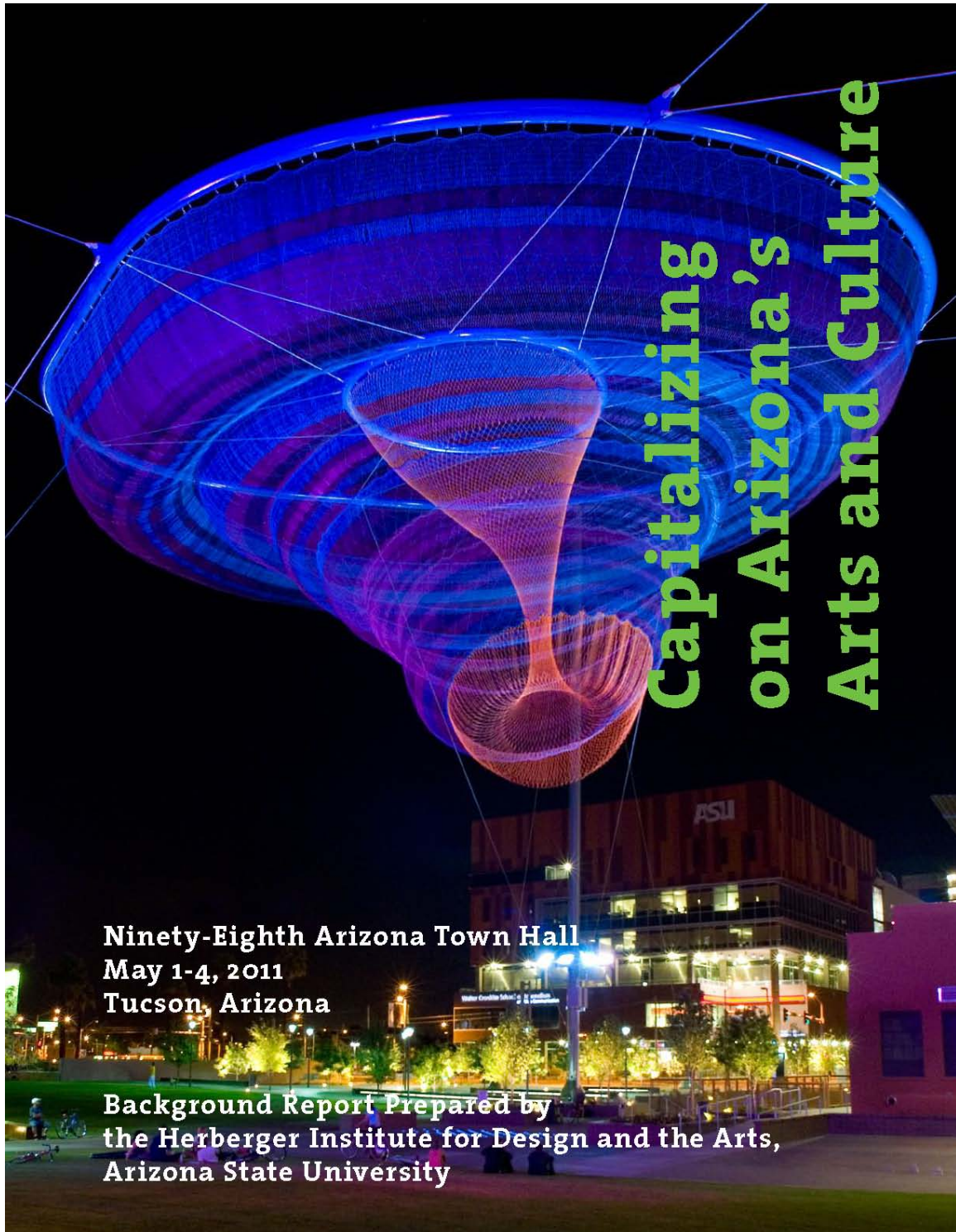




**Ninety-Eighth Arizona Town Hall
May 1-4, 2011
Tucson, Arizona**

“Capitalizing on Arizona’s Arts and Culture”

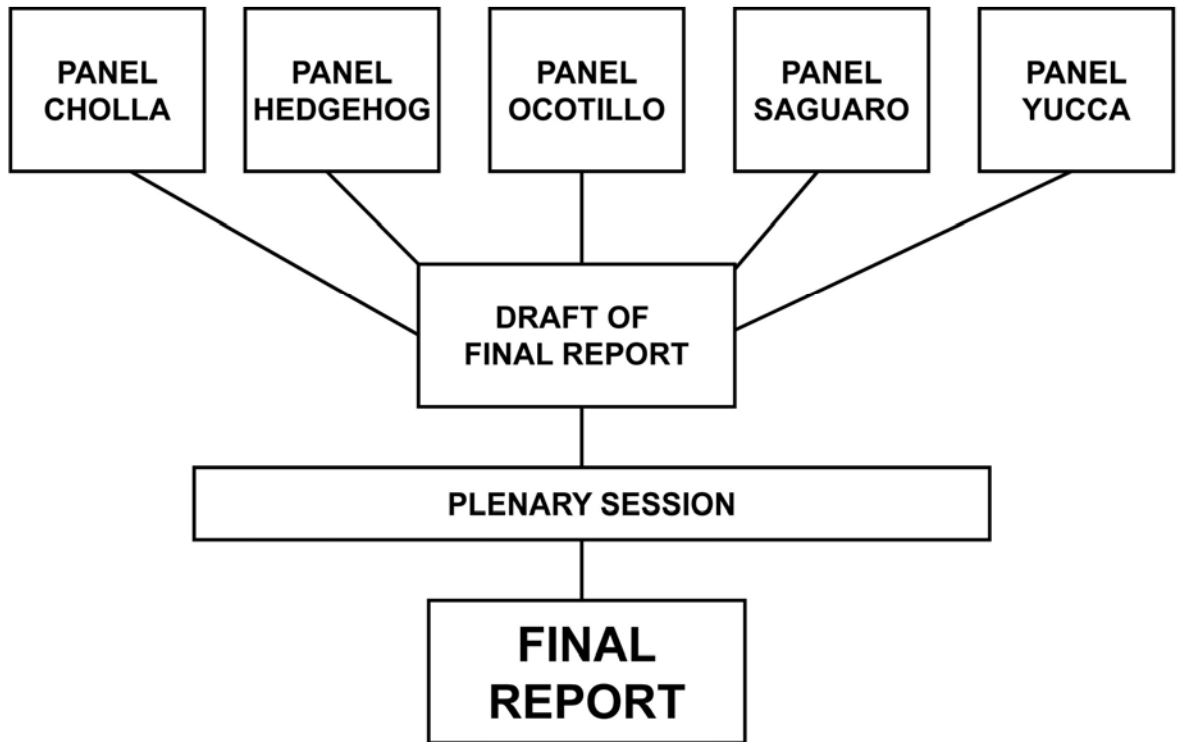


**Ninety-Eighth Arizona Town Hall
May 1-4, 2011
Tucson, Arizona**

**Background Report Prepared by
the Herberger Institute for Design and the Arts,
Arizona State University**

The Town Hall Process

From the Group Statement to the Final Report



OVERVIEW OF THE ARIZONA TOWN HALL PROCESS

Arizona Town Hall is a private nonprofit corporation founded in 1962 for the purpose of identifying and discussing critical policy issues facing Arizona and creating solutions. Much of the success of the Arizona Town Halls lies in the fact that the process incorporates the knowledge, thoughts and ideas of all the participants. The Town Hall process has been adapted and utilized by many other groups who strive to create solutions by drawing upon diverse views and building informed coalitions.

Panel Discussions

The Town Hall begins with panel discussions. Each panel addresses the same Discussion Outline during the first portion of the Town Hall. The process and guiding principles for the panel discussions are as follows:

- The Panel Chair reads one question at a time and discussion follows.
- It is important to stick to the question at hand.
- The panel strives for consensus (votes are taken only if absolutely necessary).
- Consensus is reached when no one wants to add anything, and no one objects strongly to the wording offered.
- The recorder's role is to keep the panel on time, capture the consensus comments, read back consensus statements to the panel and make edits with participants.
- Viewpoints of all participants are considered equally valuable, regardless of title or position.
- Discussions are encouraged to be robust while maintaining a respect for different viewpoints. Participants are allowed to criticize concepts—not people.
- Minority viewpoints must be very strong to find their way into the final document (at least 1/3 of the total group).
- Media will be present at the Town Hall and may be in attendance during panel discussions. You should assume that your comments may be quoted at any time.
- Observers may attend the sessions but cannot participate or contribute to discussions.
- The process is as valuable as the recommendations.

Creation of the Draft Recommendations Report

Once complete, the consensus statements are taken from each panel to the Report Chair. The Report Chair reviews the statements from all five panels and looks for consensus across all of the groups. With assistance from the Panel Recorders, the Report Chair creates a draft report of what appears to be the consensus of the Town Hall participants.

The draft report is distributed early in the morning before the plenary session on the Wednesday of each Town Hall. Panels meet prior to the start of the plenary session to review the draft and outline any areas the panel wants to address at the plenary session.

The Plenary Session

At the plenary session, Arizona Town Hall's Chairman of the Board leads all of the Town Hall participants, as a full body, in an organized review of the document. All participants work to approve, amend or reject each section of the report of recommendations.

A G E N D A

SUNDAY, MAY 1

3:00 p.m. – 6:00 p.m.

Registration Commences – Ballroom Foyer

6:00 p.m. – 7:00 p.m.

“Get Acquainted” No-Host Social Hour – Ballroom Foyer

7:00 p.m.

Opening Dinner & Orientation – Salon D & E

Welcome & Overview: **Tara Jackson**, President, Arizona Town Hall

Benediction: **Barbara Peck**, Principal, LP&G Marketing, Advertising, Public Relations, Tucson

Dinner

Opening Comments: **Bruce Dusenberry**, Board Chair, Arizona Town Hall; President, Horizon Moving Systems; Attorney, Tucson

MONDAY, MAY 2

7:00 a.m. – 8:00 a.m.

Breakfast Buffet – Salon D & E

Key Facts You Need to Know: Panel presentation by authors of the 98th Arizona Town Hall Background Report: **Jim Ballinger, Robert Booker, Shelley Cohn, Betsy Fahlman, and Cathy Weiss**

Presiding: **David Snider**, Arizona Town Hall Board Member; Member, Pinal County Board of Supervisors; Ret. City Library Director, Casa Grande

8:30 a.m. – Noon

Panel Discussions – (Coffee break mid-morning)

Panel Cholla – Salon B
Linda Elliott-Nelson, Chair
Kathy O’Meara, Recorder

Panel Ocotillo – Salon C
Pat Norris, Chair
Eric McGlothlin, Recorder

Panel Saguaro – Salon F
Patrick McWhortor, Chair
David Gass, Recorder

Panel Hedgehog – Salon G
Mike Widener, Chair
Jeff Scudder, Recorder

Panel Yucca – Salon H
Mark Nexsen, Chair
Mary Grier, Recorder

MONDAY, MAY 2 (Cont.)

12:30 p.m. – 2:00 p.m.

Luncheon Session – Salon D & E

Presiding: **Lisa Lovallo**, Arizona Town Hall Board Member; Vice President & System Manager for Southern Arizona, Cox Communications, Tucson

Sponsor Highlight: **Virginia G. Piper Charitable Trust**

Introduction of Program: **Laura Grafman**, Trustee, Virginia G. Piper Charitable Trust

Speaker: **Rocco Landesman**, Chairman of the National Endowment for the Arts

2:30 p.m. – 5:00 p.m.

Continuation of Panel Discussions
(Coffee break mid-afternoon)

6:00 p.m. – 7:00 p.m.

No-Host Social Hour

7:00 p.m.

Dinner – Salon D & E

Presiding: **Hank Peck**, Arizona Town Hall Executive Committee Member; Certified Financial Planner, TCI Wealth Advisors, Inc., Tucson

Sponsor Highlight: **The Flinn Foundation**

Speaker Introduction: **Jack Jewett**, President & CEO, The Flinn Foundation, Phoenix

Speaker: **Marian A. Godfrey**, Senior Director, Culture Initiatives, Pew Charitable Trusts

TUESDAY, MAY 3

**Breakfast on your own*

6:30 a.m. – 7:30 a.m.

Wake Up Yoga (Optional) – Boojum Room
Debbie Payne, Registered Yoga teacher

Complimentary for Town Hall participants and guests. All levels welcome. Wear comfortable clothes. Some mats will be available if you do not have your own.

8:30 a.m. – Noon

Continuation of panel sessions
(Coffee break mid-morning)

12:30 p.m. – 2:00 p.m.

Luncheon Session – Salon D & E

Presiding: **Tara Jackson**, President, Arizona Town Hall

Speakers: Members of the Arizona Town Hall Board:
Victor Bowleg, Bruce Dusenberry, John Maynard and Carol West

Entertainment: University of Arizona School of Dance

2:30 p.m. – 5:00 p.m.

Continuation of Panel Discussions
(Coffee break mid-afternoon)

6:30 p.m. – 8:00 p.m.

Buffet-style dinner, Old Pueblo Grille patio,
Special recognition of student participants

WEDNESDAY, MAY 4

6:45 a.m. – 8:15 a.m.

Individual Panel Caucuses: (Coffee & Danish will be available in Panel Caucuses)

Panel Cholla – Salon B

Panel Ocotillo – Salon C

Panel Saguaro – Salon F

Panel Hedgehog – Salon G

Panel Yucca – Salon H

8:30 a.m. to approx. 12:30 p.m.

Plenary Session – All Participants – Bonsai/Boojum Room

Presiding: **Bruce Dusenberry**

Adoption of Recommendations

(Coffee & Danish will be available during the session – **there will be no formal break**)

Adjournment at approximately 12:30 p.m.

98TH ARIZONA TOWN HALL PROGRAM SPEAKER BIOGRAPHIES

Monday, May 2, Breakfast

Panel presentation by authors of the 98th Arizona Town Hall Background Report



Jim Ballinger
Director
Phoenix Art Museum

Jim Ballinger has been Director of the Phoenix Art Museum since 1982. He joined the staff as Curator of Collections in 1974. He also served as Curator of American Art from 1974 to 2004, and continues to serve as Chief Curator. Mr. Ballinger is the immediate past President of the Association of Art Museum Directors, and sits on the boards of the Phoenix Community Alliance and The Spencer Museum of Art at his alma mater, The University of Kansas. In November 2004, he was appointed by President Bush to serve a six-year term on the National Council on the Arts. The Council advises the chair of the National Endowment for the Arts on policies, programs, and procedures for carrying out the agency's functions, duties and responsibilities. In addition, he is a member of the Dean's Council of the Herberger Institute for Design and the Arts at Arizona State University. Previously, he served as a director for the L. Roy Papp Mutual Funds and in 2003/2004 was a member of the Maricopa Regional Arts and Culture Task Force. He received a B.A. in American History and an M.A. in the History of Art from the University of Kansas, and completed the Executive Program for Nonprofit Leaders at the Stanford Graduate School of Business.



Robert Booker
Executive Director
Arizona Commission on the Arts

Robert Booker is the Executive Director of the Arizona Commission on the Arts. Prior to joining the Commission, Mr. Booker was the Executive Director of the Minnesota State Arts Board. His work for the Commission is focused on building a statewide arts industry that serves the residents and visitors of Arizona, grows programs in arts education, increases cultural tourism, and expands the careers of working artists in all disciplines. Booker received the Lifetime Achievement Award from the Minnesota Crafts Council in 2005 and was recognized for his national leadership by the National Assembly of State Arts Agencies with the 2006 Gary Young Award. Mr. Booker serves as a member of the Arizona Governor's Centennial Commission, Co-Chair of the Arts and Culture Committee of the Arizona Mexico Commission, Arizona Historical Advisory Commission, a trustee of the Western States Arts Federation, and a board member of the Grantmakers in the Arts. Booker served as President of the board of the National Assembly of State Arts Agencies, as a member of the Minnesota Governor's Quarter Dollar Commission, and was the Chair of the Minnesota Governor's Residence. Booker has served on the boards of Arts Midwest, Minnesota Museum Educators Association, the Cable Arts Consortium, Arts Over AIDS, and the Minnesota AIDS Project. Booker is a painter and art collector.



Shelley Cohn
Consultant, The Flinn Foundation
Retired Director, Arizona Commission on the Arts

Shelley Cohn currently serves as a consultant for the Flinn Foundation. She retired in October 2005 as the Executive Director of the Arizona Commission on the Arts, having served in that capacity since 1984. Ms. Cohn was involved in developing special funding initiatives including the Arizona Arts Trust Fund and Arizona ArtShare, the Arizona arts endowment fund. Ms. Cohn oversaw the creation of entrepreneurial programs that supported artists and arts organizations to connect with their communities in effective and meaningful ways. After retirement she served one year as the interim CEO of the Scottsdale Cultural Council overseeing the work of the Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art and the Scottsdale Public Art Program. Ms. Cohn provided consulting work for several state and local arts agencies, and teaches an arts and public policy class and arts entrepreneurship class for ASU. She has explored new adventures outside of state government, including the desert landscaping school at the Desert Botanical Garden, the Melton Program for continuing Jewish education, teaching, consulting work, yoga, and bicycling. Ms. Cohn currently serves on the boards of the Arizona Community Foundation, Desert Botanical Garden, Childsplay, Alliance for Audience, and the Bank of Arizona. She holds a masters degree in Humanities from Arizona State University and an undergraduate degree in English from Washington University.



Betsy Fahlman
Professor of Art History
Arizona State University

Betsy Fahlman has served as the editor of the background report for this Town Hall, *Capitalizing on Arizona's Arts and Culture*. Ms. Fahlman is a Professor of Art History at Arizona State University, where she has taught since 198. A specialist in American Art of the nineteenth and twentieth centuries, she also has a strong interest in the art history of Arizona, and has lectured widely throughout the state for the Arizona Humanities Council. Her academic specialties include art and industry and public art. Her publications include *Kraushaar Galleries: Celebrating 125 Years* (2010), *New Deal Art in Arizona* (2009), *Wonders of Work and Labor: The Steidle Collection of American Industrial Art* (with Eric Schruers, 2008), *Chimneys and Towers: Charles Demuth's Late Paintings of Lancaster* (2007), *James Graham & Sons: A Century and a Half in the Art Business* (2007), *Guy Pene du Bois: Painter of Modern Life* (2004), and *The Cowboy's Dream: The Mythic Life and Art of Lon Megargee* (2002). She was in Valley Leadership, Class XIX (1996-1997).



Cathy Weiss
Executive Director
Del E. Webb Center for the Performing Arts

Cathy Weiss, the Executive Director of the Del E. Webb Center for the Performing Arts in Wickenburg, leads a non-profit organization dedicated to presenting world class performing arts in a 600-seat, state-of-the-art theatre while providing free arts education experiences in classrooms, and through after school and extended residency programs for the 2,100 children in this rural area of Arizona. In addition, the Webb Center produces an arts summer camp for 120 children each June. The Webb Center provides a lifelong learning arts series for adults throughout the year. Ms. Weiss is also the curator for the Flying E Guest Ranch Project that provides a tranquil artist-live workspace for performing artistic companies from all over the world to create new work to add to their repertoire. Prior to joining the Web Center team, Ms. Weiss enjoyed a 27-year career in the luxury hotel business. She is married to Rui Pereira, the General Manager of Rancho de los Caballeros who serves as a member of the Wickenburg Town Council.

Monday, May 2, Lunch Program



Rocco Landesman
Chairman of the National Endowment for the Arts

Rocco Landesman was confirmed by the United States Senate on August 7, 2009 as the tenth chairman of the National Endowment for the Arts (NEA). Prior to joining the NEA, he was a Broadway theater producer.

He pursued his undergraduate education at Colby College and the University of Wisconsin, Madison, and earned a doctorate in Dramatic Literature at the Yale School of Drama. At the completion of his course work, Mr. Landesman stayed at the school for four years, working as an assistant professor.

Mr. Landesman's ensuing career has been a hybrid of commercial and artistic enterprises. In 1977, he left Yale to start a private investment fund which he ran until his appointment in 1987 as president of Jujamcyn, a company that owns and operates five Broadway theaters: St. James, Al Hirschfeld, August Wilson, Eugene O'Neill, and Walter Kerr theaters.

Before and after joining Jujamcyn, Mr. Landesman produced Broadway shows, the most notable of which are *Big River* (1985 Tony Award for Best Musical), *Angels in America: Millennium Approaches* (1993 Tony Award for Best Play), *Angels in America: Perestroika* (1994 Tony Award for Best Play), and *The Producers* (2001 Tony Award for Best Musical). In 2005, he purchased Jujamcyn and operated it until President Obama announced his intention to nominate him to the NEA chairmanship.

Mr. Landesman has been active on numerous boards, including the Municipal Arts Society; the Times Square Alliance; The Actor's Fund; and the Educational Foundation of America. Mr. Landesman has also vigorously engaged the ongoing debate about arts policy, speaking at forums and writing numerous articles, focusing mainly on the relationship between the commercial and not-for-profit sectors of the American theater. Over the years, he returned to the Yale School of Drama and Yale Rep to teach.

Monday, May 2, Dinner Program

Featured Speaker:



Marian Godfrey
Senior Director, Culture Initiatives
Pew Charitable Trusts

Marian A. Godfrey is senior director of Culture Initiatives at Pew. These programs support the arts and heritage in our home community of Philadelphia, and take a leadership role in special civic projects that benefit the region and the nation at large. Prior to arriving at Pew in 1989, Ms. Godfrey had an extensive background in nonprofit arts management, handling production, administration, fund raising, and strategic planning for such organizations as Mabou Mines, Dance Theater Workshop, and La Jolla Playhouse. She produced film and video projects, including a feature-length film for Mabou Mines which aired on public television nationwide.

Additionally, she worked as a consultant both for performing arts organizations and for foundation and corporate programs including AT&T: OnStage. She was a contributing writer to Theatre Times from 1982 to 1989, and contributed numerous articles to Grantmakers in the Arts' Reader and other publications.

Ms. Godfrey has served on advisory panels for the National Endowment for the Arts, on the Presidential Transition Committee in 1992, and on the boards of Theatre Communications Group, Grantmakers in the Arts (Board President, 2000-2002), the Mid Atlantic Arts Foundation, the Center for Cultural Innovation in Los Angeles, the Maine College of Art and the League of American Orchestras. Currently, she chairs the Arts Policy Roundtable of Americans for the Arts, and sits on the Mayor's Cultural Advisory Council of the City of Philadelphia. Ms. Godfrey is a graduate of Radcliffe College and Yale University School of Drama. In 2003, she received the John Cotton Dana Award for Leadership for contributions to museum education from the American Association of Museums.

DISCUSSION OUTLINE
98th ARIZONA TOWN HALL

CAPITALIZING ON ARIZONA'S ARTS & CULTURE

SESSION I - MONDAY MORNING – MAY 2

ARTS AND CULTURE ARIZONA STYLE

1. What aspects of arts and culture affect and shape Arizona's people, schools, businesses, economy, governments, and visitors? What is unique about arts and culture in Arizona compared to other parts of the United States and the world? To what extent does Arizona capitalize on its unique arts and culture?
2. How do Arizona's regions and communities bring different perspectives and assets to arts and culture in Arizona? What traits are unique to Arizona's distinct communities? Consider urban, rural and tribal communities and other distinct communities of interest, such as ethnic, social, economic and religious.
3. How does Arizona's spectrum of arts and culture represent Arizona's diverse population? How is Arizona's arts and cultural sector positioned to meet the needs of Arizona's changing demographics and interests? What actions should be taken, if any, to better meet the needs of Arizona's diverse populations and changes in demographics and interests?
4. Who are the stakeholders in Arizona's arts and cultural communities? How effectively do they work together? Where are there opportunities for improvement? What changes, if any, would create the most effective and efficient interaction?

SESSION II - MONDAY AFTERNOON – MAY 2

THE INTERSECTION OF ARTS AND CULTURE WITH THE ECONOMY, EDUCATION AND QUALITY OF LIFE

1. What is the impact of arts and culture on Arizona's economy? Consider tourism, retail sales, cultural events, impact on economic development efforts, and other aspects of the economy. To what extent does the economy impact arts and culture in Arizona? Where are the greatest opportunities for enhancement, partnership and mutual support? What actions would promote the best short-term and long-term interaction of arts, culture and the economy, and who should be responsible for taking them?
2. What is the impact of arts and culture on education in Arizona? Consider pre-K, K-12, higher education, workforce development and lifetime learning outside of formal institutions. Conversely, what role does education play in Arizona's arts and culture communities? Where are the greatest opportunities for enhancement, partnership, and mutual support? What actions would promote the best short-term and long-term interaction of arts, culture and education and who should be responsible for taking them?
3. What is the impact of arts and culture on the health, wellbeing and general quality of life of Arizona residents and visitors? Where are the greatest opportunities for improving health, wellbeing and quality of life through the use of arts and culture? What actions can be taken to capitalize on these opportunities and who should be responsible for taking them?
4. How well do Arizona residents understand the impact of arts and culture on education, the economy and quality of life? What actions, if any, would improve this understanding? Which actions have the greatest potential for success? Why?

SESSION III - TUESDAY MORNING – MAY 3

FUNDING AND SUPPORT FOR ARTS AND CULTURE IN ARIZONA

1. What role do market forces and private enterprise play in supporting and funding arts and culture in Arizona? How does the marketing of arts and culture affect their development? How can the market and private enterprise maximize opportunities to help arts and culture flourish in Arizona?
2. What role does private philanthropy currently play in supporting and funding arts and culture in Arizona? What role should it play? What are the greatest challenges associated with private philanthropic funding of arts and culture in Arizona? How can these challenges best be overcome? What are the greatest opportunities associated with private philanthropic funding? How can these opportunities be maximized to help arts and culture flourish in Arizona?
3. What role does government currently play in supporting and funding arts and culture in Arizona? What role should it play? What are the greatest challenges associated with government support and funding of arts and culture in Arizona? How can these challenges best be overcome? What are the greatest opportunities associated with government support and funding? How can these opportunities be maximized to help arts and culture flourish in Arizona?
4. How can the funding available for arts and culture be better maximized and the available resources be better utilized? Consider partnerships, consolidation, and incentives relating to current funding mechanisms. Other than direct funding, in what ways, if any, should private enterprise, private philanthropy, governments, and others support arts and culture in Arizona?

SESSION IV - TUESDAY AFTERNOON – MAY 3

GETTING THERE: SETTING PRIORITIES AND TAKING ACTION

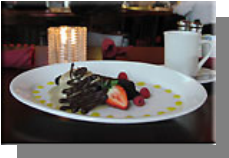
1. Based on your discussions over the last two days, how can we better support Arizona's arts and culture? What are the most important actions that should be taken to better capitalize on Arizona's arts and culture? Consider how arts and culture could be used to better support the economy, education and quality of life for Arizonans.
2. How should the actions identified in response to the previous question be prioritized? Which of these actions must be taken immediately? Which actions will need to be taken over a longer period of time? What steps, if any, should be taken to fund these actions?
3. What are the roles and responsibilities of each Arizonan in ensuring that the actions identified in this session are implemented? How can individuals fulfill these roles and responsibilities? What are the roles and responsibilities of entities, including businesses, governments, organizations and others in accomplishing these actions, and how can they be fulfilled? How should interested stakeholders collaborate to accomplish these goals?

NOTES

Arizona Town Hall Social Event

Tuesday, May 3, 2011, 6:30 p.m. – 8:00 p.m.

*Includes Special Recognition
of Student Participants*



BUFFET INCLUDES:

Steak Fajitas
Old Pueblo Grille Chicken Breast
Chile Dusted Salmon
Served with Cilantro rice and Charro beans
House Salad, Chips & Salsa

DESSERTS:

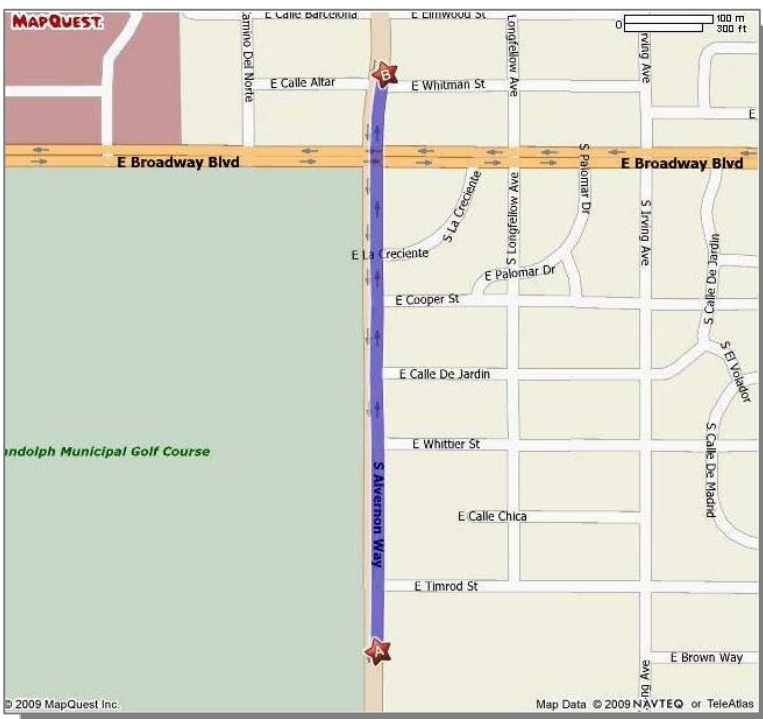
Traditional Cheese Cake w/Fruit Puree topping
Moist Chocolate Brownie w/Chocolate Sauce

CASH BAR



Alvernon

60 N. Alvernon Way
Tucson, Arizona 85711
520-326-6000



Point A: Doubletree Hotel Tucson Reid Park
445 S. Alvernon Way

Point B: Old Pueblo Grille
601 N. Alvernon Way

Total Time: 1 minute
Total Distance: 0.5 miles

Sponsors of the 98th Arizona Town Hall

Presenting Sponsors:



Collaborating Sponsor:



Supporting Sponsors:



Civic Sponsor:

