

## 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 March 9, 2005.

### Members Present:

Toni Brucato  
Peter Cook  
Elizabeth Good  
  
Kimberly Grace

Daniel J. Harper  
John Hohmann  
Maureen Chaisson-Stewart  
  
Ramona Tecumseh

### Members Absent:

Jesus Hernandez  
Lennee Eller  
Laurent Teichman

### Staff Present:

Gerry Fathauer  
Rob Schultz  
Nancy Wolter

Randy Vogel  
Jerry Dillehay  
Jean Kaminski

### Guests Present:

Lisa Anderson  
Betty Rhodes  
Jared Smith  
Dina Lopez

Karen Rolston  
Chris Rhodes  
Kathi Hand

Kimberly Grace, Chair, called the meeting to order at 3:38 p.m.

### Approval of Minutes

Elizabeth Good made a motion, Ramona Tecumseh seconded, and the Board members present unanimously approved the February 9 minutes, and they are posted on the Web page.

### Public Comments

Lisa Anderson, Mesa Historical Museum, reported that the Honorable Joan Newth would be speaking at the Museum, Thursday, March 17, 7:00 p.m. on the role of Mesa's first women in politics; the Museum hosted a quilt workshop on March 5 with Carolyn O'Bagy Davis of KAET Channel 8 and Lifetime Television; a flyer was distributed for the upcoming BBQ on March 26, 11:30 – 2:30.

Hot off the press is Jared Smith's new book Making Water Flow Uphill: The History of Agriculture in Mesa. The book is available at the Museum's gift shop.

Elizabeth Good encourage the Board to read the study from RAND, commissioned by the Wallace Foundation, titled Gifts of the Muse that was mentioned by the keynote speaker at the Southwest Arts Conference. The report provides knowledgeable and insightful information on the intrinsic value of the arts. The report can be found on the Arizona Commission on the Arts Website: <http://www.arizonaarts.org/>.

### Discuss and Take Action – Consider Approval of Recommendations for Arts and Cultural Mini-Grant Requests – Rob Schultz

Rob Schultz reported for Andreyra Hernandez-Garcia who is on leave. There are two Mini-Grant allocations: one in the fall, and one in the spring. For the first round last fall, the Board allocated \$8,400 leaving \$1,600 available for second-round allocation. Criteria for Mini-Grant funding: is the program of high artistic quality; is the program well planned; is the budget appropriate for the project; and does the program meet a need in the community it serves? Out of 11 applicants, the Museum and Cultural Advisory Board Grants Committee, comprised of Kimberly Grace (Chair), Elizabeth Good, and Daniel Harper, recommended funding two of the 11 applicants. Arizona Opera (\$1,250) and Mesa Association of Hispanic Citizens (\$350).

#### Those not recommended for funding are:

Albert D. Austin Mariachi Academy	ARISE	Ballet Arizona
Early Education Center	Mesa Senior Center	Highland Arts Elementary School
Montessori Education Centre	Westwood High School Native American Club	
Friends of the Eastside Ballet & Jazz Ensemble		

Peter Cook made a motion, Toni Brucato seconded, and the Board members present unanimously approved the funding of \$1,250 to Arizona Opera and \$350 to the Mesa Association of Hispanic Citizens for Mini-Grants.

### Discuss and Take Action – Consider Approval of Recommendations for Arts and Cultural Community Aid Grants – Rob Schultz

Again, Rob Schultz reported for Andreyra Hernandez-Garcia. This fiscal year, 11 organizations applied for Community Aid Grant funding.

Earlier this year, the Museum and Cultural Advisory Board voted to change the review process by having a panel of professionals review the applications, modeling the process used by the Arizona Commission on the Arts. The panelists were: Rex Gulbranson, Arts and Cultural Administrator for the City of Glendale; Claire West, Performing Arts Director for the Arizona Commission on the Arts; Kariann Medina, Public Relations Manager for Arizona State University Public Events; Jamie Brennen, City of Mesa Marketing and Communications Program Director; and Bettye Williams, former board member of Mesa Arts Center Foundation and Mesa Leadership Training and Development Program. The Museum and Cultural Advisory Board Grants Committee members, Kimberly Grace and Elizabeth Good attended as process observers. Daniel Harper was unable to attend due to illness.

Each panel member was assigned two-three applications to study and report on at the panel review meeting. Criteria used in evaluating the applications were: artistic quality of the project/activity; ability to serve the needs of the community; ability to complete the project; appropriateness of the budget; and matching support beyond City dollars. Panelists, facilitated by staff, discussed each grant application individually, cited the strengths and weaknesses, and then rated them on a scale of 0-4 (4 being the highest). Following panel discussion and rating each applicant, the ratings were tallied, the highest possible score being 20.

Based on the scores, staff developed a formula to expend the \$233,668 funds available. Staff presented two options. **Option A** includes dollar figures derived from assigning a percentage of the grant request that is equal to the percentage of points that the organization earned from the panel ratings, i.e., Ballet Etudes scored 19 of 20 possible points, or 95%. However, in practice, the percentage was lowered 2 percent (%) for each organization, i.e., Ballet Etudes actual percentage received would be 93%. **Option B** was derived from adding the figure in Option A together with the organization's grant award last year and divided by two. This left \$2,497 remaining, which was split 11 ways and added to the grant figure for each applicant (\$227 additional to each grant applicant).

Elizabeth Good presented a third option. After discussion, several Board members felt that using a percentage of money requested was not the fairest method to use for calculating the grant awards. Using as an example, a first time grant applicant requested \$100,000. Even though they were given a total rating of "3," (the lowest) they were still awarded grant money based on their request. The Board felt it was more just to award those organizations that considered the City's budget constraints and asked for a modest amount based on their previous requests and history in Mesa. Also, the Board mentioned that they felt the Affiliate groups should be considered first; however, it was noted that the Mesa Historical Museum would never meet that criteria, or have a need to be a part of the Affiliate Program.

Maureen Chaisson-Stewart made the comment that the Board needs to note what was learned from this first-time process. It was suggested that next year: 1) the formula for determining grant amounts be put in place prior to the panel meeting; 2) the Museum and Cultural Advisory Board Grants Committee collaborate with staff in determining the formula and allocating the grant awards; 3) determine if there would be a cut-off point in the ranking system where an organization would not receive funding if lower than that determined number; and 4) that the panel and applicants be aware of a cut-off point if one is created.

John Hohmann made a motion to approve Elizabeth Good's proposal described above to go to City Council as the recommended allocation of funding for the Arts and Cultural Community Aid Grants. Peter Cook seconded.

Elizabeth Good asked for an amendment. As Ms. Good's proposal does not recommend any funding to the low rated applicant requesting \$100,000, that leaves \$1,300 available for disbursement. Ms. Good made a motion to give an additional \$1,000 to the Mesa Symphony and an additional \$300 to Xicanindio Artes to bring their awards closer to the amount recommended in the staff's proposal. Daniel Harper seconded. Kimberly Grace, Chair, called for a vote. All Board members present voted unanimously to pass the amendment.

Ms. Grace, Chair, called for a vote on the motion made by John Hohmann. All Board members present voted unanimously to recommend to City Council Elizabeth Good's proposed Community Aid Grant funding amounts, which include the amended amounts.

## **Staff Reports**

### Arizona Museum for Youth – Jerry Dillehay for Barbara Meyerson

- Barbara Meyerson is retiring as the Administrator of the Arizona Museum for Youth. She has accepted a position with the new Maricopa Partnership and will be leaving in May.
- The Arizona Museum for Youth is mourning the loss of staff member Randy Biltz, who worked as an adjunct curator with the exhibit staff for over 25 years. Grief counseling was provided for the employees. The Museum has named the current exhibit, "Jeepers: Creepers!" in his honor.

- "Jeepers: Creepers!" is a sweeping success. Attendance is up 37 percent (%) over the same month last year.

#### Mesa Southwest Museum – Jerry Dillehay for Tom Wilson

- Tom Wilson recommended forming an exhibits unit as part of a reorganization effort. In the past, an exhibit person worked solely with a specific area. All fabricators of exhibits have now been formed into one unit. Tim Walters has been selected as the leader of the newly formed unit.
- In April, the vacated position by the Museum's lead collections specialist, will be filled.
- Jerry Howard's work at the Riverview and Dobson site has been delayed due to rain. Work is again underway.
- The annual "Territorial Days" at the Sirrine House were rained out and moved to the lobby of the Mesa Southwest Museum. Fortunately, the rain did not stop 1,300 visitors from attending.
- The Museum just unveiled their newest exhibit – "Tusks! Ice Age Mammoths and Mastodons." The Mastodon that appears in the exhibit was created with the help of numerous volunteers. This is the first time an exhibit has been created in-house with so much volunteer effort.
- The Arizona Quilters Association will present a quilting exhibit titled "The Fabric of Jazz." "Navajo Saddle Blankets: Textiles to Ride in the American West" will follow.
- In conjunction with the "Tusks!" exhibit, the Marketing area at the Museum has obtained a booth at the American Dental Association's national convention, and staff will hand out passes to the exhibit.

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

- Randy Vogel and Gerry Fathauer had the opportunity to visit the Steinway factory in NY to choose the Grand B and D pianos. Navah Perlman was present to play the pianos and lend her expertise in the selection.
  - The Front-of-House Event Coordinator has been hired.
  - Staff is in the process of putting out the Request for Position (RFP) for concessions.
  - Staff has gone through major budget adjustments, which have affected how we plan to do the community opening. The opening has been simplified, but will be more focused on events and programming at the Mesa Arts Center.
  - The first inaugural season is planned. Work on the brochure has begun. The Board will see a preview at the next meeting.
  - Planning for the inaugural concert is in the final stages.
  - The Ticketing system is going live for membership in April or May.
  - The Website will go live next week. The site includes sections on the Affiliate organizations, with links to their Websites; links to other users' Websites (who will be doing a season in our Theaters); and information on programming at the Mesa Arts Center. The site will be a major marketing tool for ticket purchases. Patrons will be able to book their tickets, print, e-mail tickets to a friend, etc. The Mesa Arts Center Website address is: [www.mesaartscenter.com](http://www.mesaartscenter.com).
- Some groups that will be coming to the Mesa Arts Center are: Theater League (Broadway series); Arizona Theatre Company; Phoenix Symphony; Phoenix Boys Choir; and a Senior Series. Word is out that Mesa is becoming the "Center" for the Arts in the state.
- Move-in date is set for March 21. The current Mesa Arts Center is packed and Arts and Cultural Division Office is in the process. The move will take approximately one week to complete.
  - Registration for summer classes begins May 2. Classes begin the week of June 6 and offer four weeks of classes in June and four weeks in July. The class catalog is slated to be out by the end of April.
  - Mesa Contemporary Arts will open with a private opening reception on April 20 and a public opening on Friday, April 22 from 6 p.m. – 9 p.m., and Saturday, April 23 from 10 a.m. – 8 p.m. Exhibitions will include: Deborah Butterfield, Joyce Scott, and Michael Shaughnessy. Later in the year, Luis Jimenez, a world famous New Mexico artist, will be featured. Xicanindio and landscape drawings will also be coming later in the year.
  - Andrey Hernandez-Garcia, Community Arts Coordinator, is on leave until May. Sandy Trant, Visual Arts Supervisor, is on two weeks' leave. Janice Gennevois, Volunteer Coordinator, has resigned. Recruitment for the Volunteer Coordinator position will be underway soon.
  - The Governor's Arts Awards will take place on March 29. Mesa Arts Center and the Arizona Museum for Youth are nominees in the community category.

#### Public Art Program – Jerry Dillehay for Carrie Brown

- The Request for Qualifications (RFQ) for two artists to provide temporary works to be installed at the Mesa Arts Center, in association with the opening celebration for the Center in September, will be released March 21. The selection panel will bring the artists selected back to the Board for review in June. Jerry Dillehay reported that the artists are not restricted as to materials used, but the project is to be interactive.

- The RFQ for the Banner Baywood Medical Center artist designed transit shelter is to be released in May. The Transportation Division and the Medical Center staff have approved the shelter project and timeline.

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

Gerry Fathauer distributed the "talking points" card (covering benefits of the arts, communicating with your Legislator, etiquette, and Websites) from Arizonans for Cultural Development given to liaisons at the Arts Congress in February.

The 51-55 East Main Proposal will be going back to City Council at their Study Session on March 17. Council will vote on distributing a Request for Proposal (RFP), which would give developers 50 days to submit proposals to redevelop or remodel the structure. It is written in the proposal that a representative from the Museum and Cultural Advisory Board can be present at the Study Session.

A date to discuss the Parking Plan proposal has not been set at this time. The City is doing additional financial studies on the proposal.

The glass walkway "Color Walk" has been installed. Artist Beth Galston was present to oversee the installation, which links the second and third floors on the north and south Studios buildings on Center Street and serves as a safety rail. The question arose as to damage coverage to the artwork. Jerry Dillehay pointed out that the City carries a comprehensive policy for the Arts and Cultural Division, which includes Public Art, the Museums, and Mesa Contemporary Arts' collection.

Ms. Fathauer encouraged the Board to keep an eye on the Financing the Future Citizens Committee meetings (tonight, March 9, 5:30 p.m., airing on channel 11). Regarding budget preparation, all City departments have made cuts. The Arts and Cultural Division's Arizona Museum for Youth is cutting back to two exhibits this fiscal year (always three in the past); Mesa Southwest Museum has cut back on "block buster" exhibits and will be doing more in-house exhibits; and Mesa Arts Center has cut six full time positions and one part-time position among other significant program areas and line items.

The public hearing for Impact Fees is set for Monday, March 21 at 5:45 p.m.

There being no further business, the meeting was adjourned at 5:36 p.m.

Respectfully submitted,

Gerry Fathauer, Director  
Arts and Cultural Division