

## 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 June 13, 2007.

### Members Present:

John Hohmann    Hector Benitez  
Peter Cook      Amanda Buscas  
Andrea Soto     Ramona Tecumseh

### Members Absent:

Douglas Brimhall  
Crista Cloutier  
Lennee Eller  
Daniel Harper  
Laurent Teichman

### Staff Present:

Rob Schultz    Nancy Wolter  
Tom Wilson    Sunnee Spencer  
Jean Kaminski

John Hohmann, Chair, called the meeting to order at 3:36 p.m.

### Approval of Minutes

John Hohmann, Chair, called for any corrections/additions/deletions to the minutes of May 9. There being none, Hector Benitez made a motion, Andrea Soto seconded, and the May 9 minutes were unanimously approved by all Board members present. The minutes were posted to the Web page.

John Hohmann, Chair, called for any corrections/additions/deletions to the minutes of March 14. There being none, Ramona Tecumseh made a motion, Hector Benitez seconded, and the March 14 minutes were unanimously approved by all Board members present. The minutes were posted to the Web page.

John Hohmann, Chair, called for any additional corrections/additions/deletions to the minutes of April 11. There being none, Ramona Tecumseh made a motion, Andrea Soto seconded, and the April 11 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 Changing Mesa Southwest Museum’s name to Arizona Museum of Natural History – Dr. Tom Wilson

Dr. Wilson explained the advantages to changing the Museum’s name: 1) The Museum is one of the premier venues of natural history in the state; 2) the present name identifies where the Museum is located, but it does not suggest the breadth of its mission; 3) changing the name to include Arizona in the title will give the Museum state-wide emphasis; 4) it is estimated that changing the name of the Museum will draw up to an additional 25,000 patrons a year, which will lead to more visitors, revenue, and public support; 5) it is estimated that additional patrons will bring in up to \$150,000 in revenue for the City; and 6) the Museum’s ability to attract third party contributions and grants would increase.

Peter Cook, Vice-Chair, stated that the Mesa Southwest Museum Foundation, of which he is President, has gone on record in support of the name change.

Peter Cook made a motion, Ramona Tecumseh seconded, and all Board members present unanimously voted to recommend to City Council that the Mesa Southwest Museum’s name be changed to Arizona Museum of Natural History.

### Information and Discussion – Continue to Develop Work Program and Finalize Strategies – Dr. John Hohmann and Nancy Wolter

This item has been tabled until the July 11 meeting when the new Board member has been appointed and the new Executive Director will be in attendance. All Board members present concurred.

### Staff Reports

#### Arizona Museum for Youth – Sunnee Spencer

- “Faces of Art: The Masks of Zarco Guerrero” opens at the Museum on June 23. The public reception with the artist will be held on June 29 from 5:00 – 7:00 p.m. due to the artist traveling until that time.
- Following the “Underwater FantaSEA” exhibit is, “Toys,” which will be on exhibit from August 4 – November 25. Featured in “Toys” will be a toys hall of fame, artist toys, classic toys, paintings relating to toys, etc. Staff is working in conjunction with the Mesa Fire Department to provide an Advance Toys for Tots donation box at the Museum during the run of the exhibit.

- Museum staff has created new interactive learning stations called "Art Stops" in the gallery. Visitors will find interactive spaces where small groups can gather.
- The Museum has conducted a successful special discount membership offer to encourage renewal. Over 250 families took advantage of the special offer bringing the number of member families close to 1,200.
- On May 6 and 7, the Museum held a Strategic Planning workshop with Jim Copenhaver that was funded by the Virginia G. Piper Trust. City Manager, Chris Brady, was able to attend for several hours as well as Executive Manager, Trisha Sorensen. Rob Schultz, Interim Arts and Cultural Director, was present for the entire workshop.
- In May 2007, the Museum had 7,143 in attendance with revenue of \$21,366. This represents a 10 percent (%) increase in both figures over May 2006.
- *The Arizona Republic* announced today that the "Henson" exhibit would be coming to the Arizona Museum for Youth in December. *The Arizona Republic* is the Signature Sponsor for the exhibition. Board Members John and Dee Whiteman are donating \$25,000 toward the exhibit with a board match of \$10,000. In addition, M&I bank is sponsoring the exhibit at a Silver Paintbrush level of \$5,000.
- Sunnee Spencer attended the American Association of Museums conference and the Association of Children's Museum conference in Chicago where she presented "staff evaluations" with other museum directors. James Chung of Reach Advisors conducted a national survey of all children's museums and he shared those findings at the Association of Children's Museum conference. Arizona Museum for Youth was a participant in the survey.
- Michelle Balani and Marsha Lehman attended a successful outreach event, "Day in May," in central Phoenix to educate families about the Museum. Approximately 400 families attended the event hosted by Chicanos por La Causa.
- Marsha Lehman and Jeffery Morris attend the Central Arizona Museum Association meeting held at the Tempe Historical Museum.
- Jeffery Morris juried the "Wild at Art" exhibition at the Montessori Education Centre Charter School in Mesa on May 23.

#### Mesa Southwest Museum – Tom Wilson

- A copy of the catalogue from the "Grand Canyon Grandeur" exhibit that the Southwest Museum Foundation and the Southwest Museum Guild funded was distributed to the Board. The exhibition has traveled to the Sharlot Hall Museum in Prescott and will subsequently travel to the Museum of Northern Arizona, Flagstaff, in early 2008.
- The "Southwest in Art" exhibition is down and staff is installing "Your Healer Within," which opens June 21 with a public reception from 5:30 – 7:30 p.m. that evening.
- The latest copy of Southwest Quest, the Museum's member magazine, was distributed. The magazine focuses on the "Paradise Lost: Arizona South of the Ice" exhibit and on some of the preservation work the Museum is doing in various parts of Arizona.
- The Museum Collaboration Task Force (Arizona Museum for Youth, Mesa Historical Museum, Mesa Contemporary Arts, and Mesa Southwest Museum) has completed the brochure and will be going to press soon. Collaboration efforts continue to move forward.
- The Museum continues to have good attendance and revenue through June. The Museum has topped January through June 2006 numbers each month this year.

Peter Cook asked if there is any current information regarding the Federal Building. Dr. Wilson replied that there is no current information. He further stated that a study done over two years ago found that it would require approximately \$1.7M to renovate. The Museum has had the Federal Building as a Capital Improvement project request to the City since that study. Currently the Museum uses the space for storage of their collections. Mold and asbestos issues hinder the safety to inhabit the building at this time as well as A/C and other such repair items. The building is approximately 22,000 square feet, which the Museum would like to refurbish for spaces that would include an auditorium, classrooms, collection storage, and an area that would be open to the public as well.

#### **Interim Director's Report – Rob Schultz**

Johan Zietsman, new Executive Director, arrives in Mesa on June 19 with his first day at work on June 25. Staff is keeping a calendar of pertinent meetings, such as staff meetings with Mesa Arts Center, Arizona Museum for Youth, and the Mesa Southwest Museum. Following his first week, he will plan to meet and attend the different Boards and Committee meetings. The Arts and Cultural Department is looking forward to his arrival.

Negotiations continue with Mesa Community College to continue offering for-credit-classes here at Mesa Arts Center in FY07-08. Gateway Community College has also expressed an interest in developing a partnership for classes at Mesa Arts Center.

Michelle Streeter has been hired as the Marketing/Communications Specialist II and will begin Monday, June 18. This is the first time the marketing has been fully staffed with full time City employees in a while.

The Mesa Arts Center has received preliminary approval for support of the Hispanic Heritage event at Mesa Arts Center from two major sponsors. More details will follow when all is confirmed. Nancy Wolter elaborated on the event, which will involve all the cultural entities. Patty Haberman, Curator of Mesa Contemporary Art, visited the home of Cheech Marin, an avid collector of Chicano art, and selected work from his collection for an exhibit at Mesa Contemporary Arts. Cheech Marin will give a talk on his career as an actor/director, his vision, and his art collection in the Piper Repertory Theater on Thursday, September 13. Tickets go on sale to the general public on July 14. There will be an open public reception on September 14 for "Papel Chicano: Works on Paper from the Collection of Cheech" in the main gallery and "Mysterium Fidei: The Work of Daniel Martin Diaz" (an artist from Tucson). The Arizona Museum for Youth is having Carmen de Novais present a class to work with families in creating an altarpiece for Dia de los Muertos as well as other activities being planned. The Mesa Southwest Museum is also planning exhibits and activities. Events to celebrate Hispanic Heritage begin in September and will run through December.

Mesa Arts Center has finished 11 months of the FY06-07 budget; the year-end projection looks to be in the black again this year. Some expenses remain outstanding at this time. Mesa Arts Center's greatest challenge comes from other Departments that chargeback the Mesa Arts Center for services such as Facilities Maintenance, ISD, Engineering, etc. These charges are unpredictable, and Mesa Arts Center has no control over what is being charged. Some charges come unexpectedly and hit our bottom line, which makes it difficult to maintain balance. Mesa Arts Center is hoping that this method of charging can be reviewed and a better method adopted in the future.

Results from the American for the Arts Economic Prosperity Survey Report have been released. The report concludes that there was a \$47M impact on Mesa from arts and cultural activities in 2005. There has been wide newspaper coverage on the report in the last week.

Images of the new transit shelter at Banner Baywood Medical Center by Simon Donovan and Ben Olmstead were passed among the Board members. Mary Consie's temporary Public Art Project at the south end of the Mesa Arts Center was de-installed in May. All expenses and projects for the Public Art Program are now completed.

The Mayor will officially recommend new Board members for appointment at the June 21 Study Session. The Museum and Cultural Advisory Board is losing one member, Laurent Teichman. Although Mr. Teichman was absent, Rob Schultz formally thanked him for his six years of service on the Board.

There being no further business, the meeting adjourned at 4:09 p.m.

Respectfully submitted,

Rob Schultz, Interim Director  
Arts and Cultural Department