

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 August 10, 2005.

Members Present:

Kimberly Grace
Douglas Brimhall
Crista Cloutier
Daniel J. Harper
John Hohmann

Toni Brucato-Kobet
Lennee Eller
Laurent Teichman
Ramona Tecumseh

Members Absent:

Peter Cook
Andrea Soto

Staff Present:

Gerry Fathauer
Marie Raymond
Carrie Brown
Gerri Green

Jerry Dillehay
Tom Wilson
Rob Schultz
Jean Kaminski

Kimberly Grace, Chair, called the meeting to order at 3:31 p.m.

Approval of Minutes

The first order of business was to approve the minutes from the May 11, 2005 meeting. Daniel Harper made a motion, Laurent Teichman seconded, and the May 11 minutes were unanimously approved.

The second order of business was to approve the minutes from the July 13, 2005 meeting. Kimberly Grace, Chair, called for any additions/corrections to the minutes. There being none, Ramona Tecumseh made a motion, Crista Cloutier seconded, and the July 13 minutes were unanimously approved. The May 11 and July 13 minutes are posted on the Web page.

Discuss and Take Action – Approval of Artist for the Banner Baywood Transit Shelter Project – Carrie Brown

The Request for Qualifications (RFQ) for an artist-designed passenger shelter to be installed at Banner Baywood Medical Center, along Baywood Avenue, was released in May 2005. On Thursday, August 4, the selection panel (Kimberly Grace, Museum and Cultural Advisory Board; Toni Brucato-Kobet, Museum and Cultural Advisory Board; Vince Leskosky, Westlake Reed, Leskosky Architects; Dan Stoecklin, Banner Baywood Medical Center; Mitch Foy, City of Mesa Transportation Division; and representing the City of Mesa, Carrie Brown, Public Art Specialist) held their second meeting and interviewed five finalists. The panel selected Simon Donovan (lead artist) and Ben Olmstead (artist, fabricator) as the artist team for the transit shelter project. The team has collaborated on several other projects around the Tucson area. Carrie Brown distributed the minutes from the selection panel meeting and a summary and resume of the artists.

Lennee Eller asked if the money for the shelter was private or City money. Ms. Brown stated that transit shelters are a part of the Transportation Department's planned package of shelters for a fiscal year. The Transportation Department then approaches the Public Art staff with a specific location of where they would like to have an artist-designed shelter. The Transportation Department contributes \$26,000 for all standard shelters and the Mesa's Public Art Program contributed \$8,000 for this project making a grand total of \$34,000 for the artist-designed transit shelter at Banner Baywood Medical Center.

Ms. Brown presented images of the artists' works. One of Mr. Donovan's best-known works is the "Diamondback Bridge" in Tucson. Mr. Donovan has won several awards, which include the 2003 Public Works Project of the Year award from the American Public Works Association and the Federal Highway Award of Excellence in Design in 2002. Two images of Mr. Olmstead's studio works, which were sculptures made of cast bronze, fabricated steel, and glass, were also shown.

Some of the attributes that the panel liked about this design team are: 1) they are local, 2) familiar with the Arizona climate, 3) personable and easy to work with, 4) available to begin the project now, and 5) the team is able to integrate the architectural style into their design incorporating the solar lighting panel at the shelter location. Banner Baywood personnel were impressed with the team, and the panel felt the team is willing to go the extra mile for the project.

Ramona Tecumseh made a motion, Daniel Harper seconded, and the Board members present unanimously voted for Simon Donovan and Ben Olmstead as the design team who will develop a proposal to fabricate and install an artist-designed transit shelter at the Banner Baywood Medical Center.

Laurent Teichman requested the transit shelter on the southwest side of Center Street in Downtown Mesa be artist-designed. He feels this is a significant, visible corner. Ms. Brown said she would research the possibility.

Information and Discussion – September Board Retreat – Kimberly Grace

Kimberly Grace, Chair, suggested that the retreat begin with an introduction exercise to get to know one another, a review of last year's Work Program with status updates from staff (to be sent in the September Board packets), a review and education

on the duties and responsibilities of the Board followed by a discussion on what things the Board would like to tackle and accomplish in the coming year.

Advocacy proved to be of concern to the Board members. The Board would like to be more aware and become more familiar with issues within the Arts and Cultural Division that would require advocacy and learn how the Board could creatively prepare to respond to those issues. Gerry Fathauer reported that Debbie Spinner, City of Mesa Attorney, is scheduled to speak to the board in October regarding Open Meeting Law. Ms. Fathauer will invite Ms. Spinner to the Board retreat to speak on Open Meeting Laws and also cover the legalities of advocacy.

Ramona Tecumseh suggested that a tour of the Studios and theaters might be incorporated within the retreat. Gerry Fathauer stated that a tour of the facility would depend on class and theater schedules, but she would look into their accessibility and availability.

Ramona Tecumseh asked about writing grant proposals to augment some of the programming expenses. It was discussed that this could fall under the Grants Committee responsibilities in the Work Program. The Grants Committee is scheduled to meet in September and will make Ms. Tecumseh's suggestion part of the agenda and report to the full Board.

Ms. Grace suggested that a facilitator be invited to assist the Board in brainstorming and prioritizing ideas for the FY05-06 Work Program. Ms. Fathauer will look into acquiring a facilitator.

It was decided that the retreat will be at the Mesa Arts Center on October 12, from 3:00 – 6:00 p.m.

Staff Reports

Arizona Museum for Youth – Marie Raymond

- The Art Gallery is currently in "downtime." "Dreaming Tomorrow: The Art of Robert McCall," scheduled to open August 26, is underway. An invitation to the opening reception with artist Robert McCall on Thursday, August 25, 5:00 – 7:00 p.m., was distributed.
- A postcard announcing the Robert McCall exhibit was sent to all area schools inviting them to book class trips.
- The new schedule of classes was also distributed. Classes were available online as of August 1. Many of the early childhood classes are filled. Class schedules were mailed to all previous members, anyone who has taken a class, and anyone who has requested to be on the mailing list.
- ArtVille remains open during the "downtime" at the Art Gallery.
- On Tuesday, August 9, attendance at ArtVille was filled to capacity and had to close for a period of time until people left to allow new people to enter.
- *Child* magazine contacted the Museum to distribute a promotional gift bag. Every family that visits receives the gift bag containing the magazine and goodies for the family.
- *American Baby* magazine also contacted the Museum to do a promotion for anyone visiting a museum for the first time. The magazine has a buy one, get one free coupon that is honored at the Arizona Museum for Youth.
- The Museum held its first birthday party. The Museum has received numerous phone calls asking to book more birthday events. This is a new, six-month experiment for the Museum. Information on scheduling a birthday party is available on the Museum's Website under "Arts Classes and Workshops," and a brochure is being developed. The Museum will be tracking the revenue from the birthday parties to see if it is possible to set up a fund to retain the revenue as part of their operating budget.

Mesa Southwest Museum – Tom Wilson

- Lisa Anderson, Director of the Mesa Historical Museum, sent her regrets for not attending due to the heavy rains flooding the basement of the Museum where their collections area is located. 1,300 gallons of water were pumped out on Tuesday, August 9. Mesa Southwest Museum staff was among a number of people who assisted.
- Mesa Southwest Museum has discovered a mammoth's fossil remains at a central Gilbert construction site. A construction worker found a bone and brought it to the Museum's archeologist, Jerry Howard, to investigate. Mr. Howard took it to paleontology where the bone was identified as a cervical vertebra – the spinal bone nearest the skull. A 30-day agreement has been made with the landowner for access to the land and to do the excavations. The landowner has agreed to give the Museum all finds of paleontological significance that are uncovered. A fence has been constructed, and a security guard in place, to protect the site from vandalism.
- Three burial sites, with human remains, have been uncovered at the western area of the Riverview/Dobson site. Arrangements have been made, in full collaboration with the Salt River Pima Maricopa Indian community, who have completed the appropriate religious ceremonies, to remove the human remains. This find underscores the necessity for the City of Mesa to complete the burial agreement with the Indian groups of Arizona. The Arizona State Museum is arranging, with the Salt River Pima Maricopa Indian community, the Gila community, the Hopi tribe, and other

interested groups, a consultation regarding the burial agreement. Mesa City Council has already given the City Manager the authority to sign the agreement on City's behalf.

- Peter Cook, President of the Museum Foundation, is spearheading a plan to increase participation and revenue for the Museum. The plan includes: a "tiered" membership program; a membership magazine – *Southwest Qwest*; a membership drive; upgrading retail operations; and using the established endowment program.
- In collaboration with Salt River Project, Southwest Ambulance, and Banner Mesa Medical Center, the Museum will have an exhibition of the Mesa Grande Ruins and the Riverview/Dobson project on the eighth floor of the Banner Mesa Medical Center. The Mesa Grande Ruins are located directly across the street from Banner Mesa Medical Center and can be seen from the eighth floor windows.
- The Mesa Southwest Museum will be the primary host for the Society of Vertebrate Paleontology's international meeting in October. Approximately 1,200 of the most preeminent paleontologists from around the world are expected to attend. Staff is working to refurbish the Natural History area and "polishing" the Museum in general to prepare for the meeting.

Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- Class registration for fall session begins Friday, August 12, 8:00 a.m.
- Approximately 260 classes and approximately 20 workshops are being offered for fall session – summer session offered 240 classes.
- Auditions for the Performance Troupes – Off the Cuff, Off Center Dance, and Creative Zone – will be held in early September. Auditions for Stageworks' first production, "La Rosa Still Grows Beyond the Wall," will be held August 22-24. The play opens October 7.
- Mesa Contemporary Arts has three new exhibitions Opening September 13: Luis Jimenez, Prints of the Armstrong/Prior, Inc. Archives, and The Cultivated Desert: New Works by Ellen Wagener. A reception will be held Friday, October 14.
- The Mesa Arts Center Foundation has hired Kristin Fruen as their Store Manager. She began on Tuesday, August 9.
- Rob Schultz will be attending the National Guild of Community Schools of the Arts conference in Pittsburg. Mr. Schultz, and Kathy Fletcher with Arizona State University's Community School of the Arts, will be heading the committee to plan the conference in Phoenix next year. There are approximately 600 schools that call themselves Community Schools of the Arts in the country, and approximately 320 of those schools are members of the National Guild. The conference is well attended and will afford the Mesa Arts Center the opportunity to show off our campus next year.

Kimberly Grace asked if the summer session was the first offering under the new fees. Mr. Schultz stated that summer classes saw a 25% increased registration fee over last fall's registration fee. This fall will see an additional increase in registration fees to comply with City Council's approval of a 60% cost recovery on adult visual and performing arts classes and 80% cost recovery for adult visual and performing arts classes for non-residents. Staff will be conducting an analysis on what is happening with registration and revenues in terms of the new fees and present the report to Council later in the year.

Ramona Tecumseh asked if the Mesa Arts Center has given any thought to partnering with Mesa Community College (MCC) and/or Arizona State University (ASU) in offering credits for classes at the Mesa Arts Center. Mr. Schultz said it has been discussed on and off for several years. MCC has offered ceramic classes at the old Mesa Arts Center for their credit. Mesa Arts Center has many classes going at this time, and space will be limited. Partnering on a limited basis is a viable prospect. Staff is looking at other ways to offset the cost of programming other than raising fees, workshops being one, as they are designed to create revenue.

Jerry Dillehay reported that he and his wife took an arts class this summer and strongly endorsed and encouraged others to take a class. The Dillehays found the class to be a creative, recreational, and enjoyable experience.

Laurent Teichman asked Mr. Schultz if he was pleased with the registration numbers for summer session. Mr. Schultz replied that he was well pleased. There were approximately 2,700 registrations last summer at the old facility and approximately 2,200 – 2,300 this summer. Considering that the old Mesa Arts Center was there for 25 years, established and familiar, students found their way to the new Mesa Arts Center.

Toni Brucato-Kobet inquired as to what non-residents, who complain about the increase in fees, are told. Mr. Schultz responded that they are thanked for their feedback; informed that the increase was at the direction of City Council; and that they are welcome to contact City Council and/or the Mayor's Office to express their views.

Ramona Tecumseh asked if there are scholarships for people who are economically disadvantaged. Mr. Schultz replied, "Yes," a fee assistance program is in place for low-income Mesa resident families. Federal guidelines are used to determine if a family will receive a waiver on fees.

Directors' Reports – Gerry Fathauer and Jerry Dillehay

Gerry Fathauer

Theater staff is immersed in preparations for the Michael Crawford Inaugural Concert on September 17.

The Performing Live single ticket brochure was distributed. Single ticket sales begin, Saturday, August 13, 10:00 a.m., to the general public (also online). The expectation is to handle up to 100 orders online at a time. New additions to the season are: Liza Minnelli, Trisha Yearwood, Olivia Newton-John, and Sinbad. Popular shows will continue to be added as the season begins.

Three-quarter page ads will begin to appear in the local newspapers on a regular basis with information on what is happening at the Mesa Arts Center.

Mesa Contemporary Arts will begin charging a small admission fee of \$3.50 beginning in September, for the first time.

Crista Cloutier inquired as to whether a membership to Mesa Contemporary Arts will be available. "Yes," and memberships are available online as well. Ms. Cloutier asked if there would be a membership available that would allow one admission to all the venues in Downtown Mesa. Ms. Fathauer stated that the topic has been raised. Last Friday, Division Management staff attended a retreat to discuss how the Division can better collaborate in areas such as marketing; memberships were also briefly discussed. Staff will continue to explore ways in which to make Mesa the "destination of choice."

A delay in getting the ticketing software up and running has pushed mailing already purchased tickets to patrons back a few weeks. Staff is working to get those tickets in the mail within the next couple of weeks.

Audio and visual sound testing has begun in the theaters. The acoustician from LA has been in and out helping to isolate the little sounds. A final acoustical check with the acoustician in all the theaters will take place the last week in August.

September 23: Dedication of the Public Art projects and the Mesa Arts Center itself, 7:00 p.m. in the Shadow Walk by the Wells Fargo Gardens. Prior to the dedication, at 6:00 p.m., there will be a tour of the Public Art projects with the artists. At the end of the ceremony, Mass Ensemble will perform on the "earth harp" they will construct from heavy strings running between the buildings that will extend the length of the Shadow Walk. Mass Ensemble will also perform on Saturday and Sunday as well. Fireworks will follow their performance Friday night.

September 24: 9:00 – 4:00 p.m. Open House – Studio classrooms open for viewing by the public.

September 25: Noon – 5:00 Open House – theaters open for viewing by the public. There will be some entertainment in the theaters that afternoon – tickets will be on sale. Mesa Contemporary Arts will be free to the public on this weekend.

Catherine Widgery is in Mesa to oversee the completion of her Public Art project. Workers are drilling and placing her 35,000 medallions on interior and exterior areas of the theaters.

The City is putting in a parking lot at the corner of First Avenue and Sirrine that will hold 65 cars. Another lot is being built where the Aquatic Center would have been that will hold 600 cars. Lighting will be added to the lots as well as additional lighting in the Downtown area for people walking to and from parking lots for concerts. Reflective lighting signage is being installed Downtown to direct people to the Museums, the Mesa Arts Center, and parking sometime this month.

Staff is working with the City to finalize the Memorandum of Understanding with the Mesa Arts Center Foundation. The Foundation is preparing The Store at The Mesa Arts Center for opening by September 17.

Mesa Contemporary Arts is working on their accessioning and de-accessioning policies.

Mesa Arts Center would like to participate in a nation-wide economic impact study that The Americans for the Arts (Mesa Arts Center is a member) is conducting. Participation is expensive; however, Mesa Arts Center is hoping to collaborate with the City of Phoenix and other Valley cities and organizations. Maricopa Partnership for Arts and Culture (MPAC) is also planning to do an economic study. Staff will be meeting with MPAC to learn more about what they are proposing to determine which study's participation would make more sense for the Mesa Arts Center. The board will be kept posted.

Staff will be looking for a photographer to do a professional shoot of the interior and exterior of Mesa Arts Center in September.

The Mesa Arts Center Foundation and the Mesa Arts and Entertainment Alliance nominated the Mesa Arts Center in two categories for an award to be given by Valley Forward on September 9 at the Hyatt Regency Scottsdale at Gainey Ranch. We

have been notified that the Mesa Arts Center is a finalist in both nominated categories and will receive either a first-place Crescordia award or an Award of Merit.

A decision on the 51-55 East Main properties is on hold at this time.

Jerry Dillehay

A special thank you was extended to Doug Brimhall, Crista Cloutier, and Peter Cook, for their assistance with the recruitment process for the Arizona Museum for Youth Administrator position. The Museum hosted five candidates – two on August 22 and three on August 29. In general, the interview panel was impressed with the quality of the candidates. An offer has been extended to the top candidate, but not confirmed at this reporting. This particular candidate impressed the panel with her creative, more collaborative ideas.

The City has selected a Citizens Committee to review potential bond requests from all over the City. As of today, the Museums will only get one item on the bond referendum, which is the renovation of the old Federal Building. The Mesa Southwest Museum will be working with the Citizens Committee helping to package the bond. The Board will be kept posted.

Ramona Tecumseh commented on the article in the paper written by Dennis Kavanaugh responding to an article stating that the new Phoenix Youth Museum would be the first in Arizona. The Honorable Kavanaugh was pointing out that we have had a Youth Museum in the East Valley for many years. Mr. Dillehay added that the Arizona Museum for Youth remains the "undiscovered jewel" of the Valley. As part of the interview process, candidates were posed a question as to how they would go about making the Arizona Museum for Youth "discovered?" The top candidate had some creative ideas on how to accomplish that.

There being no further business, the meeting adjourned at 4:58 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division