

**MIDTOWN MUSEUM DISTRICT NEIGHBORHOOD ASSOCIATION  
(MMDNA)**



**Notes of the tenth meeting held on Wednesday 17 June 2009  
at the Hilton Suites 10 East Thomas Phoenix from 6.30 pm to 8.30 pm.**

**1. INTRODUCTION AND WELCOME**

Margaret Dietrich welcomed everyone to the meeting and thanked Jill Skeen and the staff at the Hilton Suites for their generosity in hosting the meeting.

**2. KEYNOTE SPEAKER CYD WEST**

Julia Tourville introduced Cyd West, Director of Economic Development for Metro Phoenix Partnership for Arts and Culture (formerly Maricopa Partnership for Arts and Culture). Cyd explained the background to the new five-year Metro Phoenix DNA Project that had its origins in 2004. With funds from the Flinn Foundation and the Virginia Piper Foundation, research was undertaken to determine whether the arts and culture services in Phoenix were funded differently from similar large cities in the country. This study found that the Phoenix Metro Area spent far less per capita than any other major city, with an average of \$12 per capita against an average of \$40 in cities of similar size. The area was especially weak in the area of performing arts and spent 70% less on their artists/facilities than comparable cities.

The study also looked at factors influencing the recruitment of staff in “High Value” areas such as research, development, medical and scientific fields. Workers in these areas are attracted by arts and culture. The Phoenix Metro Area attracts many workers to lower income level jobs who work in lower investment businesses. The Metro Phoenix DNA Project aims to attract skilled people to live, work, and invest in Metro Phoenix. Phoenix, as one of the largest metropolitan areas in North America, has to compete with other major cities for prestigious businesses and entrepreneurs. There are many opportunities in the Valley and these must be presented in a way to attract investment and “knowledge workers”. Three themes are being used to do this:

- **Urban Pioneering** – for people wanting a fresh start and an opportunity to develop their potential
- **Upscale Desert Garden** – a place where people can enjoy life in a beautiful environment
- **Open Space Thinking** – Phoenix is a place that helps and supports thinker and doers

The Metro Phoenix Project will be submitting an election bond in 2010 of a one cent increase of sales tax for investment in the performing arts as one of the ways of attracting and retaining younger, successful and affluent people to live and work in Metro Phoenix.

Cyd recommended a recent publication that shows some of the extraordinary architecture and art in Phoenix. The book is “phx Phoenix: 21<sup>st</sup> Century City” edited by Edward Booth-Clibborn (ISBN 1-86154-2925) price \$49.95 and is for sale in bookstores and at the Phoenix Art Museum. She also informed the group that there will be a new website in August that will help people find events to suit their interests (such as hiking or opera). This will be called meetmetrophoenix.com and details will be circulated as soon as it is launched. For more information about MPAC go to [www.MPACarts.org](http://www.MPACarts.org)

Cyd West was thanked for her very interesting presentation and for answering questions from the group.

**3. BLOCKWATCH AND COMMUNITY SAFETY**

**Community Safety**

Community Officer Al Knecht was welcomed to the meeting. Officer Knecht reported that there had been 120 incidents reported on the whole of Light Rail up to the end of May 2009. 42 were graffiti, 31 were incidents of criminal damage, 2 were aggravated assaults and the rest were property crimes. The Central City Precinct (Area 51 – that covers Downtown Phoenix and part of Midtown) had several “Round ups” in May. There had been 10 arrests for trespass, approximately 10 for prostitution and 18 transients (including some of the trespass cases). Another sweep was planned starting June 18.

A question was asked about people begging on the Light Rail trains. Officer Knecht advised that these people should be reported to Crime Stop (602) 262 6151 unless they were being aggressive or threatening and then 911 would be appropriate.

The theft of a license plate from a vehicle parked just off Central Avenue was reported last week. The license plate was later found on another vehicle in the Willo neighborhood. The crime was reported to Crime Stop. The victim had to purchase a new license plate, as the stolen one could not be reinstated. Whilst the switching of the license plates may have been a “prank”, it was noted that it was still regarded as theft and subject to proceedings by the police.

Community Liaison Officer Al Knecht can be contacted on (602) 534-0718, or by email on [al.knecht@phoenix.gov](mailto:al.knecht@phoenix.gov). Community Liaison Officer Julie Smith (Squaw Peak Precinct – starts at Thomas) can be contacted on [julie.smith@phoenix.gov](mailto:julie.smith@phoenix.gov) telephone (602) 534-2637.

### **Block Watch**

Margaret announced that the MMDNA had been awarded a grant of \$4,954 for Block Watch. This was all of the funds requested and would enable the Association to make significant progress in a number of areas, including:

- Personal safety and self defense for residents and workers
- Mailing to businesses to inform them of the MMDNA and Block Watch
- GAIN event on October 17

Margaret, Erick Baer, and Ken Wysocki were congratulated on the award of the grant and thanked for all their hard work.

## **4. FINANCIAL REPORT**

Margaret reported that the Association’s funds stood at \$141.48. There were no expenditures this month. “In-Kind” donations have been the agenda printing by AlphaGraphics and two boxes of paper from Ron Dickson valued at \$75-\$100 which means we have not had to purchase paper for the agendas for the past two months and for quite a few months into the future.

## **5. SOCIAL EVENTS**

### **5.1 OSHER Lifelong Learning Program**

Fred Linch reported that the OSHER Lifelong Learning program (for people over the age of 50) would not start in Midtown in the fall, as originally hoped, due to major changes in the department at ASU. However, he was very optimistic that a program could be established in the neighborhood in the new year. He asked for people to contact him if they had ideas for courses at [cinemafred@gmail.com](mailto:cinemafred@gmail.com). The OSHER program will still be offered at ASU West (Thunderbird and 48<sup>th</sup> Ave), Sun City West and Sun City Grand. There is a \$25 registration fee and \$10 for each course. More details will be sent out on the MMDNA web site.

### **5.2 Line Dancing with a Latin flavor at Tapestry on Central**

The Association had received a suggestion about a Salsa dancing evening to be held at Tapestry on Central Clubhouse. We could not get that arranged but have found a teacher who can lead Line Dancng (no partner required). Up to 20 people could attend for the lesson and those who just want to watch could also come. The cost of the evening would be \$10 for the class and refreshments. We need at least 12 people signed up to make it a go. Anyone interested was asked to email [info@midtownmuseumdistrict.org](mailto:info@midtownmuseumdistrict.org). We will let you know the date as soon as possible.

### **5.3 Film Evenings at Tapestry on Central**

Fred Linch hosts film evenings three times a month in the movie theatre at Tapestry. This is a free event but RSVPs are essential. Contact [cinemafred@gmail.com](mailto:cinemafred@gmail.com) for more information.

#### 5.4 Clean up of Indian School Park

A number of MMDNA residents took part in the above volunteer project coordinated by Keep Phoenix Beautiful. For more information about volunteer projects in Phoenix and elsewhere, go to [www.volunteermatch.org](http://www.volunteermatch.org)

#### 6. **NEW MMDNA WEB SITE**

It was reported that the MMDNA web site was up and running with new information added on a very regular basis. Mike Copeland had put in a lot of work to enter the business information and this section of the site gave some very helpful information on local services.

The calendar had information about local events and free courses, and the Home page now had regular news items. All news items, photos and events for the calendar should be sent to [info@midtownmuseumdistrict.org](mailto:info@midtownmuseumdistrict.org).

It was reported that Edward Jensen would be taking a less prominent role in the development of the website and information technology strategy, due to time pressures. It was acknowledged that Edward had put in a lot of time and energy into the development of this aspect of the MMDNA's work, and had got the Association established with a web presence and email communications. The group thanked Edward for his hard work and support of the MMDNA.

#### 7. **THIRD STREET PROMENADE PROJECT**

The final draft report on the project has been published. For more information please contact Gail Brinkmann Phone: 602-495-2073 or email [gail.brinkman@phoenix.gov](mailto:gail.brinkman@phoenix.gov)

#### 8. **DATE AND TIME OF NEXT MEETINGS**

**There will be no MMDNA meetings in July and August.**

The dates of the next few meetings are as follows:

<b>DATE 2009</b>	<b>VENUE</b>	<b>TOPIC</b>	<b>SPEAKER</b>
Wednesday September 23	Fairfield Inn 2520 N Central Ave	First Birthday Party	To be confirmed
Wednesday 21 October	Hilton Garden Inn 4000 N Central Ave	Social/Political	Councilman Nowakowski
Wednesday 18 November	Hilton Suites 10 East Thomas	Recycling	Robert Amaya Phoenix
Wednesday 16 December	Fairfield Inn 2520 N Central Ave	Police and Safety	Police Com'dr Chris Crockett

Check out our website for last month's **Meeting Notes** and other items of interest to the neighborhood [www.midtownmuseumdistrict.org](http://www.midtownmuseumdistrict.org)