

Public Art and Community Design Committee

Of the Arts Foundation for Tucson and Southern Arizona

Education Subcommittee Approved Minutes

Monday, July 14, 2025 at 3:00 pm

To join the Virtual Zoom Meeting from your computer, tablet, or smartphone use the following methods:

Video: <https://us02web.zoom.us/j/86959640834>

Meeting ID: 869 5964 0834

Agenda Item	Type	Presenter	Time
1. Roll Call to Establish Quorum At 3:03 a roll call to establish quorum was taken by PACDC Administrator, Sadie Shaw. Subcommittee Members Present: Adriane Ackerman, Brandon Varela, Liane Hernandez.		Sadie	3
2. Introduction of Guests & Attendees The Subcommittee Members gave a short introduction about their background and role in the PACDC. Wylwyn Reyes and Sadie Shaw, staff members at the Arts Foundation, also gave a brief introduction.		Sadie	3
3. Review & Vote on April 21, 2025 Education Subcommittee Meeting Minutes Ms. Shaw reminded the subcommittee members that the draft minutes of the April 21 st Education Subcommittee meeting were sent via email prior to the meeting for their review. Mr. Varela noted that he was unable to attend the last PACDC meeting and asked if there was any discussion about the subcommittee meeting. Ms. Shaw responded that Arts Foundation staff gave a brief overview of each of the subcommittee meetings, and that she had emailed the draft minutes of the subcommittee meeting to all PACDC Members. Motion to approve minutes by Liane Hernandez. Second by Brandon Varela. Motion approved unanimous via roll call vote.	Action	Sadie	5
4. Arts Foundation Communication Strategy Ms. Shaw gave a presentation on the communication strategy used by the Arts Foundation for different projects, including digital strategy, outreach partners, budgets for advertisements for grants, request for qualifications or programs administered by the Arts Foundation like SaludArte.	Study	Wylwyn	5

Mr. Reyes spoke about different organizations that we promote our opportunities with locally, nationally, and internationally.

Ms. Hernandez asked what the ideal number is for applications for any specific public art project.

Mr. Reyes said that 30 applications is a good amount.

Ms. Shaw added that it depends on the project and whether or not the panel is compensated. Special projects like SaludArte and Thrive in the 05 are typically compensated. She added that at times when there are over 100 applications, it can be a lot of work for the panel to review that many applications.

Mr. Reyes noted that panelists are not paid from projects that are funded by Capital Improvements because that expense is not worked into the budget.

Ms. Hernandez asked if there were regularly scheduled orientations for artists who are interested in specific projects.

Mr. Reyes said that they are modifying the language in Requests to Qualifications (RFQ) so that artists know what type of public art is requested. He also noted that the Arts Foundation is working on an education component called the Public Art Corps to help teach artists about the ins and outs of working as a public artist.

Ms. Shaw added that there are also webinars available, and that Arts Foundation staff field questions from applicants, schedule meetings in-person and via zoom to help applicants through the process.

Mr. Varela noted that he has noticed an improvement in the language for RFQs and that from speaking with different artists in the community the process can be overwhelming especially if you do not have experience with permits and other necessary steps to install artwork on city property.

Ms. Ackerman asked about rural and tribal outreach and noted that at the last subcommittee meeting the members asked how the Education Subcommittee members could help increase outreach. She noted that the presentation had a lot of organizations and community members listed but that it would be more helpful to have a list of all the organizations and stakeholders so that the subcommittee members could see where the gaps were and help make the outreach list more robust.

Mr. Reyes noted that the Arts Foundation is also working on an education campaign “How Public Art Works” so that there is not

confusion among the community on what is and what is not public art, and what is funded by public money and what is commissioned by private entities.

Ms. Hernandez asked if there was a distribution link for opportunities that she and other PACDC Members could forward to their networks.

Ms. Shaw added that the website has all of the opportunities listed and that we promote them in our newsletter.

Mr. Reyes added that the website is difficult to navigate. Ms. Hernandez agreed.

Ms. Ackerman added that an informational kit for PACDC Members and the community is on the agenda.

Ms. Shaw resumed her presentation which described the rural and tribal outreach strategy, press releases, and metrics from social media.

Ms. Ackerman asked why the Pascua Yaqui tribe was not listed.

Ms. Shaw was not sure why they were not listed but noted that she would investigate that. She also asked the subcommittee members if they have contacts in any areas that we are not addressing to please forward them to us.

Mr. Varela said that he can provide staff with people and organizations to contact.

Ms. Hernandez asked if there were contacts in the Pima County Health Departments hospitals on tribal land, intertribal committee out of Phoenix, and policy forum from Arizona Local First as a community advisory.

Ms. Shaw thanked everyone for their recommendations and asked the members to forward their contacts to her.

Ms. Ackerman asked if staff could send the subcommittee members all of the organizations and contacts.

5. Upcoming Public Art Projects

Study

Wylwyn

15

Mr. Reyes gave an overview of the upcoming public art projects and opportunities that will be promoted over the next year by the Arts Foundation for Tucson and Southern Arizona. He noted that one project just closed, and one will be launched later this month.

Ms. Hernandez asked if we could have a standing item at the subcommittee to discuss how to promote upcoming art projects.

Ms. Ackerman noted that she would love that item at the PACDC Meeting.

Mr. Reyes responded that that item would be great for the subcommittee meeting but that he did not want to bog down the regular PACDC meeting.

Ms. Hernandez responded that this could potentially build trust and engagement with PACDC Members if they were given more agency to participate.

Mr. Reyes added that their help could also help improve the RFQ language.

Ms. Shaw cautioned the members to stay on topic with the agenda item.

Mr. Reyes noted that the upcoming project at Udall Park deals with accessibility.

Ms. Hernandez asked where the RFQs are located on the website.

Mr. Reyes responded that the RFQ for Udall Park has not launched yet and is not on the website. It will launch soon and the next RFQ will be for SaludArte.

Ms. Ackerman asked if staff reached out to other Boards, Commissions, and Committees (BCC) to help with specific issues with projects.

Mr. Reyes added that they do not but that the link to serve as a panelists could be shared easily with members of the BCC.

6. Informational Kit for PACDC Members

Study/Action

Sadie

15

Ms. Shaw opened the conversation with a recap of the last education subcommittee meeting and the request from subcommittee members regarding this agenda item to create an information kit to give to members of the Public Art & Community Design Committee to promote public art opportunities, grants, and other information to the greater community.

Ms. Ackerman gave an overview of why this was placed on the agenda, spoke about the issues across the nation that nonprofits are facing and asked how the subcommittee members could be helpful.

Mr. Reyes responded that the members could help them develop formats and review information for things that they are creating.

Mr. Varela noted his experience with the Arts Foundation RFQs having a section before each RFQ detailing the exact medium that

each project is looking for. This will help both artists and panelists so that they do not have to dedicate time to an RFQ that they do not qualify for.

Mr. Reyes agreed and noted that they are starting to do that but that they can do a better job maker eligibility section of the RFQ guidelines clearer and more visible.

Ms. Ackerman asked if this agenda item could also be a standing item at each subcommittee meeting.

Mr. Reyes asked if the new PACDC Handbook had been sent out to all of the PACDC Members.

Ms. Shaw responded that they have not, but that she would be interested in sending them to the subcommittee members.

7. Call to the Audience		Sadie	15
Ms. Shaw read the Call to the Audience script which appears on the subcommittee agenda.			
No comments were made.			
8. Requests for Future Agenda Items	Announcement	Sadie	5
Ms. Hernandez asked that there be an agenda item at each meeting to discuss upcoming public art opportunities.			
Ms. Ackerman requested a standing item each month to discuss the PACDC Informational Kit, and an item to review the City of Tucson's Administrative Directive's regarding PACDC and the public art program. She also requested that the Free Wall donation be added to a future agenda.			
9. Adjournment	Announcement	Sadie	1
Meeting adjourned at 4:31.			

Public Art and Community Design Committee Meetings are Open to the Public

Citizens, particularly artists, interested in public art are encouraged to attend. Action may be taken on any agenda item. This meeting will be held virtually unless otherwise noted on the agenda. Meeting materials will be presented as part of the virtual meeting. Community members who wish to speak at the Call to Audience can click on the link below and will be added to a list on a first come first serve basis: <https://airtable.com/shr1SX8hMC5u3iS5p>

Education Subcommittee Members

Adriane Ackerman—Mayor, E. Liane Hernandez—W1, Brandon Varela—AF

PACDC Members

Anne Lopez—W4, Bob Clark—W5, Emily Tate—D1, James Glock—AF, Janet Fischer—W6, Maureen Lueck-County Administrator, Melissa Brown-Dominguez—D2, Nancy Fung—AF, Valerie Sanchez-AF, Valerie Sipp—AF, Adriane Ackerman-Mayor, E. Liane Hernandez – W1, Alisha Vasquez—D5, Brandon Varela – AF, Kathleen Velo – W2, Jacqueline Jean Barrios – AF, Adia Jamille Olguin – AF

Accessibility

If you require an accommodation or materials in accessible format or require a foreign language interpreter or materials in a language other than English for this event, please call the Arts Foundation at 520.624.0595 ext 4. or email PACD@ArtsFoundTucson.Org at least 2 business days in advance.

Links

- Serving on a City of Tucson [Board, Committee & Commission](#) is one way that Tucson's residents can participate in local government. Boards and Commissions typically serve in an advisory capacity to the Mayor and Council. Tucson benefits from the knowledge and expertise that volunteers bring to these Boards and Commissions.
- The [Public Art and Community Design Committee \(PACD\)](#) is a standing committee of the Arts Foundation that functions as an interagency committee operating in compliance with Boards and Commissions.
- The City of Tucson uses [Administrative Directives 7.01-1 through 7.01-7](#) to implement the City's Public Art Program.
- Pima County uses the [Board of Supervisors Policy C 3.3 and Administrative Procedures 3-16](#) for the implementation of the Pima County Public Art Program.