

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a special meeting at the Mesa Arts Center, 1 East Main Street, third floor, south Studios conference room, on October 17, 2005.

Members Present:

Kimberly Grace
Douglas Brimhall
Crista Cloutier
Peter Cook
Lennee Eller

Daniel J. Harper
Andrea Soto
Laurent Teichman
Ramona Tecumseh
Toni Brucato-Kobet

Members Absent:

John Hohmann

Staff Present:

Gerry Fathauer
Rob Schultz
Jean Kaminski

Jerry Dillehay
Nancy Wolter

Peter Cook, Vice-Chair, called the meeting to order at 4:08 p.m.

Discuss and Take Action – Consider Communication to Council Regarding Process for Fee Changes – Kimberly Grace

Gerry Fathauer presented, as Kimberly Grace was delayed, the Board Report outlining the process for recommending fee changes to City Council. Discussion ensued as to the impact of the recently increased fees for adult arts classes.

Ms. Fathauer stated that because of the directive from Council on June 16 to increase adult arts classes to have a cost recovery of 60% for residents and 80% for non-residents, the following has occurred:

- Mesa Arts Center is **no longer** competitive with other Valley Cities.
- Mesa Arts Center is the only City program that charges a greater fee for non-resident students.
- Class cancellation percentage was at 35% for fall FY05-06 – anecdotally this is the highest percentage ever.
- Gross cost and net cost to City was higher than expected for fall FY05-06.
- Enrollment for fall FY05-06 is 704 to date, which is lower than expected.
- The Center has received written, e-mailed, and verbal complaints and regrets that students are not able to continue due to increased prices.
- The Center has lost momentum from summer FY05-06 enrollment; a 25% increase in class fees was initiated at that time. Enrollment for the Mesa Arts Center summer session was higher than recent summer sessions. Ongoing students have chosen alternative venues for their arts education activities.
- Had adult class fees remained the same as for the summer FY05-06 session, and based on the historical fact that fall and winter sessions have 20% more students than summer, the total projected revenue for the fall and winter FY05-06 sessions would have been \$147,000. Based on the fall FY05-06 enrollment (and historically winter would be close to the same number of students) the projected revenue is \$116,000; a difference of \$31,000 lost in revenue.

In summary, for 25 years the City has offered strong, comprehensive community arts education that grew to be regarded as the finest in the state. The Mesa Arts Center and the Museum and Cultural Advisory Board believe that if the fees remain as they are now, it will further constrict the pool of participants, weaken one of the three major programs of the new Mesa Arts Center, and hinder the ability to maximize program revenue potential.

After extensive discussion, that included discussion on the economic impact of the raised fees on the City as a whole as well as on students, the Board decided that they wanted to express to City Council their concern regarding the above facts.

Daniel Harper made a motion that the Board compose a letter to City Council recommending that Council accept Alternative #1 proposed in the Council Report that expresses the Board's opinion on 1) common goals, i.e., revenue maximization and participation reach the same goal, and 2) emphasize citizen and Museum and Cultural Advisory Board involvement in the process of determining fees for the Arts and Cultural Division. Ramona Tecumseh asked that a statement be added within the letter saying that the Board envisions the Mesa Arts Center to be a regional center.

Toni Brucato-Kobet and Daniel Harper volunteered to draft the letter.

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

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division