

**Public Art Administrators Meeting  
Friday, February 14, 2013**

**Scottsdale Public Art  
(A Division of the Scottsdale Cultural Council)**

7380 East Second Street

Scottsdale, AZ 85251

10:00am – 2:30pm

**10:00am**                      **Welcome**

**10:15am – 11:30am**      **Creating Professional Development Opportunities for Artists**

**Discussion Facilitator: Jessica Rajko, Arizona Commission on the Arts**

Arizona is full of talented artists interested in public art; however, many artists do not know where to start when trying to enter the public art sector. There have been widespread requests from Arizona artists to develop professional development opportunities on how to work as an artist in the field of public art. While learning opportunities helps artists, it also strengthens community ties and helps public art administrators identify new talent. During this meeting, we will begin to discuss, plan, and design professional development opportunities for Arizona's artists. Topics will include:

- What do public art administrators want to get out of providing professional development to artists?
- What does a professional development opportunity for artists look like?
- Who is interested and who would be involved?
- Where and when will workshops take place?
- How do we share what we've learned and new talent we have discovered?

**11:30am – 1:00pm**      **Lunchtime Discussion**

Lunch is a great time to network and discuss ideas, so we are going to take advantage of this opportunity. Meeting attendees will be assigned to specific tables during our lunch session in an effort to get you at the same table as some of your colleagues. This will be your time to share ideas, ask questions, and get advice from your colleagues. Not sure what to discuss? An assortment of icebreaker discussion topics will be provided at each table. Take advantage of the wealth of knowledge around you and make sure to share some too. Lunch will be held on the patio of Orange Table, on the Scottsdale Cultural Council Campus. **Note:** *All attendees are responsible for purchasing their own food.*

**1:00pm – 2:00pm**      **Changing the Face of Public Art**

**Discussion Facilitators: Kirstin Van Cleef, Scottsdale Public Art & Rebecca Blume Rothman, Phoenix Office of Arts and Culture**

As administrators, we know how much work we put into making public art available, accessible, and meaningful, but does the broader public? In this session, we will have an open discussion about how to address and overcome the many struggles public art administrators face when communicating with the public.

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Topics will include:

- Building community support
- Community awareness campaigns
- Preparing and executing community events
- Expanding collaboration across public art organizations/ other commissioning agencies
- How to use temporary public art as a tool for broader awareness

### **2:00pm – 2:30pm**      **Closing Conversation**

**Discussion Facilitator: Jessica Rajko, Arizona Commission on the Arts**

The last ½ hour session will focus on ways to best keep the conversation going between the public art administrator meetings and how the Arizona Commission on the Arts can be a better “hub” for public art information. Topics include:

- Creating and sharing an email list
- Setting up smaller in-person meetings
- What would a “Public Art Agency/Organization” profile look like on the ACA website?
- Sharing events through a blog or newsletter
- How to share tools and resources

**2:30pm**                      **Meeting Adjourns**