

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting and annual retreat at the Mesa Southwest Museum Theatre, 53 N. Macdonald Street, on September 10, 2003.

Members Present:

Elizabeth Good Randy Robinson
Kimberly Grace Jesus Hernandez
Molly O'Dwyer Laurent Teichman
Ramona Tecumseh Carmen de Novais
John Hohmann Elizabeth Reeb

Members Absent:

Maureen Chaisson-Stewart

Staff Present:

Gerry Fathauer Randy Vogel
Rob Schultz Laura Brown
Tom Wilson Gerri Green
Jerry Dillehay Jean Kaminski
Barbara Meyerson

Maureen Chaisson-Stewart, Chair, was ill. Kimberly Grace, Vice Chair, called the meeting to order at 3:36 p.m.

Approval of Minutes

Jesus Hernandez made a motion, Laurent Teichman seconded, and the August 13 minutes were unanimously approved.

Staff Reports

Arizona Museum for Youth – Barbara Meyerson

- A preliminary inspection for the new facility is planned for this Friday, September 12. Hopefully, the Museum will receive a Certificate of Occupancy on Monday, September 15. Moving into the facility is planned to take place within the next ten days.
- Marie Andruet, Youth Museum Specialist, arrived today, September 10, from Rhode Island. She will begin her new position with the Museum on Monday, September 15—moving day!

Mesa Southwest Museum – Tom Wilson

- The Museum staff held their second Strategic Planning meeting where they addressed issues of why to do strategic planning; how strategic planning sharpens one's focus; and looked at mission, vision, and values that the Museum wants to promote. Ten values were developed. Among the values were diversity, ethics, and inclusiveness. The staff identified 22 areas for development. These areas included future marketing and public relations; how to handle exhibitions; and development/revision of policies and procedures. The next step will be to establish goals and objectives for the major areas of development and plan the strategies needed to undertake and achieve these goals. Eventually others will be brought into the process, but for now, the process includes Mesa Southwest Museum staff only.

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

- The first round interviews for the Event Services Supervisor and Operations Supervisor are complete. The second round interviews will take place within the next two weeks. Once reference checks have been completed, the final selection will be made.
- ArtsMarket will conduct four focus groups that will take place on September 23 and September 24. Each group will be exploring future programming and the amenities patrons will be looking for at the theaters. They will also look at how these issues relate to Mesa Contemporary Arts. The new Mesa Arts Center management staff is hoping to get a feel for patron expectations and preferences through the focus groups. ArtsMarket is recruiting the focus groups.

Public Art Program – Jerry Dillehay

- The City has contracted with Kate O'Mara, former Public Art Coordinator, to assist in finishing the already approved Public Art projects.
- The Arts and Cultural Division was able to create a job share arrangement with Wahid Alam, from the Planning Division. Mr. Alam will be working two half-days a week in the Public Art office.

Director's Report – Gerry Fathauer and Jerry Dillehay

Gerry Fathauer asked for a show of hands from those who would like to tour the new site at the next Board meeting either before or following the regular meeting time. All present voted "yes;" they would like the tour in conjunction with the next regular Board meeting.

The Capital Campaign for the new Mesa Arts Center has topped out well above the \$3.7M goal just in the past several weeks. A \$1M gift was received, and the name of the local family donor will be announced at the next Board meeting.

A list of 501(c)(3)'s (non-profits) who support the Museums and the Mesa Arts Center in our Division was distributed. There is currently underway discussion between the Mesa Arts Alliance and the Friends of the Mesa Arts Center (FoMAC), who both support the Mesa Arts Center, as to what they want their future roles to be in support of the new Mesa Arts Center. At this time, they are collaborating on a fundraising event—"Art on the Move." Ms. Fathauer encouraged the Board to mark their calendars for November 8 for the fourth annual "Art on the Move." Nancy Wolter is working with the Chairs, Debby Elliott and Chris Rhodes, to present another great event this year. Cost is \$150 per person.

On September 3, the East Valley Partnership kicked off what they hope will become an annual event, "The Arts Mean Business" at the Chandler Center for the Arts. Drew Brown, who is chairing the Maricopa Regional Arts and Culture Task Force, was the keynote speaker. Mr. Brown spoke on what he envisions the work of the Task Force to be and fielded questions from the East Valley participants. The Task Force consists of Valley cultural and business leaders who will consider how to better support and strengthen arts and culture in the region. The Task Force is meeting monthly for the next six months. Four foundations are generously funding the Task Force: Flinn Foundation; The Virginia G. Piper Charitable Trust; J. W. Kieckhefer Foundation, and Margaret T. Morris Foundation. Ms. Fathauer distributed a packet to each Board member that was given to the invited guests at the event. The packets contained a listing of East Valley Arts Organizations, brochures and discount coupons from the organizations, Economic Impact Study, and Case for the Arts material.

Another City study/analysis has been done on downtown Mesa in collaboration with Mesa Community College (MCC). The study talks about the potential for MCC to build a campus of 10,000 students downtown. This would occur in phases. The first phase would require a successful bond election for \$24M. The governing Board is interested in downtown Mesa because of the new Mesa Arts Center and other venues Mesa has. MCC is looking at several sites at this time. One would be to build near the site at Centennial Way; another just north of the main Library. They are also looking at the existing Mesa Arts Center. Ms. Fathauer stated that she would keep the Board posted as that process evolves.

October 10 is the third annual "Tour de Culture" event. Brochures and fliers are being printed and will be distributed soon. This is a collaborative event of the Mesa Southwest Museum, Arizona Museum for Youth, Mesa Arts Center, Sirrine House, Segura Art Gallery, Xicanindia Artes, and Mesa Bank Lobby Gallery. Some of the downtown businesses will remain open this year. This is a fun event for everyone, free to the public. There will be trolleys taking people from site to site. People can exit to visit the different venues along the route. There will be tour guides on each trolley providing information about the different venues.

Jerry Dillehay reported that he is working with the Personnel Training team in bringing "Customer Contact Spanish" training to the Division. This training will be offered for those who interact daily and directly with the patrons who have limited English speaking ability.

Mr. Dillehay reported that he and Tom Wilson continue to work with the Space Needs Committee on the Federal Building issues. At the forefront is the interim plan for use. Long-range goals include finding strategies for funding to renovate the Federal Building for occupancy. Mr. Dillehay reported that the Federal Building is no longer a part of the Capital Improvement Bond package.

Laurent Teichman posed the question whether or not the Federal Building parking lot could be opened to assist with Museum parking (both the Arizona Museum for Youth and the Mesa Southwest Museum) as there is little parking for patrons of the Museums available at this time. Mr. Dillehay stated that they are looking at that possibility.

A summer marketing campaign almost reached its goal of increasing admission revenue to the Mesa Southwest Museum by 25 percent (%) reaching a 22.1% increase.

The Mesa Southwest Museum marketing staff has been meeting with McDonalds' local public relations firm regarding the upcoming "Sue" exhibit in January. McDonalds is in charge of the regional programming and marketing for the "Sue" campaign. More information will follow as the opening of "Sue" approaches.

Mesa Southwest Museum staff was contacted to see if there was an interest in advertising at Fiesta and Superstition Springs malls free of charge. The Museum staff is excited and working to creatively produce an advertising exhibit that will attract the public to visit the Museums.

Arizona Museum for Youth marketing continues to increase and improve with the addition of a marketing person on staff.

Information - Meetings and Events Attended – Board Members

Elizabeth Reeb, new liaison for the Mesa Caledonian Band, reported that the City of Mesa is sponsoring a commemoration tomorrow evening, Thursday, September 11. The Mesa Caledonian Band will be performing at this event around 6:45 p.m.

Jesus Hernandez attended a showing of artist Leondro Soto, Cuban artist-in-residence at ASU west campus, in Phoenix. Mr. Hernandez commented that he finds Leondro Soto's work "fabulous."

Elizabeth Good reported that she viewed "The Contemporary Art of Tea II" at Mesa Contemporary Arts in the Mesa Arts Center. The exhibit began August 27 and is on-going through October 11. The opening reception is Friday, September 12 from 6:00 until 8:00 p.m. Ms. Good stated the exhibit is well worth the visit.

Museum and Cultural Advisory Board Annual Retreat

Welcome

Gerry Fathauer welcomed the Board members and staff to the retreat portion of the meeting. Tom Wilson led the Board to another part of the Museum where the staff of the Museum walked the Board through a behind-the-scenes look at how an exhibit goes from research; to creation; to building; to opening for the public.

After a short break, Laura Madson Brown led the Board through the process of revising the Work Program. A copy of previously established committee responsibilities and duties was distributed to the Board members. Along with the responsibilities and duties, a copy of the Museum and Cultural Advisory Board 2001-2003 Accomplishments was given to each Board member. The first process was to drop all items from the 2001-2003 Accomplishments that have been completed or were outside the scope of the Board's responsibility. Next, items that remained on the 2001-2003 Accomplishments list were noted and placed on a board. The next step was to select any items from the 2001-2003 Accomplishments list that the Board wanted to pursue; remove the items that were no longer of interest; and brainstorm to create new items the Board was interested in accomplishing. Once all the items of interest were posted, the Board members voted for their top ten priorities. The top ten selected (organized by committee structure) were:

Networking

1. Provide free admission one day a month at the Arizona Museum for Youth and Mesa Southwest Museum (Sunday was recommended as the best day).
2. Create one-on-one opportunities to communicate with City Council and pursue a greater profile for our Arts and Cultural facilities.
3. Meet with East Valley Legislators.
4. Pursue an *Arts News Magazine* on channel 11.
5. Have an active role in allocating use of the "old" Mesa Arts Center.
6. Sponsor a cultural calendar of events through various media thereby creating awareness.

Grants

7. Provide support to emerging arts organizations.
8. Conduct an evaluation of the Community Aid Grants program.

Diversity

9. Extend programming that incorporates diversity within the Arts and Cultural Division.
10. Reach-out and educate the public and downtown merchants on arts and culture in the East Valley and encourage merchants to assist in advertising at their establishments, thereby promoting the downtown arts and cultural district.

There being no further business, the meeting and retreat were adjourned at 6:23 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division