

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 May 10, 2006.

Members Present:

Kimberly Grace John Hohmann
Peter Cook Andrea Soto
Daniel J. Harper Laurent Teichman

Members Absent:

Toni Brucato-Kobet
Douglas Brimhall
Lennee Eller
Ramona Tecumseh
Crista Cloutier

Staff Present:

Gerry Fathauer Rob Schultz
Tom Wilson Sunnee Spencer
Jean Kaminski

Kimberly Grace, Chair, called the meeting to order at 3:45 p.m.

Approval of Minutes

Kimberly Grace, Chair, called for any corrections to the April 12 minutes. Daniel Harper asked to have two items reworded: 1) page 2, fourth paragraph, ". . . 2) he is disappointed that Arizona Theater Company is not eligible for a grant," change to read . . . 2) he is disappointed that reputable, guest arts organizations are not eligible for a grant." On page 4, "Update Events," he is quoted as saying that he attended Southwest Shakespeare's "The Complete Works of William Shakespeare (Abridged)." The play he attended was "Much Ado About Nothing."

Laurent Teichman made a motion; Peter Cook seconded, and the April 12 minutes were unanimously approved, with noted corrections, by all Members present and is posted on the Web page.

Discuss and Take Action – Make Recommendation to Mayor and Council to Fully Fund Arts and Culture if Both Taxes Pass – John Hohmann

There is a concern among Board members that, if both tax measures pass, Council may choose to not fully fund the Arts and Cultural Division budget as originally proposed. The Board feels strongly that the stellar programs developed and the quality of exhibitions offered at the Mesa Arts Center, the Mesa Southwest Museum, and the Arizona Museum for Youth would suffer, if their budgets were not fully funded as originally proposed.

John Hohmann made a motion, Daniel Harper seconded, and all Board members present unanimously voted to accept the recommendation below:

The Museum and Cultural Advisory Board recognizes that the Arts and Cultural Division offers our citizens a wide range of opportunities and benefits that increase the quality of life in Mesa along with significant avenues for economic development. In light of these factors, the Board recommends that should the two tax measures pass, Council sustains the original FY06-07 budget allocation for the Arts and Cultural Division.

Discuss and Provide Direction – Pairing Board Members to Visit Councilmembers – John Hohmann

Following up on a suggestion from the Financial Stability Committee meeting in April, John Hohmann, Financial Stability Committee, and Daniel Harper, Education Committee, met to develop a list that paired Board members to visit with City Councilmembers. They looked at Council Districts and Museum and Cultural Advisory Board sub-committee members to create the list. The idea is to get to know the Councilmembers on a more personal basis and to answer and/or educate on questions the Council may have concerning arts and cultural issues. Visits are to begin within the next two weeks. The list was distributed. Dr. Hohmann and Mr. Harper will develop a draft of issues to address. Staff will be available to provide any factual and/or statistical information needed.

Kimberly Grace asked that if both tax measures pass, do the Arts and Cultural Community Aid Grants go back into the budget as originally proposed? Gerry Fathauer replied, yes, if the property tax measure passes, the Grants would go back into the budget. However, the majority of Council could decide not to reinstate the grants when voting to finalize the FY06-07 budget.

Committee Reports – Education Committee

The Education Committee met on April 27. Present were Daniel Harper, Peter Cook, and staff liaison Tom Wilson. Four topics were covered.

- 1) The Education Committee and Financial Stability Committee partnered to pair Board members to speak with City Councilmembers (see above).

- 2) The Committee would like to invite speakers to Board meetings to address important arts and cultural issues. Some topics suggested are: the big picture of the arts in the East Valley; connecting with local businesses and engaging them in arts education; development of a culture of philanthropy in Mesa, how can the Board help to support the Mesa Arts Center Foundation in their work; and to learn about the collaboration with Mesa Community College (MCC) and what their Funding the Arts Scholarship Fundraiser entails.
- 3) Potential speakers could be: the Maricopa Partnership for Arts and Culture; Museum Association of Arizona; Arizona Commission on the Arts; State Representatives and other elected officials who have been supportive of the arts; organizations such as Virginia G. Piper Trust Foundation; Mesa Arts Center Foundation Board members; and MCC staff.
- 4) The Committee suggests that the Board write letters to the editors of local and state newspapers when they have seen an event/play/concert involving arts and culture that particularly moved or impressed them and encourage others to experience the event/play/concert.

Staff Reports

Arizona Museum for Youth – Sunnee Spencer

- The latest *Artyfacts* was distributed. The newsletter was created to better communicate with members. Staff hopes to print the newsletter at least three times a year and, in addition, eventually move to an e-newsletter.
- Melissa Tornquist has been working on programming for the upcoming "Purrfection: Cats in Art" exhibition. The Museum is collaborating with the Arizona Humane Society and will have live cats at the Museum for adoption, as well as collaborating with the Valley Youth Theatre who is opening a "cats" show at the same time.
- This is the "Year of the Museum." Ms. Spencer attended the American Association of Museums (AAM) conference and the Association of Children's Museums conference in Boston. AAM is celebrating their 100th anniversary. The Mayor of Boston spoke at the AAM conference and mentioned that there is \$6.6B of gross revenue received from the Museums in the Boston area. Ms. Spencer distributed a Senate Resolution and a House of Representatives Resolution declaring the Year of the Museum (see Attachment A and Attachment B – resolutions on the value of museums). Next year's conference (to be held in Chicago) theme is "Why Museums Matter" and will focus on the importance of museums in the community.
- Staff met with Mesa Public Schools officials so that more can be done to connect with outreach and discuss how the Museum can become an even better resource for the schools.
- Staff participated in Gilbert's second annual Global Festival.
- The Museum received a Downtown Mesa Award for the beautification of downtown.
- Staff went to Council last week to present a 75% structure of funding at the Museum.
- Under the current circumstances, staff has been holding and performing well. A few part-time positions have been lost.

Daniel Harper commented that he did not realize that the Arizona Museum for Youth offered classes and workshops and asked if they were revenue producers. Ms. Spencer replied, "Yes, they are." There has been a shift; today, the most popular classes are those being offered for two – five-year-olds and the parenting classes, where in the past, classes for the older children, four – six, were more popular. Museum staff and Mesa Arts Center staff are talking about collaborating to target that in-between age group.

Mesa Southwest Museum – Tom Wilson

- The Museum is down five important, key senior positions due to the freeze on hiring. These include a Curator position, Volunteer Coordinator, two Education positions, and a Marketing/Public Relations position.
- Staff has de-installed "The Fabric of Jazz," and "Crocs." Both produced good attendance.
- Staff has installed "Searching for Mesa," a full collaboration with Mesa Historical Museum, which opened Friday, May 4. This exhibit is mainly about community, with the underlying question, "what constitutes a community?" The question is asked of visitors.
- Pueblo Grande Museum in Phoenix is collaborating on "Descanse En Paz" (Rest in Peace), which is an exhibit of photographs by Dick George and is focused on the art of handmade grave markers in the Southwest; it opened at Mesa Southwest Museum April 15 and runs through September 17. Both Museums will have common programming connected with the exhibit.
- Staff is working on Arizona Humanities Council grants for programming for both the "Searching for Mesa" and the "Descanse En Paz" exhibits.
- Press has been good for the Dick George exhibit with articles in both newspapers. Channel 8 (PBS) is going to do a 30-minute segment on "Descanse En Paz."
- Channel 12 news reporter Lew Ruggiero interviewed Dr. Wilson in regard to consequences to the Museums on the tax measures. The piece aired on the weekend. As a side note, Lew Ruggiero also shot some footage of the waterfall on

Dinosaur Mountain and interviewed two patrons who happened to be there. Mr. Ruggiero explained briefly what will happen to the Museums should the tax measures fail and asked how they felt about that. The couple commented that they were visiting from the Chicago area. They fell in love with the Museum and stated that Mesa taxing themselves is totally worth having cultural, artistic facilities like the Mesa Southwest Museum in a community.

- Five staff members will attend and present at the Museum Association of Arizona meeting next week.
- All three new exhibits will be completely installed by Friday, May 12.

Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- Rob Schultz recognized the Mesa Southwest Museum staff for their hard, dedicated work at the Museum while under the duress of not knowing where they will be July 1.
- Class registration is in its third week. Since registration began, Mesa Arts Center classes have realized \$65,000 in revenue. Approximately 950 people have registered, which is slightly over registration for spring classes. Classes begin early June and will run for eight consecutive weeks in June and July.
- Stageworks is close to finishing this year's season. To date, Stageworks has realized \$36,000 in revenue, which is triple the amount from past seasons. Approximately 3,290 tickets were sold for this year's season. The final show, "Sarah, Plain and Tall," which closed May 7, had the best ticket sales Stageworks has ever had in Mesa Arts Center history.
- Approximately \$10,294 has been realized in admission fees at Mesa Contemporary Arts since beginning to charge admission in September 2005.
- Mesa Contemporary Arts is presenting an artist talk with Rebecca Bluestone this evening, May 10, at 7:00 p.m. in the lecture hall. The tapestries of Rebecca Bluestone are on exhibit in the North Gallery.
- There will be a reception for Robert and Rebecca Bluestone at the Wayne and Kathye Brown Sculpture Courtyard on Friday, May 12, from 6:45 – 7:45 p.m.
- In April, 1,335 volunteers worked over 6,062 hours for a total value and savings of \$109,372. Courtney Tjaden, Volunteer Coordinator, organized the first annual volunteer recognition event on April 17 in the Piper Repertory Theater. Over 300 volunteers attended and expressed their appreciation for the grand evening. Awards were presented, and the 52nd Street Jazz Band entertained.

Director's Report – Gerry Fathauer

- Performing Live season is beginning to wind down. This Friday evening, May 12, Ravi Shankar will be performing with his daughter, Anoushka Shankar, in the "Festival of India" at 8:00 p.m. in the Ikeda Theater.
- Robert and Rebecca Bluestone will be performing in the Piper Repertory Theater on Saturday, May 13, at 7:30 p.m. Their multimedia performance combines their shared inspiration with the interplay of music and art.
- Robert Shields, brilliant master of mime, will be performing in the Piper Repertory Theater on Friday and Saturday, May 19 and 20, at 7:30 p.m.
- Pop and jazz events continue to be added as they become available through July.
- The theaters will be dark in August for maintenance. Staff hopes to have the oculus installed in the Ikeda during this time. The Mesa Arts Alliance has given money to design and install the oculus. Staff will go to Council on May 22 for approval.
- Ticket sales for Performing Live (Mesa Arts Center presents) are approximately \$2.4M. Total ticket sales to date are approximately \$5M.
- The Members' Preview event took place on May 3. Peter Cook reported that he enjoyed the evening as Mesa Arts Center staff presented their FY06-07 season. Members are given first chance to purchase season tickets prior to opening to the public. Some highlights for next season include: Academy of St. Martin in the Fields with Joshua Bell, Russian Philharmonic with Olga Kern, Mannheim Steamroller, Brian Setzer will return, Guy Lombardo's Royal Canadians, Rachel Price will return, Wynton Marsalis, and other great performers.
- Rob Schultz, Tom Wilson, Sunnee Spencer, and Gerry Fathauer have been meeting with staff who will be impacted in the potential RIWF. Gerry Fathauer commended staff for their dedication and continued good work at the Museums and the Mesa Arts Center. Management has been working to place those impacted wherever possible. The goal is to be ready on May 17, if the tax measures do not pass, to implement the RIWF.
- Next month the Board will need to elect a new Chair. Kimberly Grace, Chair for the past two years, has completed two terms with the Museum and Cultural Advisory Board.

Update Events – Board Members

Daniel Harper had five items to report on: 1) Congratulations to Gerry Fathauer on receiving the Governor's Arts Award in the individual category – we are so proud; 2) attended the Chandler Jazz Festival, which triggered a hope that if all goes well with the elections, the Mesa Arts Center could consider bringing niche events to downtown Mesa; 3) attended "Sarah, Plain and Tall" and found the production phenomenal and is looking forward to next year's season; 4) commended Randy Vogel on the FY06-07 season – it looks great; 5) thank you to Jean for always making cookies!

Peter Cook commented that he had not ordered season tickets for Stageworks. A half-price offer on the Internet caught his eye for "The Dreamcatcher" and he decided to go. He was "blown away" by the quality of the show. He also saw "Sarah, Plain and Tall," and totally supports Stageworks and the work they are doing. He found the sets, acting, etc. to be outstanding. He also added that he had forgotten the thrill of seeing live theater. Seeing movies and TV shows, he said, with their technological perfection becomes boring. He found it refreshing to see "real" acting, mistakes and all, on a live stage.

Kimberly Grace made the comment that if we do not continue to support the arts, our younger generation will lose that connection and quality of life element.

Daniel Harper said, "I am who I am because of Stageworks." Daniel grew up taking Mesa Arts Center classes and now works for the state of Arizona at the Government Technology Information Agency.

There being no further business, the meeting adjourned at 5:10 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division

Attachment A

109TH CONGRESS

2D SESSION S. RES. 437

Supporting the goals and ideals of the Year of the Museum.

IN THE SENATE OF THE UNITED STATES

APRIL 6, 2006

Mr. ENZI (for himself, Mr. KENNEDY, Mr. COCHRAN, Mr. JEFFORDS, Mr. COLEMAN, Mrs. BOXER, Mr. STEVENS, Mr. LAUTENBERG, Ms. MURKOWSKI, Mr. AKAKA, Mr. ISAKSON, and Mr. DODD) submitted the following resolution; which was considered and agreed to

RESOLUTION

Supporting the goals and ideals of the Year of the Museum.

Whereas museums are institutions of public service and education that foster exploration, study, observation, critical thinking, contemplation, and dialogue to advance a greater public knowledge, understanding, and appreciation of history, science, the arts, and the natural world;

Whereas, according to survey data, the people of the United States view museums as one of the most important resources for educating children;

Whereas museums have a long-standing tradition of inspiring curiosity in schoolchildren that is a result of investments of more than \$1,000,000,000 and more than 18,000,000 instructional hours annually for elementary and secondary education programs in communities across the United States, creative partnerships with schools, professional development for teachers, traveling exhibits to local schools, digitization of materials for access nationwide, creation of electronic and printed educational materials that use local and State curriculum standards, and the hosting of interactive school field trips;

Whereas museums serve as community landmarks that contribute to the livability and economic vitality of communities through expanding tourism;

Whereas museums rank in the top 3 family vacation destinations, revitalize downtowns (often with signature buildings), attract relocating businesses by enhancing quality of life, provide shared community experiences and meeting places, and serve as a repository and resource for each community's unique history, culture, achievements, and values;

Whereas there are more than 16,000 museums in the United States and admission is free at more than half of these museums;

Whereas approximately 865,000,000 people visit museums annually and these people come from all ages, groups, and backgrounds;

Whereas research indicates Americans view museums as one of the most trustworthy sources of objective information and believe that authentic artifacts in history museums and historic sites are second only to their families in significance in creating a strong connection with the past;

Whereas museums enhance the public's ability to engage as citizens, through developing a deeper sense of identity and a broader judgment about the world, and by holding more than 750,000,000 objects and living specimens in the public trust to preserve and protect the cultural and natural heritage of the United States for current and future generations;

Whereas museums are increasingly entering into new partnerships with community educational institutions that include schools, universities, libraries, public broadcasting, and 21st Century Community Learning Centers, and these partnerships reach across community boundaries to provide broader impact and synergy for their community educational programs;

Whereas supporting the goals and ideals of the Year of the Museum would give Americans the opportunity to celebrate the contributions museums have made to American culture and life over the past 100 years; and

Whereas in 2006, museums of the United States are celebrating 100 years of collective contribution to our communities: Now, therefore, be it

1 *Resolved*, That the Senate supports the goals and

2 ideals of the Year of the Museum.

Attachment B

H. Res. 389

In the House of Representatives, U.S.,

February 8, 2006.

Whereas museums are institutions of public service and education that foster exploration, study, observation, critical thinking, contemplation and dialogue to advance a greater public knowledge, understanding, and appreciation of history, science, the arts, and the natural world;

Whereas Americans, according to survey data, view museums as one of the most important resources for educating our children; and museums have a long-standing tradition of inspiring curiosity in our Nation's schoolchildren by devoting more than \$1 billion and more than 18 million instructional hours annually for elementary and secondary education programs in communities across America through creative partnerships with schools; and by involving professional development for teachers, bringing traveling exhibits to local schools, digitizing materials for access nationwide, creating electronic and printed educational materials that use local and State curriculum standards; and by and hosting interactive school field trips;

Whereas museums serve as community landmarks that contribute to the livability and economic vitality of communities through expanding tourism; and that museums rank in the top three family vacation destinations; revitalize downtowns, often with signature buildings; attract relocating businesses, by enhancing quality of life; provide shared community experiences and meeting places; and serve as a repository and resource for each community's unique history, culture, achievements, and values;

Whereas the Nation's more than 16,000 museums found in 9 out of every 10 counties in the United States receive approximately 865,000,000 visits annually from people of all ages and backgrounds, with attendance being free at more than half of these museums;

Whereas research indicates Americans view museums as one of the most trustworthy sources of objective information and believe that authentic artifacts in history museums and historic sites are second only to their family in significance to creating a strong connection to the past;

Whereas museums enhance the public's ability to engage as citizens, through developing a deeper sense of identity and a broader judgment about the world, and by holding more than 750 million objects and living specimens in the public trust to preserve and protect our cultural and natural heritage for our current and future generations;

Whereas museums are increasingly entering into new partnerships with community educational institutions that include schools, universities, libraries, public broadcasting, and 21st Century Community Learning Centers, which then, as partners, reach across community boundaries to provide broader impact and synergy for their educational programming;

Whereas supporting the goals and ideals of The Year of the Museum would give Americans the opportunity to celebrate the contributions museums have made to American culture and life over the past 100 years; and

Whereas in 2006, American museums are celebrating 100 years of cooperation as a profession and their collective contribution to our communities: Now, therefore, be it

Resolved, That the House of Representatives—

- (1) supports the goals and ideals of The Year of the Museum; and
- (2) requests that the President issue a proclamation calling upon the people of the United States to observe such a year with appropriate programs and activities.

Attest:

Clerk.

•HRES 389 EH