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**Minutes**  
**City Council's Arts and Community Services**  
**Committee**  
**January 17, 2007**

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**Minutes of the City Council's Arts and Community Services Committee held on Wednesday, January 17, 2007, 3:00 p.m., at the Library Board Room, 3500 S. Rural Road, Tempe, Arizona.**

**Committee Members Present:**

Councilmember Barb Carter, Chair  
Councilmember Shana Ellis

**City Staff Present:**

Don Fassinger, Cultural Facilities Admin  
Kathy Gasperich, Council Aide  
Andy Goh, Deputy Pub Works Mgr  
Cecelia Pinkston, Executive Asst  
Judy Tapscott, Social Services Mgr  
Jody Ulich, Deputy Comm Svcs Mgr

**Guests Present:**

Rosemary Walsh, Childsplay

***Councilmember Carter called the meeting to order at 3:00 p.m., and introduced Rosemary Walsh from Childsplay.***

**Agenda Item 1 – Experience Corps™ Update 0701-01**

Judy Tapscott summarized that Council approved the Virginia G. Piper Charitable Trust grant in the amount of \$297,397 in July of 2006.

- The Experience Corps™ Program was initiated in partnership with Tempe Connections for the purpose of engaging experienced older adults with meaningful service.
- The plan was assembled as a four-year plan, although the Piper Trust had never approved a four-year grant.
- Experience Corps™ is an award-winning national program
- Engages people over 55 to tutor and mentor elementary students
- Is outcome-based with proven results
- Currently in three Tempe elementary schools: Arredondo, Meyer and Thew

- School selects students who are struggling academically
- One on one tutoring with a focus on reading skills
- Recruits adults 55+ in the fall and winter
- Team-based approach.
- Members commit 4-15 hours per week
- In the Fall of 2006, there were 18 members, half of which are retired teachers
- 10+ new members in the winter recruitment.
- Dynamic training
- Triple win for students, schools and older adults.

Councilmember Ellis asked if there is a waiting list of students.

Ms. Tapscott responded that they committed to 36 volunteers in the application. Knowing the experience of other programs, they never imagined they would already be at the current level. Each volunteer is assigned 3 to 5 specific students and there are certainly more students than Experience Corps members can serve.

Councilmember Carter asked if this meets any of the guidelines for No Child Left Behind (NCLB) criteria.

Ms. Tapscott responded she was not familiar with the goals of NCLB, but it focuses on literacy and academic achievement. She further added that members have the option to work 15 hours a week and would have the opportunity to secure an Americorp stipend. Other sites across the country have those slots filled first, but only one has been filled. That will build over time.

**DIRECTION: Staff to present at a future IRS.**

**Agenda Item 2 – Historical Museum Update** 0701-01

Jody Ulich summarized that the Historical Museum capital improvement project will strive to:

- Create a new sense of entrance and presence for the Museum.
- Redefine the internal spaces to tell and better preserve Tempe's rich and diverse history.
- Create new and updated exhibits that focus on rotating exhibits.
- Create a children's area that involves families and schools in historical and educational activities.
- Integrate and use technology to develop innovative interpretations of Tempe's history.

It is anticipated that an RFQ will be issued in early April and an initial timeline would place project completion at the end of 2008. An update is currently scheduled for presentation at IRS on January 18<sup>th</sup>.

**Agenda Item 3 – Tempe Center for the Arts Policies and Procedures and Rate Structure Update** 0109-19

Don Fassinger presented the proposed Operating Policies for the Tempe Center for the Arts and summarized the proposed modifications:

- Proposing an option in Tiers 2 and 3 for a 10% rental discount for Tempe-based businesses and residents. The downside of that is a resident reserving it for a non-resident.
- Licensing, with the exception of Childsplay, is done annually. In general, for a one-time commercial user, it's a one-time arrangement.
- Proposing flexibility of extension of hours beyond normal operating hours to TCA partners who have been involved in the process through the development.
- Preferred selection dates - looking at scheduling partners about 15 months in advance; partners with preferred date selection would be scheduled 15 months out.
- Proposing waiver of cancellation penalties if the space is successfully rented.
- Partial rebate of fees for alternate use of facility when under Partner License agreement.
- Flexibility to use, with restrictions, non-TCA s stage crews.
- Designated parking spaces in the south parking lot for Partner personnel.
- Waiver of commissions on sale of Partner-oriented souvenir merchandise in lobby.
- Inclusion of Partners in the ongoing assessment of the ticketing system and TCA operations.

Councilmember Carter asked how long it takes to become a partner.

Mr. Fassinger responded that staff is working on a TCA Partner Program and some of the requirements would be a long term commitment, a long term commitment to multiple uses of the facility, Tempe-based, etc. He continued with modifications to Childsplay policies:

- A long-term agreement (five years with two three-year extensions).
- First priority of date selection among TCA Partners, allowing scheduling 18 months in advance.
- Waiver of deposit fees pending timely payment of rental fees.

There was discussion regarding manning of the box office/ticketing, negotiation of rates when the TCA caterer is used, scheduling and coordination of City events, such as boards and commissions dinner, and recouping of damage expenses.

Councilmember Carter asked about donor preferences and whether donors would be designated as partners.

Jody Ulich responded that staff is working on an MOU with the Friends of the Tempe Center for the Arts. Essentially, as a fundraiser, the money will come to them and TCA would come to agreement with the Friends in terms of what the monetary reward for a donation would be. If there's a benefit to the donor, there's a monetary value.

Councilmember Carter asked if the donors would be lumped in as a partner with the partner rates.

Ms. Ulich responded that The Friends of the Tempe Center for the Arts needs to be listed in this document under the preferred rate, because they would be the umbrella organization that the donors would fall under.

Staff was directed to add them under Tier 1 designation.

Mr. Fassinger added that staff is proposing that once the Policies and Procedures and Rate Structure goes through Council and is signed off, then the authority to amend this policy document falls to the Community Services Manager and he may act on any matters not presently contemplated. This document will come to Council at IRS on February 22<sup>nd</sup>.

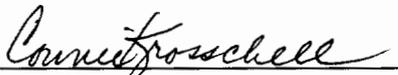
**Agenda Item 3 – Future Agenda Items.**

No future agenda items were discussed.

**Next Committee meeting will be on February 21<sup>st</sup>.**

***Meeting adjourned at 4:30 p.m.***

Prepared by: Connie Krosschell  
Reviewed by: Cecelia Pinkston

  
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Connie Krosschell  
Acting City Clerk