

Arizona America250 Commission

Arts, Museums & Cultural Institutions Subcommittee

Virtually via Zoom

Meeting Minutes of September 25, 2025

ATTENDEES: Chair Anna Needham, Sandra Kory and the Cultural Arts Committee of Nogales), Jeffrey Lazos-Ferns, Jess Nunnally, Jeannette Holverson, Karen with the Arizona State Fair, Kelly Wiehe, Wylwyn Reyes, Arizona Humanities, Julianne Cheng, Caitlin Dichter

1. Call to order, welcome, and roll call. Called to order at 10:31am. Roll taken at 10:39am after quorum was reached.

2. Discussion and possible action on meeting minutes from August 28, 2025.

MOTION: Wylwyn Reyes motioned, Jeannette Holverson seconded. The motion carried unanimously.

3. Report from Executive Director on Arizona America250 tentpole initiatives. ED Terech invited staff to share artwork related to the “Suffs” event at Gammage in October, produced by A250 AZ’s new PR & Marketing firm, Agital. A brief update was shared about the Traveling Museum and content creation, with an expectation to award a vehicle and design vendor at the end of October.

4. Discussion and possible action on arts and culture projects for the Semiquincentennial.

a. Passport250. Chair Needham reports she has been sharing this initiative far and wide. ED Terech reports that 100 sites are live now and that the next 75 have been submitted. She shared the link to Passport250. The pass will stay live through July 2026. There was a media hit on Monday and another this morning. Site nominations are still being accepted, with the cutoff date being 1 October. Members of the Cultural Arts Committee of Nogales expressed their excitement about and support for all the Semiquincentennial initiatives.

b. Stories250. The committee in Nogales have been talking with a southern Arizona writer about sharing stories. ED Terech shared a link to America250’s “Our American Story”. They will be traveling around the country, gathering stories. Jeffrey Lazos-Ferns initiated a discussion

about what platforms we are planning to use to share the stories we gather. Chair Needham shared that Arizona will have a Poet Laureate by the end of November.

c. Public art projects. Chair Needham thanked Wylwyn Reyes for the list of fabricators he provided, and ED Terech thanked Sandra Kory for the same. ED Terech has reached out to some for information. She predicts that this is one initiative that will live beyond July 2026. Proposals should be available at the October meeting. A thorough discussion about design parameters was had with a goal of making specs available to potential artists. It would likely be necessary for cities, private businesses, and other interested entities to “pre-order” with a cutoff date in early to mid-2026 so the fabricator can source materials and installation can be coordinated.

d. Social media promotion. Jeffrey Lazos-Ferns shared some tips from his background in publicity and marketing, suggesting different social media strategies, such as a “takeover”. Members shared their strategies and made suggestions. ED Terech will connect with Agital for continued promotion and possibly sitting in on a future Arts & Culture meeting.

e. Member share out on additional arts and culture projects throughout the state.

5. Call to the public. Several members of the Nogales council introduced themselves and shared the background of their founding. Nogales is very excited to celebrate in 2026 and support Commission efforts. Kelly Wiehe from the City of Tucson introduced herself. Jess Nunnally from Bullhead City introduced herself. Karen from the State and County Fairs said, “Hello!”, and invited everyone to the State Fair.

6. Adjournment. 11:21am.

The next meeting will be held on October 30, 2025, at 10:30am.