

## Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Arts Center, 1 East Main Street, third floor, south Studios conference room, on March 14, 2007.

### Members Present:

John Hohmann  
Hector Benitez  
Douglas Brimhall  
Amanda Buscas

Peter Cook  
Daniel J. Harper  
Andrea Soto  
Laurent Teichman

### Members Absent:

Crista Cloutier  
Ramona Tecumseh

### Staff Present:

Gerry Fathauer Rob Schultz  
Tom Wilson Sunnee Spencer  
Nancy Wolter Jean Kaminski

John Hohmann, Chair, called the meeting to order at 3:35 p.m.

### Approval of Minutes

John Hohmann, Chair, called for any corrections/additions/deletions to the minutes of February 14. Their being none, Daniel Harper made a motion, Doug Brimhall seconded, and the February 14 minutes were unanimously approved by all Board members present. The approved minutes were posted to the Web page.

### Public Comments

Chair John Hohmann, on behalf of the Board, thanked Gerry Fathauer for the many years of leadership, vision, and inspiration she has exhibited throughout her years as the Arts and Cultural Director for the City of Mesa. He also presented Ms. Fathauer with a gift from the Board.

### Discuss and Take Action – Develop Work Program Priorities per Visits with Mayor and Councilmembers – Dr. John Hohmann and Daniel Harper

Daniel Harper compiled a report based on the information Board members gathered in speaking with the Mayor and Councilmembers. The three commonalities identified as potential roles the Board could adopt in assisting the Mayor and the City Council are:

- 1) **Thought Leadership:** The Mayor and Council would value the Board's expert opinions on how the City's arts and cultural programs can sustain and/or grow services with dwindling City financial resources;
- 2) **Partnership:** The most common means of increasing arts and cultural revenues is to partner with other public and private organizations;
- 3) and **Communication:** The Mayor and Council would like to see the Board take a stronger role in communicating the value of arts and cultural programs.

Daniel Harper made a motion, Hector Benitez seconded, and all Board members present voted unanimously to adopt the three identified areas and develop strategies to accomplish goals.

Nancy Wolter facilitated an exercise to identify and prioritize the following:

- 1) Why arts and cultural programs are necessary,
- 2) how to develop innovative ideas,
- 3) groups to partner with,
- 4) and the next steps.

The information gathered will be compiled identifying the top five priorities under "Develop Innovative Ideas," and brought back to the Board in April to discuss implementation strategies.

### Staff Reports

#### Arizona Museum for Youth – Sunnee Spencer

- "On a Roll" exhibit has closed with 13,289 visitors and revenue of \$42,004.65.
- "Underwater FantaSEA" opened with 270 attending the opening reception; thank you to Daniel Harper for his presence.
- Staff reached their goal of having the ArtVille change-outs in place in time for the opening of the new exhibit. A special thank you to Tim Walters of the Mesa Southwest Museum for his assistance in accomplishing their goal.
- For the second year, staff has collaborated with Dave Dunne of Hohokam Stadium to work on a kids' interactive activity area. This year the Stadium is displaying a banner of the Museum's current show, which helps the Museum with advertising.
- The goal of splitting the main gallery space has been accomplished. The Museum will no longer have to close during the year to change out exhibits. This will help with attendance and revenue numbers.
- The Arizona Museum for Youth Friends was awarded a grant of \$85,000 from the Virginia G. Piper Charitable Trust to create a Future Stability Plan. This is a two-year project and will include a part-time development assistant, a Strategic

Plan, fundraising training, and cultivation events. A new member to the Friends Board is Steve Stone, an artist from Paradise Valley who has expertise in finance and law.

### Mesa Southwest Museum – Tom Wilson

- Revenue has been good since the beginning of the year. On Tuesday, March 13, 1,370 people visited the Museum for revenue of \$4,700. Due to having to cut the budget by 50 percent (%), the Museum was forced to completely cut outreach, summer camp, and Sirrine House programs, which combined brought in 15,000 visitors a year. Beyond that, based on attendance and yearlong projections, visitors are expected to be down by another 15,000 for a total loss of 30,000 visitors as compared to the year before. Nevertheless, this is the third best year the Museum has had.
- The "Grand Canyon" exhibition ends Sunday, March 18, and will probably travel to the Charlotte Hall Museum and then to the Museum of Northern Arizona. The Mesa Southwest Museum is publishing a catalog of the exhibition.
- Coming next: "Southwest in Art," opens Saturday, March 24; an exhibition of the Museum's collections.
- The Museum has consolidated the former seven off-site storage facilities to two, paying under \$10,000 for storage as compared to over \$20,000 in the past.
- The Collaboration Task Force (Mesa Historical Museum, Mesa Southwest Museum, and Arizona Museum for Youth) continues to meet and strategize on ways to collaborate on programs, advertising, etc.

Councilmember Griswold told Daniel Harper that the Mesa Southwest Museum is thinking of changing the name to the Arizona Museum of Natural History. Dr. Wilson replied that the suggestion came from him to Councilmember Griswold. By simply renaming the Museum, Dr. Wilson feels that the Museum would clearly see as many as 30,000 – 50,000 more visitors a year. The Museum would be recognized Statewide, and the name would more represent what the Museum exhibits.

Daniel Harper requested an item be added to the April agenda to discuss recommending to City Council that the Mesa Southwest Museum name be changed to Arizona Museum of Natural History.

### Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- At Mesa Contemporary Arts, "Molten" continues through April 1; "Margaret Whiting: Laws and Nature" continues through April 2; and Gwyneth Scally's "Jelly" continues through April 22.
- Coming March 20 is "Mosaic Arts International 2007."
- Mesa Contemporary Arts is having a public, opening reception on March 22, from 7:00 – 9:00 p.m. Walter Richardson is providing the music with an Artist talk by Gwyneth Scally at 7:00 p.m.
- Coming in April is "Physical Presence," an exhibition on figurative art; and coming in May, "Contemporary Arizona Photography." Both are on view through mid-August.
- The Independent Film Screenings series, "Final Fridays," continues on March 30 with 11 short films that cover narrative, experimental, comedy, and documentary. The show begins at 7:30 p.m., and tickets are \$6.50 in advance or at the door. Further screenings are scheduled for April 28 and May 25.
- Off the Cuff is performing in the Nesbitt/Elliott Playhouse Theater this Friday, March 16, at 7:30 p.m. Tickets are \$10.
- Stageworks' final play of the season, "Little Red Riding Hood," an adaptation of the Russian version of the play, opens April 13 and runs through April 29. Tickets are \$15 for adults and \$14 for children.
- Mesa Arts Center classes are enjoying spring break this week. Spring session continues through May 28. Summer session will begin a few weeks after that.
- In February, the Volunteer program had close to 4,000 hours donated for a savings to the City of approximately \$70,000.
- The second annual Volunteer Recognition event will take place on Monday, April 16, at 6:00 p.m. in the theaters.
- Stageworks is at approximately 74% of its cost recovery goal of 100%, with one play and several troupe performances remaining in the season – looking good for a 100% cost recovery. Right now they are at approximately \$70,000 in revenue toward the \$90,000 goal.
- Numbers for classes are also looking good. Mesa Community College (MCC) partnership is going well. Final numbers for the inaugural, fall semester came in at 92% cost recovery. Spring semester revenue is up approximately \$20,000 over fall semester, making 100% cost recovery look promising.
- Mesa Arts Center will be meeting with MCC in the next few weeks to negotiate next year's partnership contract.

Daniel Harper asked if Stageworks exceeds their 100% cost recovery goal, would Mesa Arts Center be able to put the additional money toward other programming? Mr. Schultz replied that in a sense, yes. If revenue exceeds 100% cost recovery, it is less money that the Mesa Arts Center Foundation will have to provide to Stageworks. Stageworks tickets sales alone are not enough to reach 100% cost recovery for the program. Mesa Arts Center Foundation has agreed to provide \$170,000 toward Stageworks. That, plus their ticket sales, will equal 100% cost recovery. If the Foundation doesn't have to provide the full \$170,000, that would enable the Foundation to be able to contribute more to classes.

## Public Art Program – Rob Schultz

- Installation of the Banner Baywood Medical Center bus passenger shelter will take place soon.
- The repair work at Fire Station No. 201 has been tentatively scheduled for mid-March.
- The current, third temporary art installation is scheduled to be de-installed on March 31.

## **Director’s Report – Gerry Fathauer**

Update: The City of Mesa and Mesa Arts Center Foundation hired Paine Consulting to study operating models for arts facilities. Paine Consulting has completed their findings entitled “Roadmap to Sustainability.” Herb Paine, CEO of Paine Consulting, will meet with the Foundation to work through a grid of “values” he has identified, which will assist in making a recommendation on what model to adopt. No matter what model is chosen, whether the Mesa Arts Center is operated publicly or privately, Paine Consulting has stated that it would require a Council that is willing to provide financial support with either model and a Board that is sufficiently skilled in raising an appropriate amount of private dollars to sustain the institution. Following the discussion with the Foundation, the findings would then go to City Management for their input, and come back to the Foundation in April. Ultimately, a recommendation will go to City Council. If a change were adopted, there would be a five – eight year long-range plan to work toward that model.

Budget: The Arts and Cultural Department is through the first roll up and waiting to hear from the Budget Office if there are any adjustments needed. Rob Schultz is working on performance measures, primarily revenues and participation numbers throughout the Department that will be entered into the City’s system. Those measures’ targets and actuals for FY07-08 will be recorded.

February revenues in general are strong for classes and Performing Live. Revenue goal for FY06-07 for Performing Live is \$2.2M; we are at \$1.8M. The last several weeks saw fabulous Performing Live performances, i.e., Alvin Ailey American Dance Theater, National Philharmonic of Russia featuring Olga Kern on piano, Rachel Price, and the Vienna Choir Boys. Coming up is the Academy of St. Martin in the Fields with Joshua Bell and Cirque Eloize Rain.

Dates to Remember: March 21 is a special Board meeting where Terry Williams, Building Safety Director, and Christine Zielonka, Environmental Programs Director, will present four options that will go before Council on Cultural Impact Fees. The four options are based on a study conducted by Duncan and Associates.

There is a meet and greet of the two final candidates, Ted DeDee and Johann Zietsman, for the Executive Director position tonight in the Ikeda Theater Lobby Terrace beginning at 5:30.

Governor’s Arts Awards: Arts and Cultural Department would like to reserve a table for the Governor Arts Awards on April 18. If interested, please let Gerry know as soon as possible. There will be two “Cultural Packages” auctioned at the event.

Gerry Fathauer expressed her gratitude to the Board for their service to the Arts and Cultural Department. She stated it has been an honor and an inspiration to work with them and the many other Board members who served over the years.

## **Update Events – Board Members**

Daniel Harper saw Rachel Price in concert and said it was “incredibly fantastic” and “she speaks to my heart.” He would like to see Randy Vogel bring her back next year. Nancy Wolter said that the Mesa Arts Center Foundation is talking about bringing her back and showcasing her at their annual fundraising event of the year, “Art on the Move.”

Mr. Harper also saw Mesa Encore Theatre’s presentation of “I Hate Hamlet” and found it phenomenal. He was pleasantly surprised at how much he enjoyed it.

There being no further business, the meeting adjourned at 5:28 p.m.

Respectfully submitted,

Gerry Fathauer, Director  
Arts and Cultural Department