

## 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 February 14, 2007.

### Members Present:

John Hohmann  
Hector Benitez  
Amanda Buscas  
Crista Cloutier

Peter Cook  
Daniel J. Harper  
Andrea Soto  
Ramona Tecumseh

### Members Absent:

Lennee Eller  
Douglas Brimhall  
Laurent Teichman

### Staff Present:

Gerry Fathauer Rob Schultz  
Bob McCord Sunnee Spencer  
Jenny Arkidge Carrie Brown  
Jean Kaminski

John Hohmann, Chair, called the meeting to order at 3:35 p.m.

### Approval of Minutes

John Hohmann, Chair, called for any corrections/additions/deletions to the minutes of October 11, there being none, Crista Cloutier made a motion, Ramona Tecumseh seconded, and the January 24 minutes were unanimously approved by all Board members present. The minutes were posted to the Web page.

### Public Comments

There were no public comments.

### Discuss and Take Action – Consider Approval of New Fees and Charges for the Stageworks/Scene Shop and Rehearsal Space – Rob Schultz

Staff is recommending establishing a rental fee for outside arts groups seeking to use Stageworks staff and volunteers to construct scenic items or Museum pedestals, which will require the organization to provide drawings for analysis by Stageworks' Technical Supervisor. Rates will be based on the going rate in the industry and will be calculated on the following: labor charges including overtime, quantity of build, restoration of the scene shop, complexity of the build, skill needed, size of piece(s), and materials required to complete the build.

Due to some interest in renting the adjacent rehearsal space in the scene shop, staff is recommending setting a rental fee of \$250/week for the use of the rehearsal space. The fee would cover three hours/day for five days a week and includes a contract employee at \$10/hour to unlock and secure the gate and rehearsal space. The contract person will remain on the premises for the duration of the rehearsal. Additional hours may be purchased at the rate of \$21/hour. Hours over 40 will be charged at the rate of \$31.50/hour.

Estimated net revenue for the use of Stageworks' staff and volunteers would be \$4,000 for FY07-08 and \$5,000 for FY08-09. Estimated net revenue for rental of the rehearsal space would be \$560 for FY07-08 and \$750 for FY08-09. This revenue would help to offset increases in costs while not impacting ticket prices.

Daniel Harper made a motion, Hector Benitez seconded, and all Board members present voted unanimously to approve the recommendation of staff for the established and increased fees as stated above, to take effect FY07-08.

### Discussion and Information – Update on Visits to Councilmembers – Dr. John Hohmann and Daniel Harper

Three reports on the visits to the Mayor and/or Councilmembers have been turned in to Daniel Harper, Chair of the Education Committee. Dr. Hohmann, Chair, asked the Board to complete their assigned visits and send their report to Mr. Harper in time for him to compile the information and prepare a report for the full Board at the March 14 meeting.

One common thread in the three reports is that the Mayor and Councilmembers visited have an entrepreneurial vision for arts and culture in the future. Vice-Mayor Claudia Walters suggested that the Museum and Cultural Advisory Board collaborate with the Economic Development Board for the Williams Gateway development to tie arts and culture in with that community. She commented that she often notices patrons from her office building trying to find their way on Mesa Arts Center campus and feels better signage is needed.

### Staff Reports

#### Arizona Museum for Youth – Sunnee Spencer

- The Museum received a Virginia Piper grant of \$85,000 over a two-year period. The grant money will be used the first year to look at the future development of part-time staff; the second year will focus on training staff in fundraising.
- The Museum received support from the City's Contingency Fund to secure a new puppet exhibit toward the end of 2007. The exhibit will bring attention to the Museum and further community support.

- "We Love Our Members Day," is today, February 14, and is going well. At the end of January, the Museum had reached their goal of having over 1,000 members, with 1,010 family member households to date. This represents a growth of 761 new members since this same time last year.
- From July 1, 2006, to January 1, 2007, the Museum's attendance decreased by only 7.3 percent (%), even though hours were cut by 25%.
- The House of Tricks Wine Event raised \$5,100 for the Museum.
- Upcoming exhibit, "Underwater FantaSEA" construction is underway and will open March 8 with a reception from 5:00 – 7:00 p.m.
- Jeffery Morris, Youth Museum Specialist, is working with artist Damien Charette to showcase the artwork produced from the Tumbleweeds Program, which is a program for Homeless Teens. This will be the first exhibit in the new "Community Gallery." The artwork is amazing, and it is opening the door to serving "Kids at Risk." The Tumbleweeds Program is hoping to collaborate with the Arizona Museum for Youth on classes for their students through a grant from the Arizona Commission on the Arts. (This would be a separate grant from the operations grant the Museum has received from Arizona Commission on the Arts).

#### Mesa Southwest Museum – Dr. Bob McCord reported for Dr. Tom Wilson

- Happy Statehood Day!
- "Paradise Lost" exhibit had over 275 attending the opening reception, which included the Mayor of Gilbert, the Gilbert Town Council, the Gilbert City Manager, and Mesa's City Manager, Chris Brady. The exhibit was featured in the *Arizona Republic* and the *East Valley Tribune*.
- The Mesa Southwest Museum presented a cast of the Gilbert mammoth fossils to the town of Gilbert, who in turn presented it to the Riparian Institute, a 501(c)(3) enterprise.
- In March, IMAX Theater will feature a movie on discovering dinosaurs. Mesa Southwest Museum is cross-promoting the film, as a former volunteer at Mesa Southwest Museum, Sterling Nesbitt, appears in the film. Mr. Nesbitt is now a graduate student in paleontology at Columbia.

#### Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- Stageworks opens their second play of the season, "Too Many Frogs," this Friday, February 23, with performances through March 11. Tickets are \$15 for adults and \$14 for students and children.
- Community Education classes are going well; more good news - staff is revising revenue projections upward.
- Mesa Community College classes are holding their own. We are getting close to 100% cost recovery; staff continues to work hard to ensure that happens.
- Mesa Contemporary Arts' "28<sup>th</sup> Annual Contemporary Crafts" exhibit continues and runs through March 5; "Molten" continues through April 1; Gwyneth Scally's "Jelly" opened February 20 and runs through April 22.
- In January, Mesa Arts Center had 350 volunteers who contributed just under 4,000 hours for a total savings to the City of \$71,000.

Daniel Harper asked if Stageworks was doing any outreach to attract kids to the "Techniks" troupe. Mr. Schultz replied that, "yes," staff continuously encourages kids to join in their outreach school programs.

#### Public Art Program – Carrie Brown

- The Banner Baywood transit shelter will be installed the last week of February.
- Carrie Brown announced that she has accepted a full time position with the Los Angeles Arts Commission as a Public Art Manager. Ms. Brown's last day will be February 28. Note: this date has been changed to the first week of March.

#### **Director's Report – Gerry Fathauer**

Performing Live sold out on the "Lyle Lovett, John Hiatt, Joe Ely, Guy Clark" concert; Kodo; and "The 5 Browns." Coming March 6 and 7, Alvin Ailey American Dance Theater in the Ikeda Theater; March 8, "National Philharmonic of Russia performs in the Ikeda; back by popular demand is "Rachel Price" on March 10 in the Piper Repertory Theater; and on March 11, the "Vienna Choir Boys" perform in the Ikeda Theater.

Randy Vogel just returned from his second booking conference where he worked on booking for the next couple of years' seasons.

The Department budget is close to being finalized and put into the City's system. Staff is working on prioritizing the Budget Adjustment Requests (BARs). With the remaining balance in the Public Art Fund, staff is hoping to be able to use those funds on some of the BARs.

It appears that the Cultural Impact Fees will continue. Management is working on where money from the Cultural Impact Fees are needed, such as the Federal Building, Mesa Grande, expansion projects, etc.

It was noted that even with reduced hours, the Museums are doing well, largely due to increased admission fees. However, the Museum staffs continue to juggle numerous jobs and work long hours because of losing half their budget and staff. To the public, it appears as if nothing has changed, unfortunately, and the property tax was not needed.

Staff has submitted the changed fees and charges for the Arizona Museum for Youth and the Mesa Arts Center, approved by the Board in January, to City Management. They will go before City Council as part of the budget process.

All interviews for the Executive Director position will take place on February 21. Peter Cook, Vice Chair of the Museum and Cultural Advisory Board, and President of the Mesa Southwest Foundation and Dennis Kavanaugh, Chair of the Mesa Arts Center Foundation, are on the interview panel. Each candidate will receive a tour of all the Arts and Cultural Department facilities (Mesa Southwest Museum, Arizona Museum for Youth, and Mesa Arts Center); be taken to lunch; and give a three-minute presentation with a question and answer period following the presentation. If anyone is interested in going to lunch with one of the candidates, please let Jean Kaminski know. There will be evaluation forms to fill out at the presentations and following lunch. Carol Barron, Mesa Arts Center Foundation, will facilitate the presentations in the Dobson Lecture Hall. Based on the interviews and evaluations, two finalists will be selected to return for a meeting with the City Manager and a reception with the Mayor, Councilmembers, Board members, City Department heads, and Arts and Cultural Department staff in early March.

The City Manager is emphasizing performance measures, which will be tracked in the COMPAS system and available to the public. The measures that the City Manager reports to the City Council on will be posted on a "scoreboard." Performing Live is one of the chosen areas the City Manager will report on that will be posted on the "scoreboard." A national benchmark is being used to calculate how Performing Live is doing – the process is still in progress.

The City Council will be reviewing the 18 audits performed after the vote to create an Audit Committee. At the Mesa Arts Center, the Comp Ticket policy was audited during the first year of operation. The Auditor made suggestions on ways to improve on the Comp Ticket policy. All suggestions have been incorporated, and the Mesa Arts Center is now in compliance with the City's recommendations. The first open, public meeting of the Audit and Finance Committee will be Tuesday, February 20.

The financial position has been vacant for over a year at the Mesa Arts Center. A search and interview was conducted last fall, unsuccessfully. The job description is being revised and will be advertised as a Business Manager or Financial Advisor position.

Budgeting for classes for this past year was done as before the move to the new Center; however, the Auditor said it needed to be calculated differently to identify direct and indirect costs relating to classes. Staff has implemented the recommendations.

### **Update Events – Board Members**

Peter Cook reported that he attended an interesting meeting of the Arizona Museum Association at the Carnegie Library in Phoenix. Representatives from national organizations spoke on advocacy, and the property tax issue in Mesa was recapped. Two major problems sited with the property tax were: 1) lack of preparation in the years prior to reaching Debt Valley and 2) an attitude of "don't confuse me with facts, I've made up my mind" by citizens of Mesa. With a large number of Mesa citizens over the age of 60, a lot of the amenities covered by the newspapers to encourage voting yes on the property tax did not relate to them, as they were services seniors were not interested in. Also mentioned was an attitude of expecting City Council to show the public they can be responsible in the way they spend public dollars.

Daniel Harper reported that he attended Southwest Shakespeare's "Romeo and Juliet" and found the performance very good and shared that he had tickets for something at the Mesa Arts Center every weekend in March.

Peter Cook also reported that he and his wife attended the "5 Browns" concert and found the performance "great!"

There being no further business, the meeting adjourned at 4:23 p.m.

Respectfully submitted,

Gerry Fathauer, Director  
Arts and Cultural Department