Phoenix Airport Museum has a lot of information that was gathered from the “neighborhood” for a book - Cuentos
- Courtney asked me! But I would like to be part of some decisions made in Downtown Phoenix
- Longtime resident have been involved with the VARS – Lane Reuse Projects
- To continue engagement in the broader community close by our existing world

What do you personally want to accomplish?

- Consistency/Fairness
- Add a perspective based on long time business ownership in area
- Fairness for our community
- Give access to the information that has been gathered and created (images, stories, illustrations)
- A solid strategy for how the church will be involved in the future of this area
- Awareness of Fr Braun Vet Memorial District: Heritage Forum of Honor and benefits to the community
- Personally, I would like to see the city maintain and introduce more cultural vitality as it changes

What do you believe this committee needs to accomplish for the community?

- Oversight – The Project/Aviation
- Hear the community concerns and react to their concerns
- Develop and create a plan for a cultural corridor or area that honors the history and culture of the area
- Committee needs to ensure that a multiplicity of views are included in development processes
- Develop meaningful goals which are attainable and beneficial over both the short and long-term time horizon
- A sense of belonging and security for this area - revitalization of the neighborhoods and their purpose to living here
- Address the aggregation, memorialization, revitalization of the area and how to achieve this

PLANNING TO IMPLEMENTATION PHASE

Courtney Carter, City of Phoenix Aviation Department and LRS Implementation Phase Project Manager, provided an overview of the Planning and Visioning Phase transition to Implementation Phase for the project.

PROJECT COMMUNICATIONS: ENGAGING THE COMMUNITY

Teresa Makinen explained the communication cycle for the implementation phase and how the technical advisory committees fit into that. She explained that the technical advisory committees will discuss the details of information that stem from the larger community meetings and this information will feed through the Implementation Oversight Committee (IOC) and back to the community for their input and comments.

She then explained that the role of this Technical Advisory Committee (TAC) is related to the Culture and Heritage goal from the Planning and Visioning Phase so the information and discussions will be focused in that area. She reviewed who is represented on this and other TACs, and asked the members who or what group may be missing from this discussion. The following responses were provided:

- Braun Sacred Heart Center
- Youth (Sacred Heart Office Manager)
- Sergio Siller (from the school)
- ASU Grant Street Studios (Office of Government Community)
- ASU – Rick Naimark

Following this discussion, several members left the meeting to be able to attend a City Council meeting as there was an item for consideration related to the former Sacred Heart Parish.

OUR RULES OF ENGAGEMENT

She then asked the members what our rules of engagement should include. In other words, How will we work together? How will we achieve consensus? And, how will we manage our discussions?

- Open Transparency
- Communication
- Agree to disagree
- Listen and open yourself up - “silo busting”
- Allowing different forms of communicating ideas
- Understanding there may be dissenting opinions
- Focus on our goal and what’s best for the community

RESULTS OF MARCH COMMUNITY MEETING

Teresa Makinen briefly explained that the first community meeting for the project was held in late March, wherein 85 individuals joined us for an update on the project and to discuss and prioritize the Quick Hits, which we’ll discuss here today.

QUICK HITS DISCUSSION

Kurt Nagle presented an overview of the March 2018 Community Meeting results with the Quick Hits “Gold Stars” that were selected by the participants at that community meeting as being the highest priority for implementation. There were six Gold Star Quick Hits, with the sixth being “Sell Back Lots”; however, additional information is needed prior to discussing this Quick Hit. In the interim, for each of the remaining five Gold Star Quick Hits, the committee members were asked for their thoughts as to who potential partners or resources could include, where they might be located and what might be important considerations in executing the particular Quick Hit.

One member did state that given the number of people who had to leave, there may not be enough people remaining for a meaningful discussion. Recognizing that there may need to be additional discussion at the next meeting, the following responses/ comments were provided:

DIYard

- Rebuilding houses/retail small duplex offices to be affordable artist workspaces in vacant parcels in between existing parcels
- We don’t have a clean slate, recognize that empty/vacant parcels are scattered. Need to be time sensitive – don’t want it to go around and not happen again

Our Storefront

- Santa Rita - in long term
- Postcard book of Frank Ybarra’s illustrations
- Phoenix Revitalization Corp location
- Silvestre Herrera Performing Arts school performance hall
- Cuentos
- Community Center by Airport
- Highlight on the map what things are on map also we can visualize what we are looking at

The Green Edge

- Grant Park and Central Park got together, and planted trees and the homeowners made commitments to take care of the trees
- Good opportunity to grow edible food, and it provides shade, cooler
- Gain trust from individuals and give them responsibility and get community involved and places to donate
- Need commitment from the City - have to make sure Aviation Department doesn’t cut trees down
- What about water cost? There is no real irrigation
- Parks Department
- AmeriCorps - trees bring down the temperature by 30% (shade)
- What about APS - trees?
- Who maintains the Green Edge?
- Desert Botanical Garden may be a good resource
- Phase it in so it can be permanent
- Trees attract birds - will birds be an issue by the airport?

Code Enforcement (Safety Education)

- Safety - sidewalks – make it something more artistic
- Tempe has Neighborhood Enhancement Grants
- Look at offsites
- Decorative/art – irrigation stand pipes, murals
- Utility companies
- Important to educate the community – the whole community, inside and out
- Residents are sensitive to additional issues that may be discovered
- City of Phoenix vacant lot activation program (activation through arts) – but it's a challenging process
- Neighborhood Services can work on the front, but Public Works is responsible for alleys

Sign Pride

- Need to be careful - Warehouse District came up with signs then accidentally got put outside of the boundaries and caused a scene in the community. We don't need another miscommunication
- Need to communicate the locations and it needs to be the neighborhood's own decision
- Should be a community-driven process
- There is tied into the names
- Need to decide if we want to carry on historic baggage or create a new identity
- But keep in mind the history is their heart and soul
- Doesn't have to be sign topper with words - maybe symbols, plaque in site, or sidewalk markings, it could be anything
- How do we fund a design – could be a contest for local artists
- What is the process for designating a district?
- Need to identify the neighborhoods – Or use the historic neighborhoods?
- Bolstering an identity or a "new" identity
- How else can we communicate identity that escapes words
- Inexpensive art work/live space
- Connect to history – it's their heart and soul

Along with the six Gold Star Quick Hits, there were also the three highest ranking Quick Hits for each of the three Plan Goals; for the **Cultural and Heritage Goal, these included Fun Pop, Community Cares, and Our Story Walking Tour.** After a description and introduction of each by Kurt, the following comments were provided by committee members respective to any of these three Quick Hits:

Fun Pop

- Maybe combine Fun Pop and Community Cares Quick Hits for permanent space for various uses – when it's not in use, it's a park

Community Cares

- Wesley Art Therapy Corner
- Next to Nuestro Park/Wesley Center/Herrera School off of 8th Street
- Create something different - don't take away what already exists
- Outdoor art venue - promote the arts
- Don't rotate locations - want stability
- Enjoy the entire day
- North side of Washington -15-16 artists purchased a building for live/work space
- Public visual art
- Art in private development (example of Tempe)
- Community grants (for 501(c)(3))

Our Story Walking Tour

- Scott Street story (example in Tucson)

PREPARING FOR SPARK AREAS DEVELOPMENT DISCUSSION

Kurt Nagle, CRTKL Implementation Phase Team, provided an overview of the three catalytic sites, or “spark areas”, and their locations, letting the advisory committee know that further developing the land use options from the Planning and Visioning Phase is one of the tasks for the Implementation Phase. Kurt explained that this information is still being developed but will come before the committee in a future meeting for discussion.

OPEN DISCUSSION

Teresa Makinen then went around the room to each of the members asking for their thoughts or anything they came to say but haven't yet had an opportunity. The following were provided:

- Communicate across different lines – it's unfortunate that primary people had to leave early today
- Have seen art revitalize a neighborhood before, there's a piece on cultural character of the neighborhood
- Incorporate youth in murals – at 11th Street and Pima, we fought hard to keep that mural there on that wall and it was done by an artist and kids/youth
- Think about public visual art as well
- City used to have 1% of development fees to public art, for redeveloping that city-wide look
- I want to study more in detail of what's going on, some people had to leave early so will discuss with them as well
- There is a City Public Art program, but have to decide where to spend the money? By the way, there is a community grant that neighborhoods can apply for - the deadline is May 31st

meeting memo

COMMENTS FROM THE PUBLIC

Teresa Makinen opened the floor to comments from the public and there were none.

ADJOURN

Courtney Carter thanked the participants for their time and active discussion, and the meeting adjourned at approximately 3:00 pm.