

## Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Arts and Cultural Division Office, 200 South Center Street, on June 9, 2004.

### Members Present:

Elizabeth Good  
Kimberly Grace  
Molly O'Dwyer  
Elizabeth Reeb

Maureen Chaisson-Stewart  
Randy Robinson  
Laurent Teichman

### Members Absent:

Carmen de Novais  
John Hohmann  
Ramona Tecumseh  
Jesus Hernandez

### Staff Present:

Gerry Fathauer  
Rob Schultz  
Tom Wilson  
Jerry Dillehay  
Nancy Wolter  
Barbara Meyerson

Randy Vogel  
Laura Brown  
Gerri Green  
Jean Kaminski  
Carrie Brown

### Guest Present:

Daniel (DJ) Harper

Maureen Chaisson-Stewart, Chair, called the meeting to order at 3:36 p.m.

### Approval of Minutes

Maureen Chaisson-Stewart, Chair, called for any corrections or additions to the minutes of April 14. Elizabeth Good corrected the statement written under "Information – Update from Diversity Committee." The first paragraph reads "Ramona Tecumseh reported that Randy Robinson, Molly O'Dwyer, Elizabeth Good, Carmen de Novais, and she manned a table at Mesa's Cesar Chavez day." The sentence has been changed to read "Ramona Tecumseh reported that Randy Robinson, Carmen de Novais, and she manned . . ." There being no other corrections or additions, Kimberly Grace made a motion, Elizabeth Good seconded, and the Board unanimously approved the minutes of April 14. The correction was made, and the minutes were posted on the Website.

### Discuss and Take Action – Election of Chair – Maureen Chaisson-Stewart

Maureen Chaisson-Stewart, Chair, called for nominations for chair. Elizabeth Good nominated Kimberly Grace. Laurent Teichman seconded the motion. There being no other nominations, the Board unanimously elected Kimberly Grace as the chair for FY04-05. Ms. Grace accepted the nomination.

### Discuss and Take Action – Election of Vice-Chair – Maureen Chaisson-Stewart

Maureen Chaisson-Stewart, Chair, called for nominations for vice-chair. Elizabeth Reeb nominated Elizabeth Good. Molly O'Dwyer seconded the motion. There being no other nominations, the Board unanimously elected Elizabeth Good as the vice-chair for FY04-05. Ms. Good accepted the nomination.

### Information – Update on Public Art Program – Carrie Brown

Carrie Brown reported on the following Public Art Projects:

#### new Mesa Arts Center

- "Light Storm" by Catherine Widgery: Ms. Widgery's disks are in the fabrication stage. When complete, she will ship them to Mesa for storage until ready for installation – projected as January 2005.
- "Color Walk" by Beth Galston: Ms. Galston's work is in the fabrication stage. She is working with the Mayer Studio in Germany, in producing the glass portion of the project. Upon completion, Ms. Galston will ship her panels to Mesa where they will be stored until ready for installation – projected to be November 2004.
- "Fragmented Landscape" by Ned Kahn: Mr. Kahn's piece is completed and waiting for installation – projected to be later this year.

#### Transit Shelters

- Alma School and Southern – shelter by Joe Tyler: This shelter is projected to be complete by the end of June. A dedication of this shelter was held Saturday, June 5. Part of the dedication was to celebrate Vice-Mayor Dennis Kavanaugh's support of the Public Art Program. When complete, Mr. Tyler will begin his work on the Rose Garden shelter at Mesa Community College.
- Broadway and Macdonald – shelter by Martin Moreno and Damian Charrette: These artists have recently begun the fabrication process. They are working with local school children to have their work integrated into this shelter. Completion is projected for later this fall.
- "Merry Main" photos by Becky Ross: Ms. Ross is preparing to start the fabrication stage. Her photos will be transferred to porcelain enamel tiles and then installed at the shelter on the new Mesa Arts Center campus. A question was raised as to how Ms. Ross was selected. Gerry Fathauer replied that it was by invitation. Ms. Brown agreed to bring information on the design Ms. Ross is proposing to a future Board meeting.
- Red Mountain Library project by Erik Gonzales: Mr. Gonzales is approximately halfway through the fabrication stage. His panels will be placed in the nave of the library, and installation is projected for mid-July 2004.

## **Repair Work**

- Fire Station No. 201 – work by Judy Stewart: A roadrunner sculpture at the Fire Station was ripped off its pedestal. Ms. Stewart is re-fabricating the piece and hopefully will reinstall it next month. The positive result of this incident is that the two boys who took the sculpture returned it along with an apology. It was noted how encouraging it is to know that neighborhoods are taking pride in the Public Art being placed in their area. No one foresees this recurring in the future.
- Desert Pergola at the Arizona Museum for Youth: The mosaic piece at the entrance of the Arizona Museum for Youth has suffered some weather damage. Repair work, by local artists, began this week.

## **Public Art Master Plan for Artist-Designed Transit Shelter**

- “Moving Art,” a draft by artist Virginia Senior, artist-in-residence, was sent with the Museum and Cultural Advisory Board packets and to City staff in Transit, Engineering, Planning, and Transportation. Ms. Brown invited the Board to contact her if they find any discrepancies or have any concerns. She will forward the suggestions to Ms. Senior for the submission of her final draft.

## **Information – Update on Maricopa Regional Arts and Culture Task Force – Barbara Meyerson**

Barbara Meyerson distributed the executive summary report, “Vibrant Culture Thriving Economy,” prepared by the Maricopa Regional Arts and Culture Task Force. The Task Force has worked hard to underscore the Valley-wide nature of the endeavor and to convey the fact that we can no longer exist by ourselves as small communities. They wanted to make certain that the business community realized the importance of what it takes to create, maintain, and grow a group of people who are in the community, love the community, are creative and excited about the community, think about the community, and strive to make the community better. They felt it was vital that the business community understands what it takes and pursue that. Another fact, recognized by the Task Force, was the unprecedented growth that the Valley continues to experience. As new businesses move to the Valley, the importance of art and culture in the community needs to be conveyed: This is what makes the economy thrive, maintains the work force, and makes other businesses want to come here.

Please see “Attachment A” for the information presented by Ms. Meyerson to the Board. For those reading this document on-line, please click the following link to view the Summary Report - <http://www.flinn.org/arts/arts.cms>. You can also view the final report from this link. Below are the highlights of the presentation by Ms. Meyerson.

- **What the Task Force Was Asked to Answer**
- **What We Learned**
- **Why Here Why Now – The Business Case for Arts and Culture**
- **Where Maricopa’s Arts and Culture Stands – Hard Looks and Tough Comparisons**
- **Arts and Cultural Revenues** – A chart that clearly shows the Valley (Phoenix) at the bottom of the scale, plus another chart that shows the gap between what we are currently investing and what we need to invest.
- **The Only Choice: Leadership, Vision, and a Plan for Arts and Culture**
- **The Valley Must Become**
- **Recommendation: Create a Regional Arts and Culture Partnership**
- **Recommendation: Implement Five Core Strategies**
- **Getting There from Here**
- **What Gets Measured, Gets Done**
- **The Time to Begin is Now**

Much of the work has already begun: getting the word out, talking and meeting with people: elected officials and the business community. A new group is being formed to carry on the work that the Task Force has initiated.

Maureen Chaisson-Stewart asked if there was a consensus from the Board, in recommending the presentation go forward as a report to City Council. The Board unanimously consented. Staff agreed to try and arrange a presentation for City Council at a future Study Session.

## **Staff Reports**

### **Arizona Museum for Youth -- Barbara Meyerson**

- ArtVille has proved to be a successful endeavor.
- Sunday attendance has been “through the roof.” Sunday mornings are the busiest at the Museum.
- Because of the time commitment to open ArtVille, marketing found little time to pursue new memberships. However, in a four-week period, since ArtVille opened, the Museum memberships have increased from 81 to 286.
- In the interest of downtown development, the Museum has established a partnership with the Flour Garden Bakery on Main Street. The Bakery has designed a “mummies and toddlers” menu. The cost for a child’s meal is \$3, and there are several choices.

- The new summer show at the Museum, "Good Sports: The Art of Athletics," opens this Friday, June 11 and runs through September 17, with a special reception Thursday night, June 10, from 6 – 8 p.m. All are invited.
- Attendance remained steady, even though half the Museum was closed to prepare for the new exhibit. There were no complaints of paying full-price for only half of the Museum being available.

### Mesa Southwest Museum – Tom Wilson

- Approximately 500 people attended the successful opening reception for "Chicano Art."
- The period from April 18 through May 1 proved intense for the Museum. "Sue" and the turtle exhibits came down, and "Chicano Art" was installed. The hardwood floor was installed and the gallery created.
- Summer Workshops have begun at the Museum, and attendance has been good.
- The monthly Artist-in-Residence program continues. On June 19 and 20, Tliza Jaurique will be the featured speaker.
- On Friday, June 11, there will be a dual opening at the Museum, with a reception from 6 – 8 p.m. One opening is the work of Carl Oscar Borg – a western artist. The Museum is concentrating on his work from 1932–1960 while he was working in the Hopi and Navajo areas. The second opening is "Arizonasaurus," a fossil found by a Museum volunteer. Sterling Nesbitt, an Arizona native and long time Museum volunteer, studied the piece. The "Arizonasaurus" is an archosaur and a crocodile like dinosaur. The "Arizonasaurus" dates from 230 – 240 million years ago and comes from the Moenkopi Formation, which are the brick red rocks often seen in northern Arizona. The fossil belongs to the Mesa Southwest Museum and will be on exhibit in the Dino lab for several months.
- The Mesa Southwest Museum was given a "Teamwork for Effective Arizona Marketing" (TEAM) award by Governor Janet Napolitano. The Museum was awarded \$10,000 to promote the arts and is the only Museum in Arizona to receive the award.

### MAC/Mesa Contemporary Arts -- Rob Schultz & new Mesa Arts Center – Randy Vogel

- Monday, June 7, City Council unanimously approved the fees and charges increase for the Mesa Arts Center and the use adjustment fee for the Mesa Southwest Museum. The new fees for the Mesa Arts Center will not take effect until we are in the new building.
- Friday, June 11, Mesa Contemporary Arts is having a reception from 6 – 8 p.m. for the opening of their final show of the season – "Transferred: The Contemporary Art of Printmaking."
- The "Summer Spotlite" series of free concerts is underway. A concert is presented each Wednesday beginning June 2 – July 21. There are two venues: Dobson Ranch Branch Library at 10:30 a.m., and Jefferson Gym at 1:30 p.m. Maureen Chaisson-Stewart expressed concern for mothers who work during the day. She requested that Mr. Schultz and staff consider offering a nighttime concert in the future. Mr. Schultz replied that next year the new Mesa Arts Center will be added as a third venue, and staff will consider having one of the venues as an evening concert.
- Summer classes are going well. More classes are being offered because of no summer arts camp this year. After registration, approximately 160-165 classes will be taught during the summer.
- The Citizen Finance Committee will tour the existing Mesa Arts Center and other cultural facilities from 6 – 9 p.m., Wednesday, June 9.
- Theaters are in the process of working on the infrastructure for moving in and opening the Theater component of the new Mesa Arts Center.
- Three new staff have been hired. Michelle Zimmerman, Marketing Assistant, began on June 2; Susan Rubin, Performing Artist Relations Coordinator; and Kevin Fortney, Technical Supervisor, will begin on June 14.
- The Facility Management System has been approved by City Council and is in the process of being purchased.
- The Ticketing System is in the final stage of the Requisition for Purchase (RFP) mode. The system will provide Web based ticket sales and will allow for numerous technical capabilities without a large cost to the User groups.
- The Website is in the process of being developed for the entire campus.
- Staff continues to work on rates pertaining to the Affiliate Groups.
- Staff continues to work on the contracts and Policies and Procedures relating to the Affiliate Groups.
- Randy Vogel will be attending the CA Artist Information Exchange Conference from June 24 through June 26. This conference allows for members to meet with agents to begin bookings for the FY05-06 season.

### Public Art Program – Gerry Fathauer

Maureen Chaisson-Stewart asked for the status of the budget for the Public Art Program. Gerry Fathauer reported that in June, an agenda item to eliminate the Public Art Program appeared on the City Council's Study Session. Councilmembers unanimously voted not to eliminate the program. There was a proposal to add \$194,000 for FY04-05 to the Public Art budget; however, Council voted against the additional funds. This is the third year Public Art has had no funding for new projects. Public Art continues to complete projects that are in process with carry-over funds. Public Art can initiate small scale projects with \$89,000 of uncommitted carry-over funds. Ms. Chaisson-Stewart commented that she was

enlightened by the data that was presented to the Citizen Finance Committee by staff regarding Public Art. One particular fact presented was the ten cities of comparable size that were studied. One area studied in the comparison was the level of funding for Public Art. The report showed Tempe is spending approximately \$4.00 per person, Phoenix is spending \$6.00 per person, and Mesa is spending 58 cents per person.

Ms. Fathauer stated that a tour of Mesa's Public Art for the Museum and Cultural Advisory Board is being considered. A date to tour will be set soon.

### **Directors' Reports – Gerry Fathauer and Jerry Dillehay**

Gerry Fathauer reported that City Council approved the use of Cultural Impact Fees to complete the Scene Shop for the new Mesa Arts Center with a vote of five to two. The City has spent monies previously identified for the Scene Shop, and new funding needed to be identified.

Monday, June 7, as Dennis Kavanaugh went off Council, Tom Rawles was sworn in as well as Claudia Walters, Mike Whalen, and Mayor Keno Hawker for their second terms. On June 7, City Council took action on considering increasing Cultural Impact Fees. On June 21, Council will vote on Cultural Impact Fees. Cultural Impact Fees were initiated in Mesa in the late 1990's. These fees are used for capital construction. Cultural Impact Fees funded \$1,229,888 of the Arizona Museum for Youth's expansion project. \$808,000 of the \$90.8M for the new Mesa Arts Center will come from Cultural Impact Fees. To date, approximately \$194,000 has been used. A positive outcome from City Council would mean an increase in the amount the Arts and Cultural Division could use on cultural capital projects. This would result in projecting forward more than double the rate of the Cultural Impact Fees accumulation over time for capital projects for arts and culture. The Council will also be voting on accepting the proposed budget at the June 21 session.

On June 7, City Council voted unanimously to retain \$243,668 for the Arts and Cultural Community Aid Grants for FY04-05.

Coming up at the July Board meeting will be the question of whether or not to have a Board retreat in August. A retreat agenda will also be considered. Also at the July meeting, new Board members will receive a mentor and each Board member will choose an arts group to serve as a liaison.

Ms. Fathauer presented a gift certificate to the four Board members who will be leaving. She also presented a plaque to Carmen de Novais who served two terms, and Elizabeth Reeb who served one term. Molly O'Dwyer is in her third year of her first term, but has received a scholarship to attend college out-of-state. Ms. Fathauer announced that Dr. Randy Robinson would also be leaving the Board. Dr. Robinson has accepted a position with the U.S. State Department and will be relocating to Florida.

Jerry Dillehay distributed two marketing examples to launch the "free" Sunday campaign: A handbill and a direct mail piece. This was done in collaboration with the Community Services Department. Queen of Peace Catholic Church (across the street from the Mesa Southwest Museum) has agreed to stuff 2,000 of the handbills in their Sunday bulletins. The direct mailer will be sent to 5,000 households from a list that the Neighborhood Services Department provided. Handbills will be used through Social Services agencies in the hope of reaching a group of people who possibly have never had the opportunity to visit the Museums. Some of the public schools have also agreed to distribute the handbills once they are back in session. Each Museum will be doing a pre-survey to develop a baseline. They will be collecting a random 50 surveys at each Museum in July. The survey asks four simple questions: Zip code, is this a first visit, would you return and recommend visiting to a friend, and how did you find out about the "free" Sunday? An outside agent will evaluate the data over the next six-months and will create a formal report to be presented to the Board and City Council.

Staff is working on contingency plans for crowd control in case the Museums are overwhelmed on the "free" Sunday.

Mr. Dillehay stated that he would be meeting with Tom Verploegen, from Mesa Town Center, to discuss whether any merchants want to provide coupons or flyers to be distributed on the "free" Sunday.

There being no further business, the meeting was adjourned at 5:11 p.m.

Respectfully submitted,

Gerry Fathauer, Director  
Arts and Cultural Division