

## 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 July 12, 2006.

### Members Present:

John Hohmann  
Douglas Brimhall  
Crista Cloutier

Daniel J. Harper  
Andrea Soto  
Laurent Teichman

### Members Absent:

Lennee Eller  
Peter Cook  
Ramona Tecumseh

### Staff Present:

Gerry Fathauer Rob Schultz  
Tom Wilson Sunnee Spencer  
Jean Kaminski

John Hohmann, Chair, called the meeting to order at 3:40 p.m.

### Approval of Minutes

John Hohmann, Chair, called for any corrections/additions to the minutes of June 14. There being none, Laurent Teichman made a motion, Andrea Soto seconded, and the June 14 minutes were unanimously approved by the Board members present and posted on the Web page.

### Discuss and Provide Direction – Report from Financial Stability Committee Meeting – John Hohmann

The committee met and discussed a wide range of issues including what the Financial Stability Committee would do in the coming year that doesn't exceed the mandate of the Committee or the Board. The Committee would like to proceed with the plan to have the Board members meet individually with the Mayor and Councilmembers to share factual information regarding arts and cultural programs; and listen to the Mayor's and the Councilmembers' concerns pertaining to arts and culture programs.

The Committee wants to collaborate with the Education Committee, as it would be their role to prepare a tool (FAQ sheet – questions, etc.) for the Board members to use when visiting with the Mayor and Councilmembers.

The Committee liked the suggestion of Daniel Harper that the Board would serve as a bridging mechanism to share information from the community with the Mayor and Councilmembers on arts and cultural issues.

### Discuss and Provide Direction – Role of Board and Sub-Committees – John Hohmann

Gerry Fathauer reviewed the outline of the Duties of the Museum and Cultural Advisory Board that were included in the Board's packet. The duties include: make recommendations to Council on policies relating to arts and cultural facilities and programs; make recommendations to Council on policies relating to Public Art; attend programs and events of the Arts and Cultural Division and of the greater arts and cultural community; and advocate as individuals, as appropriate, on behalf of arts and culture. Making recommendations to Council on Arts and Cultural Community Aid Grants and Mini-Grants has been deleted from the Board's duties, as there is no longer funding available due to the failure of the property tax measure.

John Hohmann asked if there is interest to advocate, as appropriate, as a Board in an informational type of sharing program as suggested in the above item. The Board members present stated, "Yes." The Board will move forward with planned visits to the Mayor and Councilmembers. Daniel Harper, Chair of the Education Committee, agreed that the Education Committee would meet and prepare a document of programming facts and questions to present to the Board in August.

The Board will take the lead in acquiring information from the Mayor and Councilmembers on their current thinking regarding arts and cultural issues now that the election is behind us and report their findings to staff and the arts and cultural non-profits. The Board in turn will relay concerns of the non-profits and the community to the Mayor and Councilmembers.

It is hoped that the Board and the Arts and Cultural non-profits will make a concerted effort to work together in this bridging effort.

It was discussed that the role of the Board is to gather factual information, disseminate and share that information as appropriate, and make recommendations to the Mayor and the Council.

John Hohmann, Chair, made a recommendation that, with the assistance of staff, the Education Committee create a fact sheet of information to share with the Mayor and Councilmembers along with four – five appropriate, germane questions.

Recommended action items for the August agenda are: 1) accept the fact sheet and questions presented by the Education Committee; 2) set up teams and create a schedule for visits to the Mayor and Councilmembers; and 3) establish sub-committees and decide who will sit on those committees.

Currently the Sub-Committees are: Education Committee (Daniel Harper and Peter Cook – Tom Wilson liaison); Financial Stability Committee (John Hohmann, Crista Cloutier, Laurent Teichman, Andrea Soto, Lennee Eller, and Daniel Harper – Rob Schultz liaison); and Grants Committee (Ramona Tecumseh and Doug Brimhall – Rob Schultz liaison).

## **Staff Reports**

### Arizona Museum for Youth – Sunnee Spencer

- “PurrrFection: Cats in Art” opened July 1 to 115 members from 8:00 – 10:00 a.m. East Valley Children’s Theatre entertained in costume to songs from the Broadway musical “Cats.” The two entities will continue the collaboration.
- Another 270 visitors viewed the exhibit during the first day of the Museum’s new operating hours; Tuesday through Saturday, 10:00 a.m. – 4:00 p.m.; Sunday, 12:00 p.m. – 4:00 p.m.
- The Museum has received pro-bono marketing from Steve Carr for the “PurrrFection” exhibit.
- A new 10 x 16 foot banner frame has been installed at the entrance of the Museum. Current exhibits will be displayed, which will include Spanish language translations.
- The Museum was able to utilize funding to purchase lighting for the Arts Gallery making the lighting more efficient and cost effective.
- The Museum received the final installment of funding from The John Whiteman Foundation for ArtVille. The money will be used to change the problem lighting in ArtVille.
- In June, with three weeks downtime, the Museum had 4,756 visitors generating \$14,834 in revenue.
- There are eight Gallery Educator positions vacant. The Museum hopes to replace those vacancies soon.
- Susie Sherrard, Curator of Education, will be taking early retirement and will be moving to KY. Rebecca Akins will be retiring August 2. Words cannot express the level of commitment, dedication, creativity, and professionalism both of these individuals have shown in their years of service; they will be missed. The departures will leave two key positions vacant.
- An HR training team came to speak with staff on issues of negativity raised from the budget cuts and staffing issues. The session went well and staff commented that it was helpful.
- Darlene Zajda has been successful in increasing volunteer hours by obtaining teen volunteers who are youth earning Scout merit badges, service learning hours with Mesa Community College (MCC), a gentleman earning his community service hours, and others, to assist the Museum staff in a variety of tasks. Also, the Arizona Museum for Youth Friends’ budget has allowed for approximately five interns. These programs help to cut personnel costs.
- The Gallery Shop has been temporarily closed to revamp and look at the Store Manager job description. The position will be advertised by the end of the week and they hope to re-open the Store by the end of August or early September.

A question was asked if there were any other activities planned in conjunction with the “PurrrFection” exhibit. Ms. Spencer responded that there are several things planned: Saturday, July 15 at 10:00 a.m., there will be an artist demo with textile artist Denise Currier; Saturday, July 22, 1:00 p.m., there will be an artist demo with glass painting artist Lennee Eller; Saturday, July 29, 10:00 a.m., there will be an artist demo with encaustic artist Carol Foster Pitts; and on Friday, August 4, there is a family day planned.

### Mesa Southwest Museum – Tom Wilson

- Closing out this fiscal year, the Museum had 131,222 visitors – second best year ever (best year was year of “Sue”).
- Guild is funding the Museum’s Volunteer Coordinator position. Looking at the operating budget, the Museum was able to foresee where shortfalls would occur due to budget cuts and have asked the Guild to pick up the slack on those areas. The Guild accepted the requests, which includes catering, shipping, printing, travel, various exhibition needs, etc.
- The Guild has done some experimental advertising at Harkins Theaters for one month. The Museum will check after that month to see if there has been any response. Approximately 150,000 patrons will view the advertising prior to the movie. The advertising would benefit the Guild’s Museum Store as well as the Museum itself.
- The Museum is working to make main staff workspaces as friendly and comfortable as possible by painting walls, cleaning carpets, rearranging desk areas, removing old pictures, etc. in a morale building effort.
- Monday, July 17, the Museum will host a joint meeting of the three Museum boards in Mesa – Mesa Southwest Museum, Arizona Museum for Youth, and the Mesa Historical Museum. The evening will begin with a tour of the “History of Mesa” exhibit. Discussion on how the three Boards could collaborate in areas such as joint ticketing, marketing, etc. will be discussed.
- Marshall Trimble thrilled an over-flow audience at the Museum on Saturday, July 8. Approximately one-third of the audience had never been to the Museum. The event drew good TV and press coverage.
- In May, City Council approved the City to ask the Salt River Pima Maricopa Indian community for a grant. Included in that City grant is Mesa Grande. Jerry Howard and Dr. Wilson are working to complete the documents to support the Mesa Grande request. Mesa Grande is a six-acre site. Some possibilities for the site include installing interpretive trails, shelters, lighting systems, interpretive systems, toilets, design plans for the visitor’s center, and a landscape design for

the site. The Museum is looking at making the visitor's center a green building, and continues to explore other sources of funding to complete the project.

### Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- So far, summer session classes have brought in 3,057 enrollments generating approximately \$104,000 in revenue. This exceeds the \$90,000 received last summer. Registration continues.
- Class cancellation rate was 21.6 percent (%) so far. A cancellation rate of 15% cancellation is considered excellent and anything over 30% of concern.
- Jenny Akridge, who was formerly the Performing Arts Supervisor, has been morphed to Arts Education Coordinator. She will focus on the performing and visual arts classes, workshops, and educational and outreach opportunities in conjunction with Performing Live.
- Stageworks has finished out the fiscal year with 5,120 tickets sold generating approximately \$35,000 in revenue. It was an outstanding, record year for Stageworks. Revenue projections for FY06-07 have been ramped up, and staff is working on presenting an even greater year to achieve 100% cost recovery.
- From September 1 through June 30, 2006, Mesa Contemporary Arts had 15,543 visitors generating approximately \$11,500 in revenue.
- The Mesa Arts Center Foundation Human Resources Committee is reviewing applications and will conduct interviews for a new Store manager. With the resignation of Kristen Fruen, Veronica Ochoa has been acting as the interim manager.

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

The Mesa Arts Center has successfully executed an agreement with Mesa Community College (MCC). The agreement begins with the fall session on August 19; registration begins Monday, July 17, 7:00 a.m. Mesa Arts Center and MCC are motivated to make this partnership long term. Mesa Arts Center will retain their same teachers who are still City of Mesa employees; however, they are now grant-funded employees – year-to-year. They will retain their City benefits. Admission to MCC is required in order to register for a MCC Mesa Arts Center adult credit class. The class brochure will be online soon. Registration for youth classes begins Friday, July 21.

All Performing Live shows, which includes programs that Mesa Arts Center presents, rentals, and Affiliates, are not finalized as of this date; however, we do know that we have sold \$5M in tickets sales in the opening season.

The Performing Live Season 2006/2007 brochure is hot off the press. More popular artists will be added throughout the season. Single ticket sales to the general public begin Saturday, July 15 at 10:00 a.m. The season is exciting with a varied array of artists on board, from Alvin Ailey American Dance Theater to the Academy of St. Martin in the Fields with Joshua Bell to the Golden Dragon Acrobats, lots of Jazz offerings, with the 5 Browns, Rachel Price, and Brian Setzer returning and much, much more.

The Mesa Arts Center direct report for the Community Services Department has changed from Debbi Dollar, Deputy City Manager, to Trisha Sorensen, Acting Community Services Department Manager. The Community Services Division Heads will be having a retreat on Friday, July 14 where they will be looking at prioritizing vacancies as well as addressing other issues.

There are now two vacancies on the Museum and Cultural Advisory Board. Toni Brucato-Kobet has resigned due to a work conflict. Ms. Fathauer reported that the Mayor's office has asked if she knows of anyone who might be interested and encourage them to apply. She informed the Board members that if they know of anyone, to please let her know and encourage them to apply as well.

Crista Cloutier asked if MCC has plans to move downtown soon. Ms. Fathauer replied that their presence at the Mesa Arts Center is the first step. She is not aware of any other immediate plans. Ms. Cloutier made the statement that she hopes that MCC includes public art in their plans when moving downtown. Ms. Fathauer commented that the district does have a public art requirement. Ms. Fathauer will look into what that requirement is.

### **Update Events – Board Members**

Daniel Harper reported that he spent three weeks in Mexico and was impressed by the large amount of public art that they have. He was surprised by their commitment to their history and hopes that Mesa will be able to move forward and prioritize projects such as Mesa Grande and other projects that tell the story of Mesa.

There being no further business, the meeting adjourned at 4:55 p.m.

Respectfully submitted,

Gerry Fathauer, Arts and Cultural Division Director