

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, Building 3, on January 14, 2004.

Members Present:

Elizabeth Good
Jesus Hernandez
Molly O'Dwyer
Maureen Chaisson-Stewart

Elizabeth Reeb
Carmen de Novais
Ramona Tecumseh

Members Absent:

Laurent Teichman
John Hohmann
Randy Robinson
Kimberly Grace

Staff Present:

Gerry Fathauer
Laura Madson Brown
Tom Wilson
Jerry Dillehay
Barbara Meyerson

Randy Vogel
Rob Schultz
Gerri Green
Jean Kaminski

Guest Present

Kate O'Mara

Maureen Chaisson-Stewart, Chair, called the meeting to order at 3:33 p.m.

Approval of Minutes

Elizabeth Good asked to address the new open hours for the Arizona Museum for Youth discussed and approved by the Board at the December meeting. Ms. Good's concern was that the new hours do not accommodate patrons who are stay-at-home Moms and have smaller children (referring to the fact that the Museum is closed weekday mornings for school tours). Barbara Meyerson, Administrator for the Museum, responded by saying that with 120 – 180 school children touring in the mornings, it would be difficult for that age group to see and/or get near the exhibits. She further stated that once Artville opens in February, this problem would be solved, as Artville will be open mornings specifically to serve those younger children.

Elizabeth Reeb requested an amendment to the minutes stating her opinion expressed at the December meeting regarding the deleted agenda item, "Considering Approval of Naming the Mesa Arts Center Volunteer Program." The item was deleted from the meeting's agenda and appeared only on the draft agenda. Ms. Reeb felt that to debate the topic was a waste of staff's time and objected to any further discussion by the Board on the matter.

Jesus Hernandez made a motion, Ramona Tecumseh seconded, and the December 10 minutes were unanimously approved and posted on the Web site.

Information and Discussion – Public Art Program Update – Kate O'Mara and Jerry Dillehay

Kate O'Mara, former Public Art Coordinator and now under contract with the City of Mesa, distributed an updated Public Art Projects Status Report. Ms. O'Mara noted that some of the Public Art projects have been completed, some partially completed, and some with no notable changes. The report also shows where Public Art dollars are committed, which are the same dollars as previously reported in July with the exception of the \$18,540 allotment granted to the Beth Galston project. Ms. O'Mara stated that Public Art Projects typically take time, but also reported that they are moving along and the artists continue to show the same enthusiasm for their projects as when they began. One project that is nearing completion is Virginia's Senior's master plan of artist-designs of passenger shelters throughout the City. Ms. Senior is the Civic Artist-in-Residence.

Maureen Chaisson-Stewart, Chair, suggested that the Board take a tour of Public Art projects in Mesa. Ms. O'Mara suggested that it might be worth waiting to tour until a few more projects have been completed giving a broader scope of Public Art in Mesa.

The Board discussed the importance of advocating on behalf of Public Art. As projects continue (over a time frame of several years), the economy changes and therefore brings about price adjustments/increases. It is vital that Public Art funds be reinstated: 1) to accommodate the adjustments/increases, and 2) because Public Art is crucial to the development and growth of Mesa.

Elizabeth Good inquired about the status of the Aquatic Center project. Ms. O'Mara stated that the artist design phase is complete. The artwork is a "sky sculpture" – a giant windsock that when folded will look like a rainbow of banners, but when inflated for special occasions will become a different type of sculpture. The project is on hold at this time.

Information and Discussion – Irving School Adaptive Re-Use – Networking Committee

As the Networking Committee did not have the opportunity to meet, Gerry Fathauer, Director, shared information she had on the subject. Ms. Fathauer reported that on Thursday, January 22, the City Council would be considering the Hunter Interest, Inc. proposal – a study funded by the City of Mesa in partnership with Mesa Community College (MCC). The study was done to look at the possibilities for MCC to locate in downtown Mesa. This study has a direct impact on the Irving School adaptive re-use as MCC is interested in the building and is considering a partnership/sharing of the space with local arts organizations. Ms. Fathauer has sent a memo to Debra Dollar, Deputy City Manager, which will accompany the report going to City Council, indicating there is a strong interest on the part of local arts organizations to utilize the Irving School building. She further stated that it may be challenging for the arts organizations to share the building with MCC, as it is a mere 20,000 sq. foot facility. The building has already been adapted for use by visual and performing arts groups, i.e., the theatre is being used for performances and rehearsals, ventilation has been installed for visual arts studios, etc. Having the building used by arts organizations would also be consistent with the building's historical use, which has been educational and/or cultural. Ms. Fathauer's memo to the City Council suggested that Council consider an opportunity for those interested local arts organizations to make proposals for the building. Once the Council has considered the report, the Networking Committee will be able to view the study and report back to the Board on opportunities to advocate to keep the building for the arts. The City Council Study Session will be aired on channel 11, live at 7:30 a.m. on Thursday morning and will be rebroadcast on Thursday and Friday evenings.

As a side note, Ms. Fathauer stated that although the Irving School building has been used as an arts facility, it is the property of the City of Mesa, which goes through Redevelopment when looking at selling, tearing-down, or developing as City property.

Jesus Hernandez made a motion to create a resolution to go to Council expressing their concerns of wanting a voice in determining the re-use of the Irving School building. Molly O'Dwyer seconded the motion. Following more discussion, Mr. Hernandez retracted his motion, and Molly O'Dwyer retracted her second on the motion. It was agreed that Maureen Chaisson-Stewart, Chair, would draft a letter to go to City Council. On behalf of the Museum and Cultural Advisory Board, Ms. Chaisson-Stewart would express the Board's concerns and strong interest to be heard as an advisory board to the Council and/or be included in the decision making process for the re-use of the Irving School building.

Information and Discussion – Board Mission Statement – Gerry Fathauer

Gerry Fathauer asked Nancy Wolter to facilitate the discussion as to whether or not the Board wanted to establish a mission statement. Ms. Wolter distributed the Museum and Cultural Advisory Board's established duties and responsibilities. After reviewing the duties, the Board agreed that the action verbs listed within the duties, which were to **advise, recommend, attend, and advocate** on behalf of arts and culture, say exactly what the mission of the Board is and there was no need to define it any further in a mission statement. It was suggested that the Board revisit the idea of a mission statement at the annual retreat in the fall of 2004.

Staff Reports

Arizona Museum for Youth – Barbara Meyerson

- Channel 3 has taken a clip from Barbara Meyerson's interview with Brad Perry and is running it as a commercial for the Arizona Museum for Youth.
- Attendance has steadily increased. Because the Museum was temporarily relocated, Ms. Meyerson used figures from 1999 to compare with this year's attendance. Thanksgiving week attendance was up over 300 percent (%) from 1999, and Christmas week was up between 250 and 275%. Bookings are also up.
- The Museum is getting incredible publicity. Today the Museum appeared in *Arizona Foothills* magazine.
- Museum staff received a call from a Valley group that arranges adoptions for orphaned children from Russia. The group arranges environments where the potential parents get to know the children. The Arizona Museum for Youth was selected as such a meeting place.
- Permanent signs for the Museum are scheduled to be in place in two-and-a-half weeks.
- Artville construction is moving along. The soft, spongy floor was poured last week; walls are up; Arizona Museum for Youth Friends are continuing to raise money; and staff is still looking at a spring opening.
- The Morrison Institute at Arizona State University (ASU) approached Ms. Meyerson to do a citizen commentary ("The Morrison Institute explores a burgeoning state strategy of investing in the knowledge economy. Is the payoff worth the investment?"). Ms. Meyerson's commentary addressed: if in fact Arizona is pursuing "knowledge workers," then the addition of "knowledge workers" to a community has enormous potential to provide a positive impact on our children. "Knowledge workers" are seen as thinkers – people who ask questions and use information to solve problems. They earn the respect of society and are rewarded for their thinking capabilities. Identifying the "knowledge workers" within our communities makes them role models. They solve problems by being creative and reasoning. They are modeled as "heroes," and heroes inspire youth and the whole community.

Mesa Southwest Museum – Tom Wilson

- “Sue” arrives on January 19 with press surrounding the arrival. The Grand Opening is January 23, with press preview in the a.m. and the formal opening from 6:00 – 8:00 p.m. that evening. The exhibit is totally bilingual.
- Press coverage has been excellent – 30 volunteers responded to an advertisement and have been trained and orientated. These additional 30 volunteers will enhance the volunteer base for the Museum.
- 500 essays were submitted from third-graders on “What I Would Do With A T-rex Named Sue.” Five winners were selected (winners and their essays were published in the Arizona Republic) and trained to be “dino ambassadors” for the grand opening.
- With the arrival of “Sue,” the T-rex skull that the Museum already has is being placed at Fiesta Mall, with banners, for one month. Next month, it will go to Superstition Springs Mall, and during the following month the Museum staff is working to place it in the Chandler Mall.
- Art for the donated billboards is with Viacom and Clear Channel Communications for placement. One will be near Sky Harbor Airport and the other on I-10.
- The Museum is partnering with channels 3, 10, 11, 12, and Cox Cable to run TV ads.
- Staff is working with McDonalds (major sponsor of the exhibition) on promotional advertising. Twice during the exhibition, 181 McDonalds restaurants will run special promotions in their “Value Meals.”
- Museum staff has been working with the Fire Department on exiting and parking issues during the “Sue” exhibit.

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

- On Friday, January 23, Mesa Contemporary Arts will have the “26th Annual Contemporary Crafts” exhibition. The opening reception is from 7:00 p.m. – 9:00 p.m. David McFadden, juror and chief curator for the Museum of Art and Design, will present a lecture at 6:00 p.m. (prior to the reception). Both events are free.
- Andreyra Hernandez-Garcia, reminded the Board of the “Arts and Cultural Showcase” on January 26 from 4:00 p.m. – 6:30 p.m. at the Rendezvous Center. The event is hosted by the Museum and Cultural Advisory Board to showcase Arts and Cultural Community Aid Grant applicants. Applicants are invited to present, in five to seven minutes, highlights of their accomplishments from the past season and/or highlights of the upcoming year.
- Ms. Hernandez-Garcia, along with the Board members, set the date and time to review the Community Aid Grant applications. The meeting was set for Wednesday, March 3 from 3:00 – 7:00 p.m. All Board members are encouraged to be present. Ms. Hernandez-Garcia stated that the second round of Mini-Grant applications are due on February 2.
- Facility Management for new Mesa Arts Center – the facility management system has been approved as a sole source. Next step will be to go to Council for approval of the expenditure.
- Ticketing for new Mesa Arts Center – staff is in the middle of the RFP mode for the ticketing system.
- Marketing for new Mesa Arts Center – staff has had successful media tours, which have created a flurry of articles on the Center.
- Operations for new Mesa Arts Center – Steve McFerron, Operations Supervisor, has been working with the construction management company and the architects on technical details. Meetings with the user groups, Operations Supervisor, and Event Services Supervisor are being set up to discuss fees. Staff wants to see where the user groups are currently with fees and weigh the differences to prepare for the future.

Director’s Report – Gerry Fathauer and Jerry Dillehay

Gerry Fathauer reported that the “Sign Package” was approved by City Council. Signs were custom designed by the Thinking Caps firm who worked closely with the Design Committee. The budgeted amount for the signs was \$1.1M. The figures came in at \$646,179.

The City was asked to prepare forecast budgets through 2010-2011 (an initiative of Mayor Hawker’s). All requests for additional funding for future years are done through budgeting adjustment requests (BARS). BARS are prepared through a computerized system. Arts and Cultural has 71 Divisional BARS, and we were asked to prioritize them. Each R.C. manager did their prioritization and then all R.C. managers came together as a group to prioritize for the Division and make recommendations. The highest priority for the Division was the Mesa Southwest Museum’s reinstatement of monies for traveling and changing exhibits. Second priority was staff at both Mesa Southwest Museum and Arizona Museum for Youth. With expansions and the hiring freeze, both Museums are understaffed at this time. Also in the top ten was the additional cost required to sustain the current level of programming at the Mesa Arts Center once we are in the new expanded space and reinstatement of approximately \$66,000 for Arts and Cultural Aid Grants to bring us up to the level where we were two years ago.

The Arizona Arts Congress is being held on Monday, February 9, from 11:30 a.m. – 1:30 p.m. on the Arizona State Capital Lawn. This is an excellent opportunity to meet with legislators.

The Southwest Arts Conference 2004 is being held on Friday, January 30, from 8:00 a.m. – 4:30 p.m. at the Glendale Civic Center. The topic of this year's conference is "Telling Our Stories, Listening to Others."

The Martin Luther King breakfast is being held Monday, January 19, 8:00 a.m. at the Rendezvous Center. There will be a candlelight service on Friday evening, January 16. If anyone is interested in attending the breakfast, please let Gerry Fathauer or Jerry Dillehay know today. They will try to reserve tickets.

Tour of the new Mesa Arts Center for the Board is Wednesday, January 28, 3:30 p.m. at the Kitchell trailer.

Jerry Dillehay invited everyone to the exclusive preview of "Sue" on Friday, January 23, 6:00 p.m. – 8:00 p.m. On behalf of "Sue," Dr. Tom Wilson invited the Board to have their regular meeting in February at the Mesa Southwest Museum with a tour following.

Dr. Tom Wilson, Museum administrator, and Jerry Howard are working with Congressman Hayworth's office for a potential appropriation for the Mesa Grande Archeological Museum. They are working on revisions to the cost estimate and proposal to break it out in pieces to allow appropriation over multiple years. Mr. Dillehay will keep the Board posted.

Upcoming Events - Meetings and Events Attended – Board Members

Liz Good reminded the Board that this Saturday, January 17, the Mesa Historical Museum will have the "4th Annual Historic Home and Garden Tour," beginning at 11:00 a.m. – 4:00 p.m. A ticket is \$15.00 and includes a light lunch.

Southwest Shakespeare Company's production of "The Taming of the Shrew" opens Thursday, January 15 and will run through Saturday, January 31. Show time is 7:30 p.m.

There being no further business, the meeting and retreat were adjourned at 5:09 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division