

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 July 13, 2005.

Members Present:

Kimberly Grace
Douglas Brimhall
Crista Cloutier
Peter Cook

Daniel J. Harper
Andrea Soto
Laurent Teichman
Ramona Tecumseh

Members Absent:

Toni Brucato-Kobet
Lennee Eller
John Hohmann

Staff Present:

Gerry Fathauer
Marie Raymond
Carrie Brown
Randy Vogel
Susan Rubin

Jerry Dillehay
Tom Wilson
Kristy Dewald
Courtney Tjaden
Jean Kaminski

Kimberly Grace, Chair, called the meeting to order at 4:37 p.m.

Approval of Minutes

Laurent Teichman made a motion, Ramona Tecumseh seconded, and a vote to approve the June 8 minutes was called. Peter Cook raised a point of order. On the June 8 minutes, it is stated that the Board would approve the May 11 minutes at the July Board meeting as the May 11 minutes had to be shelved for lack of a quorum at the June meeting. Approval of the May 11 minutes did not appear on the July agenda as an action item. The May 11 minutes were tabled again for approval at the August meeting. That being noted, the Chair again called for a vote to approve the June 8 minutes. Seven Board members voted in favor; Peter Cook voted not in favor. Mr. Cook did not feel comfortable approving the June minutes prior to approving the May minutes.

Introduction of New Board Members – Gerry Fathauer

Gerry Fathauer introduced and welcomed the three new members to the Board:

Andrea Soto is a recent graduate of Mesa Leadership. Currently Ms. Soto is employed with Fame Custom Tours where she works with school children, all over the U.S. and throughout the world, booking and putting on music festivals. She also works at the Capital Management Group as a Vice-President.

Crista Cloutier is the Director of Segura Art Publishing Company in Downtown Mesa, a member of the Sculpture Panel for Mesa Town Center, and a member of several committees for arts organizations around the Valley. Ms. Cloutier is also a published author of books about photography and the occult and the history of photography.

Douglas Brimhall is an architect. Currently he is working on projects of his own through his company, Material Culture, Architecture in Urban Design. He is also the principal architect for a Tempe firm, Blossom Design Group. Their prime base is mostly different Indian communities throughout AZ. Mr. Brimhall and his wife are natives of Mesa.

Ms. Fathauer also introduced and welcomed new staff member, Courtney Tjaden, Mesa Arts Center Volunteer Coordinator.

Discuss and Take Action – Election of Chair – Kimberly Grace

Kimberly Grace, Chair, opened the floor for nominations. Laurent Teichman nominated Kimberly Grace, Ramona Tecumseh seconded. Ramona Tecumseh moved to close the nominations, Daniel Harper seconded. Kimberly Grace, Chair, called for a vote. All members present voted unanimously to elect Kimberly Grace as Chair for FY05-06.

Discuss and Take Action – Election of Vice-Chair – Kimberly Grace

Kimberly Grace, Chair, opened the floor for nominations. Ramona Tecumseh nominated Peter Cook, Daniel Harper seconded. As there was no further discussion, Kimberly Grace, Chair, called for a vote. All members present voted unanimously to elect Peter Cook as the Vice-Chair for FY05-06.

Information and Discussion – Mentors and Committee Assignments – Kimberly Grace

Each year, as a new member comes to the Board, a current member will take on the responsibility of mentoring a new Board member throughout the year. The new Board members and Mentors for FY05-06 are as follows:

New Board Member

Crista Cloutier
Andrea Soto
Douglas Brimhall

Mentor

Laurent Teichman
Kimberly Grace
Laurent Teichman

Committee members for FY05-06 are as follows:

Grants Committee – normally meets two – three times a year to consider Mini-Grant applications and Community Aid Grant applications. The committee's Mini-Grant recommendations come to the Board for approval, and the committee's Community

Aid Grant recommendations come to the Board for approval to recommend them to City Council for Community Aid Grant funding. **Members are:** Kimberly Grace, Ramona Tecumseh, and Douglas Brimhall.

Networking Committee – networks for the arts, meets with state Legislators and Mesa City Councilmembers (as well as appearing before Council if and when appropriate), networks with other arts-oriented groups such as Arizona Citizens Action for the Arts, Arizona Commission on the Arts, etc., and makes recommendations to the whole Board on how they can be involved on issues needing advocacy. **Members are:** Laurent Teichman, Peter Cook, John Hohmann, Crista Cloutier, and Lennee Eller.

Diversity Committee – networks and has a presence at City cultural events, has a hand in recommending and generating diversity on the Board when positions open, and provides suggestions for, and is aware of, the types of diversity efforts that the Arts and Cultural Division is pursuing. **Members are:** Daniel Harper, Andrea Soto, and Toni Brucato-Kobert.

It was suggested that at the first meeting members would elect a chairperson. When a committee meets, it is required to let Jean Kaminski (480-644-6607, or jean.kaminski@cityofmesa.org) know of the meeting date and time. Committee meetings are public, open meetings and need to be **posted at least 24 hours prior to the meeting.**

Discuss and Take Action – Consider Approval of Affiliate Applications – Kristy Dewald

In November 2004, City Council established the Affiliate Program for the purpose of assisting Mesa arts organizations in their growth and ability to function in the new Mesa Arts Center. Affiliates are eligible for reduced rental rates and were provided with four professional development workshops: Grant Writing, Marketing, Box Office procedures, and License Agreement review.

On January 12, 2005, the Museum and Cultural Advisory Board granted six arts organizations Affiliate status: Ballet Etudes, East Valley Children's Theatre, Mesa Encore Theatre, Mesa Symphony Orchestra, Southwest Shakespeare Company, and Xicanindio Artes. For FY05-06, staff solicited applications from six eligible Mesa arts organizations. Two of the six solicited responded by the June 24 deadline: Metropolitan Youth Symphony and Sonoran Desert Choral. Both arts organizations have met the five major program criteria:

- Recognized as tax exempt under the IRS Section 503(c)(3)
- Resides in Mesa and has a three-year history of public performances in Mesa
- Intends to produce two or more events or a multi-venue/multi-day festival on an annual basis in the Mesa Arts Center theaters within a minimum three-year commitment
- Demonstrates community support via at least one of the following: Mesa residents comprise at least 50% of the board; Mesa residents comprise at least 35% of the audience; Mesa residents represent at least 50% of the donors

If accepted, staff will work with the two organizations to bring them up to speed on previous workshop topics and assimilate them into the future activities of the program.

Peter Cook asked what the duration of Affiliate status is. Kristy Dewald replied, "Three years." Affiliates are required to submit an annual report showing they are still meeting criteria. After three years, they need to reapply for Affiliate status. Mr. Cook asked if it was appropriate for Board members to attend the workshops for the Affiliates. Ms. Dewald stated that the workshops previously held were for training. The next planned workshop is a technical training session, for the Affiliates' production staff, on the use of theater equipment and would not be conducive to have Board members present. In the future, staff will alert Board members as to workshop days, time, and location.

Peter Cook made a motion, Daniel Harper seconded, and the Board members present unanimously voted to give Metropolitan Youth Symphony and Sonoran Desert Choral Affiliate status.

Discuss and Take Action – Approval of Temporary Projects Designs – Carrie Brown

At the May 11 meeting, the Board approved the two selected artists, Jose Benavides and Ted Troxel, for the Temporary Artwork project to be installed at the Mesa Arts Center for a three-month period. Each artist was granted \$500 to prepare a proposal. On July 28, a selection panel (Kimberly Grace, Museum and Cultural Advisory Board; Susan Laidlaw, Mesa Arts Center Foundation Board; Lennee Eller, Museum and Cultural Advisory Board; David Manje, Mesa Arts Center instructor, and Lori Osiecki, Downtown Development Committee) met, reviewed the proposals, and are making the following recommendation to the Board for the next phase, which will be the fabrication and installation of the project.

The panel found Mr. Benavides's proposal to be too complicated (both his ideas presented were placed in the arroyo; despite concerns expressed earlier from staff). The ideas did not appear to be thought through (materials and location were not specified), and it seemed they would interfere with the landscape architects' work during the opening events. The panel did not feel there was money or time available for Mr. Benavides to come up with a third proposal.

Mr. Troxel's proposal is to install a herd (five to eight) of life-sized javelina in the open dirt area near the Box Office. The javelina would be constructed with a wooden frame and covered with asphalt roofing tile to simulate the texture of the animals. A piece of rebar connected to the framework would be used to anchor the javelina to the ground. Mr. Troxel chose javelina, as they are indigenous to Arizona. The artist's selection of materials used for this project reference a home, with the idea of having a roof over one's head, but at the same time needing a community to survive. The javelina will be durable enough for visitors to touch and for picture taking opportunities. The panel felt the project was whimsical, fun, and would appeal to all ages.

The selection panel's recommendation is to deny the proposals by Jose Benavides and accept the proposal by Ted Troxel.

There was some discussion on whether a display of animals was the best choice as an opening art project for the Mesa Arts Center. Some felt it was not in line with the image that the Mesa Arts Center wants to project, nor does it bear any relevance to the Mesa Arts Center. Others felt it would appeal to a wide-range of visitors and could create an "ah ha" effect, not expected. One Board member stated that he felt the artwork is a complement to the architect's attitudes expressed in designing the Arts Center. Another felt that it made the statement that the Mesa Arts Center provides an oasis to all visitors. It was pointed out that this is a temporary project and will be in place for a three-month period. Also, the project has a small budget and a short timeline.

Douglas Brimhall make a motion to accept the selection panel's recommendation, which is to deny Jose Benavides's proposals and accept the proposal by Ted Troxel. Crista Cloutier seconded the motion.

Daniel Harper asked what text would be included with the installation. Ms. Brown stated that there would be some text to credit the artist and a brief description of the project. Mr. Harper inquired as to whether the Board and/or City staff would have input regarding the text from an artist describing their work and the graphic design of the displayed text. Gerry Fathauer stated that typically, we do not censor an artist's text and that staff does have input regarding the graphic display of the text.

The motion to accept the selection panel's recommendation was repeated. Kimberly Grace, Chair, called for a vote. All members present unanimously voted to deny Jose Benavides's proposals and accept the proposal of Ted Troxel.

Information and Discussion – Mesa Community College Downtown Campus – Deanna Villanueva-Saucedo

Deana Villanueva-Saucedo, Community Liaison for Mesa Public Schools (MPS) and Mesa Community College (MCC), distributed the "Fact Sheet of the MCC Downtown Campus – Implementing the Vision" and the "Vision Map," and presented an update of the findings of Concord Eastridge, a firm specializing in unique funding approaches to develop educational facilities. To view the fact sheet and map, enter the following address:
<http://www.mc.maricopa.edu/organizations/community/cpp/dcfs.pdf>

Ms. Villanueva-Saucedo also reported that the Irving School building, which is of interest to the Board and Mesa Arts Center staff, was recently signed over to MPS by City Council. Irving School originally began as a MPS facility. The building will be used as an educational institution; however there is much work to be done to make it functional. While rehab of the building is underway, MCC will be the first tenant, offering the Mesa Life Options Center Program. The Virginia G. Piper Foundation gave a grant to four community colleges, Mesa being one of them, to provide Life Options Programs, which is a new concept. The intent is to offer life planning in a variety of services to the baby boomer generation.

MCC and MPS are interested in exploring possibilities with the community and asking the question, "What would you like to see in a Downtown campus?" Some possibilities are: open up the Library and other College facilities for computer training, ESL, or GED classes that would be available to the entire community; take classes, such as computer training, English, GED, etc., out into the community, i.e., elementary schools or other locations in the neighborhoods. Another question to the community would be "What classes and services are needed?"

The next step will be to release a Request for Proposal (RFP) to hire a Master Plan Consultant.

Dr. Tom Wilson, Mesa Southwest Museum Administrator, reminded the Board and Ms. Villanueva-Saucedo that the Museum already offers three MCC classes at the Museum: two in Archeology and the Introduction to Museum Studies. The Museum has been in discussion with MCC to offer a certified program that would run through the Museum.

Staff Reports

Arizona Museum for Youth – Marie Raymond

- Revenue for FY04-05 increased 94% over FY03-04.

- The Museum was featured on Good Morning Arizona (Channel 3), which featured both ArtVille and the Art Gallery.
- Robert McCall's exhibit, "Dreaming Tomorrow: The Art of Robert McCall," opens August 26. Staff is acquiring artwork from the Pima Air and Space Museum in Tucson and the Challenger Space Center for the exhibit. The Johnson Space Center in Houston has agreed to loan the Museum a moon rock for the duration of the exhibit.
- Attendance at the Museum has been astronomical throughout the summer. The Art Gallery will be going into "downtime" as staff prepares for the next exhibit. ArtVille will remain open during the Art Gallery's closing.

Mesa Southwest Museum – Tom Wilson

- News of the archeological work Mesa Southwest Museum is doing at Riverview and Dobson broke in the local newspapers Monday, July 11. The news article led to several TV news channels (Channels 12, 3, and KTAR) doing interviews with Museum staff. Channels 12 and 3 may be out again next week to do live coverage from the 250-acre site. To date, the Museum has discovered approximately 20 Hohokam canals dating from 600 – 1400 AD.
- The Museum has completed its second best year. Last year's blockbuster "Sue" drove attendance for a fiscal year to number one. Numbers have stayed up even without a blockbuster in FY04-05. Attendance for the year came in at 132,171, and revenue was approximately \$330,000.
- Under Peter Cook's leadership of the Southwest Museum Foundation, he has developed a plan and a PowerPoint presentation that will bring the four Museum support groups, which have operated independently, under one umbrella as the Southwest Museum Association. The Association would direct the resources and efforts of the groups in an organized fashion to benefit all concerned.
- The "Summer of the Giants," is going well. The exhibits include: "Whales: The Inside Story" and "Tusks! Ice Age Mammoths and Mastodons."
- Another blockbuster (not as big as "Sue"), "When Crocodiles Ruled," will be opening October 1. "Sue" brought in approximately 191,000 visitors where "Crocodiles" is expecting approximately 47,500 visitors.

Mesa Arts Center/Mesa Contemporary Arts and Theaters – Gerry Fathauer; Development – Nancy Wolter

- City Council reconsidered their request for 100% cost recovery on class fees and have approved a 60% cost recovery on adult performing and visual arts classes from Mesa residents and 80% cost recovery on adult and visual performing arts classes for non-residents. The Mesa Arts Center is now the only venue in Mesa that is charging non-resident fees. Staff is working on how registrants will prove residency and the cost associated. Letters and e-mails have been coming in from non-resident students noting that with the City's approval of an 80% cost recovery, their fees are much higher than in the past and unaffordable for many. Staff will be monitoring to see how this will be affecting fall registration. The feeling among non-resident students is that only the privileged can afford to take classes at the Mesa Arts Center. This sentiment is contrary to the historic philosophy of the Mesa Arts Center and City Council. Staff will go back to City Council with an analysis of fall registration and the impact of new fees.
- City Council approved Sodexo as the Mesa Arts Center vendor for concessions. Approved caterers that can be used at the Mesa Arts Center are listed on the Website.
- Theaters and Operations have received a Temporary Certificate of Occupancy. The delay in full occupancy has pushed organized public tours back again. Issues on emergency lighting, doors, etc. remain an issue.
- A new usher-training guide is close to completion. There are over 400 volunteer ushers on board.
- Online ticket sales will become available around the first of August. Single ticket sales will begin in August.

Public Art Program – Carrie Brown

- An updated Public Art Projects Status Report was distributed to the Board. Ms. Brown highlighted a few of the projects: the Banner Baywood Medical Center artist-designed passenger shelter is underway. The selection panel met on June 28 to select five finalists. The panel will reconvene on August 4 to conduct interviews.
- The dedication for the three integrated works at the Mesa Arts Center is scheduled for September 23. All artists will be present. The artists will be conducting lectures on Saturday, September 24 on Mesa Arts Center campus.
- The transit shelter on the southeast corner of Broadway and Macdonald is complete. Dedication plans are in progress.

Directors' Reports – Gerry Fathauer and Jerry Dillehay

Gerry Fathauer reported that work continues on the Memorandum of Understanding between the Mesa Arts Center and the Mesa Arts Center Foundation.

The overall dedication of the Mesa Arts Center and the dedication of the Public Art Projects at the Mesa Arts Center have been rolled into one, great evening event, which will take place on Friday, September 23 from 7:00 p.m. – 7:45 p.m. Saturday and Sunday, September 24, and 25, will be Open House at the Mesa Arts Center. Many exciting events are planned for the weekend celebration campus-wide.

Peter Cook asked Gerry Fathauer if sales are meeting expectations. Ms. Fathauer replied that at this time it is difficult to calculate. Staff is just beginning to input the information into the AudienceView program. Prior to the program being up and running, there have only been hardcopy sales to review. Once the information has been input into the program, staff will be able to run numbers and have a clearer picture of where we stand. Staff plans to give reports on theater operations to the Board on a regular basis. Ms. Fathauer stated that there are good seats still available for all shows, including Michael Crawford.

Jerry Dillehay reported that attendance at both the Mesa Southwest Museum and the Arizona Museum for Youth are up due to the "2nd Sunday Free" campaign institutionalized by City Council early this year. Last Sunday, approximately 2,500 visited the Museums.

The candidate search for a new Administrator for the Arizona Museum for Youth continues. Five candidates from across the country will be interviewed: two on Friday, July 22 and three on Friday, July 29. The candidates are either seasoned directors or upper management level candidates with a strong emphasis on education. Mr. Dillehay would like to have representation from the Board present at the planned luncheon to meet the candidates and supply input to the interview panel. Anyone interested, please contact Jerry Dillehay at 480-644-4202 or jerry.dillehay@cityofmesa.org.

The noise level in the lobby of the Mesa Southwest Museum has been an existing, intolerable problem for years. With year-end savings, staff is working on dampening the acoustics and making a more comfortable, workable environment for staff and patrons.

Laurent Teichman asked if there would be any signage for Downtown Mesa directing them to the various interesting sites, i.e., the Mesa Arts Center, Mesa Southwest Museum, Arizona Museum for Youth, parking, etc. Gerry Fathauer reported that signage would be in place by the end of August or the first of September.

There being no further business, the meeting adjourned at 5:22 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division