

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, on October 13, 2004.

Members Present:

Toni Brucato
Peter Cook
Lennee Eller
Kimberly Grace
Elizabeth Good

Daniel J. Harper
Jesus Hernandez
John Hohmann
Ramona Tecumseh
Laurent Teichman

Member Absent:

Maureen Chaisson-Stewart

Staff Present:

Gerry Fathauer
Rob Schultz
Nancy Wolter
Carrie Brown
Kristy Dewald
Andrey Hernandez-Garcia

Jerry Dillehay
Randy Vogel
Tom Wilson
Gerry Green
Jean Kaminski

Guests Present:

Becky Ross
Chris Page

Kimberly Grace, Chair, called the meeting to order at 3:36 p.m.

Approval of Minutes

Kimberly Grace, Chair, called for any comments/corrections/additions to the minutes from September 8. There being none, Elizabeth Good made a motion, Jesus Hernandez seconded, and the September 8 minutes were unanimously approved and posted on the Web page.

Public Comments

Guest, Chris Page, reporter with the *East Valley Tribune* introduced himself.

Information and Discussion – Public Art at new Mesa Arts Center Transit Shelter – Becky Ross

Jerry Dillehay, Acting Cultural Director, introduced artist Becky Ross. Ms. Ross is a photo artist and works with the City of Tempe Public Art program. Following are the points Ms. Ross covered regarding her Public Art project:

- Asked by Public Art staff to make images that would document Mesa.
- Project is to create a group of timeless photos that could be translated into a more durable form. The photos are to be placed on the transit shelter near the southwest corner of the new Mesa Arts Center.
- Received a sketch of the transit shelter from architect Jeremy Jones, which resembled two "U" shaped forms made of 8 x 8 inch block. Ms. Ross felt the images would mount perfectly atop the individual blocks.
- Photographed "Merry Main" event for images of Mesa residents. Through research, became aware that until 1930 the City of Mesa was a one-square mile area flanked by University and Broadway on the north/south and Mesa Drive and Country Club on the east/west. Began planning to incorporate the dramatic changes from one-square mile to Mesa today in the artwork. Looked through historical photos of Mesa and considering some of those images if available (copyrights).
- Began editing images and making sample prints.
- The end product will be a digitized photo image on a porcelain-enameled steel square that will match the block size. A sample was passed around. The product is easily maintained and will be attached to the block with an epoxy. Epoxy has proven to be long-lasting, difficult to remove, and hold up well in all types of weather.
- The plan is to digitize 30 tiles; send to the fabricator in January with an approximate turn-around time of two months; install tiles in a checkerboard effect on the transit shelter walls in March, with a completion date of April 1, 2005. The height of the installed tiles was brought up and discussed. Ms. Ross will take the concern into consideration for children to have a view.

Discuss and Take Action – Consider approval of Mini-Grants – Andrey Hernandez-Garcia

The Mini-Grant budget in FY04-05 is \$10,000, with two deadlines: September 10, 2004 and February 4, 2005. The Mini-Grant Committee, Kimberly Grace, John Hohmann, and Peter Cook sitting in for Elizabeth Good, met on Wednesday, September 22, to review the 10 grant applications received for the first round. Phoenix Symphony Orchestra was the only first-time applicant. The Committee recommended funding six of the applicants for a total of \$8,400. The following are the Committee's recommendations:

Recommended for Funding:

- **Anthology, Inc. - \$1,400:** money requested for the staging of the Anthology Poetry Festival; a series of five events in celebration of National Poetry Month held in April.
- **Great Arizona Puppet Theater - \$1,500:** money requested to present puppet shows at 14 Mesa childcare facilities, which cater to low income populations of at least 50% DES support recipients.
- **Montessori Education Center - \$1,000:** money requested to have local African American musician and teacher Keith Johnson provide 30 hours of multi-sensory experiences in the culture and arts of the African Rainforest. **Note:** Organization requested \$1,500, but was not fully funded. The \$1,000 grant will cover the teacher's fee.
- **PREHAB'S Eaton School - \$1,500:** money requested to allow residential youth, as well as eligible community youth, to explore literature, food, clothing, art, music, history, and traditions through on-site instruction, field trips, and guest speakers.
- **Sirrine Adult Day Care of Mesa, Inc. - \$1,500:** money requested for the performance component, which invites local performing artists from various cultural backgrounds to perform at two different Mesa locations for Alzheimer's patients.
- **The Phoenix Symphony - \$1,500:** money requested to present a 40-minute concert at Sunshine Acres, a residential facility for approximately 100 children between the ages of five and 15 who have been separated from their parents for various reasons.

Not recommended for Funding:

- A & A Cottages – application did not meet fund criteria.
- Community Bridges – no evidence in the proposal that the artist is a qualified teacher.
- Mesa Senior Center – project poorly planned and contains weak programming.
- Mesa Senior Services – project poorly planned and contains weak programming.

Kimberly Grace asked the Board's opinion as to fully funding Montessori Education Center. The Board decided to leave the grant as is with \$1,600 remaining for disbursement for the second round applications in February 2005.

Laurent Teichman made a motion, Toni Brucato seconded, and the Board unanimously approved the Mini-Grant Committee's recommendations.

Information and Discussion – FY04-05 Board Work Program – Kimberly Grace

Kimberly Grace stated that she wanted to add the following to the Work Program as Grants Committee assignments: The Grants Committee will attend, as observers, the Community Aid Grants review of applications, discuss the panel's recommendations, report their observations to the Board, and moderate and evaluate the process and policies for grants programs on an annual basis; and review Mini-Grant applications and make recommendations to the Board. It was clarified that the duties, stated on the Work Program, that do not have a specific Committee assignment are the responsibility of the entire Board. There was consensus to accept the Work Program with the Grants Committee assignments added. Ms. Grace suggested that as the Committees meet, they continue to review the Work Program. If there are any changes that a Committee would like to incorporate, they will bring them to the Board to be added or deleted on the Work Program. Please see Attachment A with the Grants Committee assignments added. The Board will look at the Work Program again at the November meeting.

Discuss and Take Action – Consider Approval of Mesa Arts Center Facility Use Fees, Admission Fees, Affiliate Program, and Members Circle – Gerry Fathauer

Ad Hoc Committee members, Peter Cook, John Hohmann, and Kimberly Grace met with staff to review the proposed "New and Modified Fees for the new Mesa Arts Center." Ms. Fathauer explained the process. Any new fees, or changes in fees, have to be approved by City Council. Council can delegate authority to a director or administrator to work within a range of fees when determining charges. The overall approval of the ranges and delegation of authority by City Council is required. The proposal presented asks Council's approval on the ranges proposed for use rates of rental spaces in the Theaters, ticketing fees, the philosophy of where we are heading with an Affiliate Program, and the Membership Program (Members Circle). Mesa arts organizations that have applied and are accepted to be a part of the Affiliate Program (to be approved by the Museum and Cultural Advisory Board) would be eligible for the lowest use rates. The membership program proposes levels at which a member would pay (a fee) thereby receiving specific benefits. Benefits could include waiving use fees, or something above and beyond at the higher levels, which would mean asking the City to forego some revenue. Council requested that fees and charges come as a whole package encompassing all anticipated fees and charges for the new Mesa Arts Center. Also the time has come to inform users on rental fees so they can begin planning budgeting, grants, etc.

Peter Cook led the review of the proposal.

- **Statgeworks:** Formerly called Mesa Youtheatre, the proposal is to change the ticket fee for plays to a range of \$11-15 for adults; \$9-12 for ages 1-12 and students 13 and up with an ID; and \$9-12 for seniors as well as a recommendation for "Studio Show" performances (*performed by students) to begin charging a fee of *\$5 for all age groups (these performances were free in the past).
- **Mesa Contemporary Arts (MCA):** MCA gallery admission is free; it is proposed to transition to an admission fee of \$3.50 per person over the age of seven. In addition, MCA will have five galleries in the new facility. Two of these galleries will accept proposals, from the artist community, for a fee of \$25 per proposal.
- **Mesa Arts Center Use Fees:** Use rates are divided into four categories: **industrial** (businesses and industries renting for private functions), **commercial** (professional, for-profit promoters renting for an event where artists are paid and tickets are sold to the general public), **non-profit** (operates under a 501(c)(3) designation), and **Mesa Arts Center Affiliate** (user is Mesa-based, 501(c)(3) group that has applied and been accepted into the Mesa Arts Affiliate Program). Mesa Affiliates will be eligible for the lowest use rate. Ad Hoc Committee members commented that they found Mesa Arts Center's fees to be in-line with other comparable venues plus offering a state-of-the-art facility. A question was asked as to how the fees were determined. Randy Vogel, Performing Arts Center Administrator, responded that staff researched local, regional, and national performing arts centers, with a strong focus on local venues. Using their research, Kristy Dewald, Event Services Manager, created a schedule of proposed rates and took the draft to the Mesa arts organizations and worked with them to create the four-tiered structure being proposed, which includes the arts organization's identified need for daily and weekly use rates. Ms. Dewald commented that the higher figures found were not used. Staff stuck with middle-range figures in creating the fee structure, as they wanted to be competitive and yet affordable for the user groups.
- **Performing Live Ticket Fees:** The Mesa Arts Center will present free and ticketed performances under the brand name "Performing Live." Staff proposes a ticket range of \$0-1,000 and will set the ticket prices for individual shows and season subscriptions by examining artist fees, marketing needs, technical labor and equipment costs, perceived public demand, number of tickets required to break even, and/or promoter's desired level of profit. Patrons and/or promoters will be charged a facility restoration fee of \$0-5. The fee revenue from facility restoration fees will be dedicated to the restoration and replacement of Theater capital. There will also be a ticket-handling fee of \$0-5 per ticket.
- **Members Circle:** One of the best ways to earn income for an arts center is through a membership program. The membership benefits provided by the City involve minimal discounts on classes; priority mailing and ticketing services; and other benefits as the level of giving increases. It is hoped to roll out the Members Circle program sometime after the first of the year.

*It was suggested by Daniel Harper that for clarity the wording on the **Board Report** be changed under "Stageworks" from "**(performed by students)**" to "**(performed by student companies)**." He further suggested that under the same area of the Report, "Stageworks," that the proposed charge of "**\$5**" be changed to "**\$0-5**." **Exhibit 7** needed to be changed under "Studio Show Ticket" from "**\$5.00**" to "**\$0-\$5.00**" to correspond with the Board Report. Elizabeth Good suggested that on **Exhibit 9, Exhibit 10, Exhibit 11, and Exhibit 12**, the wording toward the bottom of the page be changed from "**Facility Use Fee**" to "**Facility Restoration Fee**."

Peter Cook make a motion, Elizabeth Good seconded, and the Board unanimously approved, with the changes stated in the above paragraph, the Mesa Arts Center Facility Use Fees, Admission Fees, Affiliate Program, and Members Circle.

Staff Reports

Arizona Museum for Youth – Jerry Dillehay for Barbara Meyerson

- A "Show of Color" opened Thursday, October 8, and will run through January 28, 2005. Artists' works are intriguing to adults as well as children.

Mesa Southwest Museum – Tom Wilson

- "Arab Americans in Arizona" opened Friday, October 9, and will run through April 17, 2005. The exhibit represents the largest, most extensive collection the Museum has had involving over six statewide organizations. Patron appreciation of the exhibit has been filled with emotional excitement.
- "Hatching the Past: Dinosaur Eggs, Nests and Young" opened October 2, and will run through February 13, 2005.
- Mesa Southwest Museum has put together a proposal to the City, which the City accepted, to do the archeological work at Riverview in the Dobson area. October 13 was the first day of fieldwork on the site. Jerry Howard, Curator for Anthropology, reported that they are finding scatters of materials throughout the area being surveyed. If there are extensive findings, a private company will be asked to do the larger

- archeology. Phase II of the fieldwork will be trenching across the area as they anticipate finding prehistoric Hohokam canals. The earliest prehistoric canal located in that area is from around 50BC to 50AD.
- Mesa Southwest Museum had a paleontology team in Mexico, who came back with a Hadrosaur. From the duck-billed dinosaurs, the Hadrosaur has part of the tail, thoracic vertebrae, arm and leg bones, pelvis, is approximately 30 feet long, and about 70 million years old. The team also came back with crocodiles, bowfins, and some turtles. This is a collaboration that is just beginning with the State of Sonora and Mexico.
- On October 26 through November 7, the Museum is featuring an artists program, "The Day of the Dead Altars Exhibit." Six artists from the Chicano Art exhibit will be creating altars for Day of the Dead. One will be a community altar, which was a request from the community.
- "The Pottery Detectives" will be arriving at the Museum around mid-November. Coined the "The Big Pot Show," the exhibit will feature ancient ceramics.

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

- Work continues on the Parking Plan with Mesa Town Center and Town Center Development. Mesa Town Center will be going to City Council to discuss the plan later in October.
- Martha Schwartz, landscape architect for the new Mesa Arts Center, was given a tour of the site while in the Valley. Publicity from both the *East Valley Tribune* and *The Arizona Republic* covered her visit. Channel 11 also shot video for the archives while she was here.
- East Valley Tribune* ran a picture/caption covering Governor Janet Napolitano's September 22 tour of the new Mesa Arts Center.
- New brand identity ads are appearing in Southwest Shakespeare and Mesa Symphony Orchestra's programs, (in support of the organizations); Programs for the Arts publications; and in the *Tribune's* "Get Out Performing Arts" preview.
- Staff visited the Conservatory audio training facility to discuss the use of interns, which will assist our Affiliate Program.
- Esser Design has made a presentation of the draft Graphics Standards Manual with a second presentation to staff scheduled in October.
- The catering/concessions RFP is in its final stages.
- Work continues on the implementation of the AudienceView Ticketing System and the Facility Management program.
- Website is in the beta mode – looking at how it will interact and how to input information.
- Sandra Berschauer, Box Office Manager, began on October 4. Sandy came from the Scottsdale Center for the Arts and is off and running with the new Ticketing System.
- Interviews have been scheduled for the Marketing Specialist I position. This position will fill out the Marketing area for the opening of the new Mesa Arts Center.
- On October 29, and running through November 18, Mesa Contemporary Arts will present their final exhibition, "Arizona Room 4," before moving to the new Mesa Arts Center. Opening reception will be on Friday, October 29, from 6:00 – 8:00 p.m.
- Mesa Youtheatre is presenting a traveling production, "The Sun and the Moon," showing October 16, 2:00 p.m. at Fiesta Mall and 7:00 p.m. at Bookman's and again on October 28, 2:00 p.m. at Superstition Springs Center.
- Last class sessions at the current Mesa Arts Center are underway.
- The Moving Company will be doing a walk-through of the current Mesa Arts Center on Thursday, October 14.
- Rob Schultz met with Safety and Compliance to discuss what to do with equipment that is not being moved.
- "Art on the Move" is planned for Saturday, November 13, beginning at 6:00 p.m. Everyone is encouraged to attend. This is the major fundraiser for the Mesa Arts Center and includes a live and silent auction.

Public Art Program – Carrie Brown

- A bus tour of Mesa's Public Art, with the Mayor, Councilmembers, and the Museum and Cultural Advisory Board members, is scheduled for Monday, November 8, beginning at 2:30 at the Arts and Cultural Division office.
- Printed information will be prepared and distributed to those attending the bus tour.
- Project at the Red Mountain Library by artist Erik Gonzales is complete and installed. A dedication ceremony will take place on Tuesday, November 9, at 9:00 a.m.

Directors' Reports – Gerry Fathauer and Jerry Dillehay

Gerry Fathauer

October 18 – Finance Committee Meeting, 3:00 p.m. – staff presenting “New and Modified Fees for the new Mesa Arts Center.”

October 28 – City Council Study Session, 7:30 a.m. – look at “New and Modified Fees for the new Mesa Arts Center” for City Council approval.

November 1 – City Council Study Session, approximately 4:30 p.m. – last look at “New and Modified Fees for the new Mesa Arts Center” before going to the formal City Council meeting for approval.

Formal City Council meeting, 5:45 p.m. – approval of “New and Modified Fees for the new Mesa Arts Center.”

October 27 – Tour of new Mesa Arts Center for Museum and Cultural Advisory Board, 3:00 p.m.

Jerry Dillehay

The “2nd Sunday Free” campaign has proved to be so successful that it has been decided to proceed and ask City Council to make it permanent (this was a six-month trial to run through December). The reason for going to Council early is to avoid a break in the free Sunday routine and keep the date in the public eye without losing momentum. The campaign has exceeded all expectations, and a report will be brought before the Board at the November 10 meeting. The question was asked if another day other than Sunday could be considered. Mr. Dillehay responded that through research, Sunday proved to be the best day as to parents’ availability with school children and in addressing financial issues. It is possible, when the new Mesa Arts Center is opened, that the Museums would consider a free Thursday evening once a month, or possibly weekly depending on how it may affect revenues, to correspond with the Mesa Arts Center’s proposed plan.

The “Talking Points,” suggested by Daniel Harper as a tool in advocating for the new Mesa Arts Center, are close to completion and will go out in the next Board packets.

Tour de Culture planning is underway. Volunteers are still needed as host/hostess for a two-hour shift on the trolleys. The event will have 10 trolley stops this year.

Upcoming Events – Board Members

Ramona Tecumseh distributed flyers for the “21st Annual Mesa Pow Wow,” which is co-sponsored by City of Mesa’s Parks and Recreation Division.

There being no further business, the meeting was adjourned at 5:25 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division

MUSEUM AND CULTURAL ADVISORY BOARD
Work Program FY04-05

1. Review fees and policies to be presented to the City Council by Arts and Cultural staff; provide critical feedback; and provide support at City Council presentations. (**Ad Hoc Committee**)
2. Review organizations wishing to be considered "Mesa Affiliates." A process will be proposed in fall 2004 for Board feedback before presenting to City Council. (**Ad Hoc Committee**)
3. Staff will provide a "training session" for Board members, conducted by the City Manager's Office, on the best approach when communicating with City Council.
4. Create one-on-one opportunities to communicate with City Council and pursue a greater profile for our Arts and Cultural facilities; continue to educate and inform City Council on the importance of the cultural institutions to the community and the significance of public support, rather than privatizing the entities. Staff will create a "Talking Points Bulletin" for Board members that includes facts and figures on the following to be used as a tool when networking in the community with various elected officials and constituents:
(**Networking Committee leads**)
 - Number of annual attendees at the Mesa Southwest Museum, Arizona Museum for Youth, and Mesa Arts Center
 - Revenues generated at the Mesa Southwest Museum, Arizona Museum for Youth, and Mesa Arts Center
 - Demographics
 - Brief economic impact (restaurants visited, etc.)
 - Audience and participant projections for the new Mesa Arts Center
 - Summarize data from relevant studies on impact of museums and arts and culture organizations, i.e., Americans for the Arts, Arts and Culture Task Force, etc.
 - Information on the value of Public Art and places in the City where Public Art appears
5. Select a City Council member to invite, and introduce them, at designated events.
6. Attend various City Council hearings in which the Arts and Cultural Division gives presentations. Staff will provide the dates when presentations are scheduled.
7. Evaluate ways to educate the community at large about the role of arts and culture and the richness they bring to quality of life. (**Networking Committee**)
8. Meet with East Valley Legislators.
9. Advocate in support of the new Mesa Arts Center.
10. Attend Arts and Cultural Division events (receptions, dedications for Public Art, etc.), and events presented by Mesa Affiliate organizations.
11. Continue to explore an *Arts News Magazine*. (**Networking Committee**)
12. Attend a Public Art site tour with City Councilmembers.
13. Assist in re-visiting various Public Art Master Plans.
14. Assist in planning a dedication ceremony for Public Art at the new Mesa Arts Center.
15. Assist in advocating future funding for Public Art. (Public Art is at a critical juncture.) (**Networking Committee**)
16. Evaluate the "2nd Sunday Free" campaign at the museums and assist in educating City Council on the importance of providing access to all members of the community. (**Diversity Committee**)
17. Staff will provide various initiatives in programming for Board feedback that continue to reach a broad, diverse constituency. (**Diversity Committee**)
18. Attend and observe the Community Aid Grants review of applications, discuss the panel's recommendations, and report their observations to the Board. (**Grants Committee**)
19. Moderate and evaluate the process and policies for grants programs on an annual basis. (**Grants Committee**)
20. Review Mini-Grant applications and make recommendations to the Board. (**Grants Committee**)