

## 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 April 14, 2004.

### Members Present:

Elizabeth Good  
Kimberly Grace  
Molly O'Dwyer  
Ramona Tecumseh  
John Hohmann  
Maureen Chaisson-Stewart  
Jesus Hernandez  
Randy Robinson  
Carmen de Novais  
Elizabeth Reeb

### Members Absent:

Laurent Teichman

### Staff Present:

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

### Guests Present:

Mayor Keno Hawker  
Tracy Wright-Wagner  
Doug Brimhall

Maureen Chaisson-Stewart, Chair, called the meeting to order at 3:36 p.m.

### Approval of Minutes

Maureen Chaisson-Stewart, Chair, welcomed guest Mayor Keno Hawker. She then asked for any corrections, additions, or deletions to the minutes of March 10. Elizabeth Good pointed out that under "Discuss and Take Action – Consider Approval of One Free Day . . .," it is written ". . . and the Board unanimously endorsed and recommended . . ." Ms. Good said that she did not vote on the Agenda item and would like the wording to reflect ". . . and the Board endorsed and recommended . . . for the Mesa Southwest Museum and the Arizona Museum for Youth by a majority vote."

Carmen de Novais made a motion, Jesus Hernandez seconded, and the Board unanimously approved the minutes of March 10, 2004. The changes were made and posted on the Website.

### Public Comments

Tracy Wright-Wagner, Director of the Mesa Historical Museum, announced that she has accepted a position as Director for the Phoenix Museum of History. The Mesa Historical Museum's lecture series continues with Sam Stapley speaking on downtown Mesa in the 1930's on Monday, April 26. A flyer was distributed to announce the upcoming living history performance of "Teresa Urrea: Spiritual Healer and Reluctant Political Leader" on Monday, April 26, at 10:00 a.m.

Elizabeth Good distributed an updated list of events for the arts organizations to which the Board members are liaisons.

### Discuss and Take Action – Proposed Fees for the Mesa Arts Center – Rob Schultz

The Mesa Arts Center is proposing fee increases for arts classes to begin in the abbreviated FY04-05 season, in order to achieve greater cost recovery for the program in FY05-06 and beyond. At the existing Mesa Arts Center, classroom space is limited in physical space and by the number of students able to attend. With the new Mesa Arts Center, studios will be able to accommodate more students. This will afford an opportunity to increase revenue for the program and begin to move toward a higher percentage of revenue offsets while still maintaining a balance in keeping the program affordable. Current visual arts classes cost \$2.83 per hour, and performing arts classes cost \$3.17 per hour. The proposal is to increase the rate for visual arts classes to \$3.00 per hour and increase the performing arts classes to \$3.41 per hour.

Carmen de Novais posed the question, "What percentage of your students take advantage of the fee assistance program?" Rob Schultz responded that the number is surprisingly low. In the last full Fiscal Year checked, only 35-40 people out of 6,500 students signed up for fee assistance. He further stated that the fee assistance program is well publicized on Mesa's Website and in the *Time Out* brochure. Maureen Chaisson-Stewart asked if the application could be published in the *Time Out* brochure? Mr. Schultz informed the Board that an application is included in the brochure and "Arts Program Information," which includes "Fee Assistance," appears on the opposite page of the application.

Elizabeth Good asked why there is a difference in fees between visual arts classes versus the performing arts classes. Mr. Schultz replied that instructors are paid the same hourly rate (which includes one-half hour for class preparation); however, performing arts classes range from one to one-and-a-half hours long where visual arts classes are three hours long. The difference in class length divided by the number of hours an instructor is paid determined the cost per hour figures.

Jesus Hernandez asked whether the Mesa Arts Center anticipates a decline in class registration as a result of increased fees. Mr. Schultz replied he has never seen a decline; in fact there is always a waiting list for many classes.

Carmen de Novais made a motion, Kimberly Grace seconded, and the Board unanimously recommends that City Council approve an increase in class fees for Mesa Arts Center's arts class programs to take effect in the spring of 2005.

### **Discuss and Take Action – Proposed Fees for the Mesa Southwest Museum – Tom Wilson**

The Mesa Southwest Museum is proposing to establish fees for the production of images from their collection. Most museums offer this service for a fee that at least covers the expense of production. Recently, the Museum has developed the capability of producing, recording, and sending digital images. As the Museum becomes more widely known, the demand for images increases. Fees charged by other institutions have been researched, and the recommended fees for the Mesa Southwest Museum are at the low end of the range. Dr. Wilson stated that this is an attempt, by the Museum, to professionalize. The Museum recognizes that this will ultimately become a source of revenue for the City.

Kimberly Grace asked if a packet of these images would be made available to schools at a reduced cost. Dr. Wilson replied that at this time they do charge schools for production cost, as this is a "real" cost to the Museum. For commercial use, it is hoped that there will be a reduction to schools, teachers, non-profits, etc. The City Attorney is working on a Citywide commercial use policy at this time. The Museum does loan images to educators at no cost.

Ms. Grace asked if staff would be able to handle the impact of increased demand for images. Dr. Wilson replied that existing staff could handle the demand as long as requests for research are kept to a minimum.

Elizabeth Good made a motion, Kimberly Grace seconded, and the Board unanimously recommends that City Council allow the Mesa Southwest Museum to establish fees for the reproduction of images from their collections.

### **Information – Update from Diversity Committee – Ramona Tecumseh**

Ramona Tecumseh reported that Randy Robinson, Molly O'Dwyer, Elizabeth Good, Carmen de Novais, and she manned a table at Mesa's Cesar Chavez day.

The Diversity Committee met with Eric Norenberg, Special Assistant to the City Manager, to view applications of people interested in being on the Museum and Cultural Advisory Board. To maintain diversity and balance on the Board, the Committee's focus was: geographic location and representation; educator; "young" person; Mesa Community College associate; arts advocate; and business owner/business person. It was recommended that Mr. Norenberg contact two applicants from last year who were not selected – D. J. Harper and Charles Armijo. Others who submitted applications are: Deborah Canright, Crista Cloutier, Barbara Thelander, and Susan Lewin.

### **Staff Reports**

#### Arizona Museum for Youth -- Barbara Meyerson

- The Board was reminded of the special opening of ArtVille, Thursday, April 22, from 5:00 – 7:00 p.m.
- Approximately 15 children under the age of five, along with an *East Valley Tribune* photographer, experienced a "run-through" at Artville. A "soft-opening" is planned for a members only preview on April 24 through April 30. ArtVille will then close for a week for any repairs, adjustments, etc., to prepare for the public grand opening on Saturday, May 8, which will include a parade and an introduction to Mesa's newest town – ArtVille.
- "Art," the Mayor of ArtVille, will do a phone interview with the media. "Art" is a figure who is never seen and has always conveniently left the facility.
- Attendance in the exhibit area of the Museum continues to go well. Marty Manning from KEZ did a live remote. On Monday, April 12, channel 10 did an entire morning at the Museum, which netted the Museum 14 minutes of coverage. The tribute to dogs continued with the celebration of greyhound day. A group of people who do greyhound rescue and adoptions were present for the celebration. "Freckles" the dog returned. The weekend program "Words, Wags, and Wiskers" continues to be successful.
- A relationship with *Raising Arizona Kids* has begun. Based on staff research, *Raising Arizona Kids* has proved to be a monthly resource for many parents.
- Staff is preparing for the summer exhibit "Sports in Art." A golf cart has been de-accessioned from a City golf course and will be used for creative play as part of the sports exhibit.
- The Maricopa Regional Arts and Culture Task Force will be holding their last meeting next week. Ms. Meyerson will keep the Board posted on the findings of the Task Force.

- Barbara Meyerson is once again serving as a grant reviewer for the Institute of Museum and Library Service. She has been asked by the Mayor of Chandler to serve on a committee for Excellence in Architecture awards for the second year.

#### Mesa Southwest Museum – Tom Wilson

- As "Sue" comes down on April 18, the next exhibit, "Chicano Art" goes up to open May 1.
- A comparison for the same three-month period (while "Sue" was on exhibit) in 2003 and 2004 was made. In 2003, attendance was just under 29,000 with net revenue at \$79,000. In 2004, attendance was 70,000 with net revenue at \$210,000. Gift shop sales for 2004 were up over \$100,000 above 2003.
- Staff has been looking at other "blockbuster" exhibits and found they cost up to \$100,000. Mesa Southwest Museum's budget next year for this type of exhibit is \$64,000. The Museum has applied for additional money through the Budget Adjustment Report (BAR) process. If approved, this will allow the Museum to present more "blockbuster" type exhibits that in turn will bring in more revenue for the City.
- With the expanded hours for "Sue," the Museum has looked at attendance on Friday nights (5:00 – 8:00). From February 20, through April 9, 516 patrons took advantage of the new hours – an average of 65 visitors per night. The Museum is hoping that the synergy created from a growing downtown will increase and attract more people to validate keeping the Museum open Friday evenings.
- Gerri Green took the lead to acquire \$125,000 of donated advertising and other items for "Sue."
- The new bilingual rack card for the "Chicano Art" exhibit was distributed. The catalog, prepared in collaboration with Arizona State University, has arrived at the Museum and was passed for the Board to view. The catalog will sell in the gift shop for approximately \$29.95. Rob Price, Marketing/Communications Coordinator for the Community Services Department, arranged to have a video made (English and Spanish version). The video was shown to the Board and will be aired on channel 11. The Museum is working to have it aired on Cox Cable and will send out as a Public Service Announcement to other commercial stations. The "Chicano Art" exhibit will become the first major traveling exhibit at the Museum. Some of the museums contacted are: The Berkley Art Museum, San Jose Art Museum, Los Angeles Museum of Art, Museum of Art in San Diego, Tucson Art Museum, Museum of Fine Arts in Santa Fe, Hispanic Cultural Center in Albuquerque, Mexican Museum in Chicago, and National Museum of American Art in Washington, DC; also contacting the Brooklyn Museum and museums in Florida and perhaps Missouri. The traveling exhibit would be self-sustaining and bring a profit.

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

- Mesa Arts Center submitted a grant to the Arizona Commission for the Arts for general operating support. In FY04-05, Mesa Arts Center will be eligible for \$89,000 based on the budget of the new Mesa Arts Center. This year's award was \$37,000.
- A date has been set for "Art on the Move" – Saturday, November 13, 2004, at the Mesa Sheraton Hotel. The planning committee has met to begin ironing out details.
- Summer class registration begins Friday, April 16, at 8:00 a.m. Approximately 200 arts classes are being offered.
- A volunteer recognition ice cream social is planned for Friday, April 16. Adults are being recognized from 2:00 – 4:00 p.m. and teens from 4:00 – 6:00 p.m. at the Sistine House.
- The three positions (Theater Technical Supervisor, Marketing Assistant, and Performing Artist Relations Coordinator) will be filled within the next 30 days. Applications are being reviewed, and applicants are being interviewed. There has been a good pool of over 300 applicants for the three positions.
- The graphic design company for branding, marketing, and the Website has been selected.
- Construction is on schedule and on target. To clarify an article that appeared in the *East Valley Tribune* several weeks ago regarding the new Mesa Arts Center and change orders: money for change orders is part of the original budget and not an addition to the budget. The newspaper did call to apologize for the misinformation and printed a retraction.

#### **Director's Reports – Gerry Fathauer and Jerry Dillehay**

Jerry Dillehay reported that he and Gerry Fathauer have done some legwork for the Diversity Committee. They spoke with the Mesa Leadership class and the non-profit support groups and encouraged them to send applicants to apply for consideration on the Board. All applications have been forwarded for consideration.

Traditionally, Public Art prepares an updated status report each year to present to City Council. Carrie Brown, Public Art Specialist, is preparing the updated report to present to the Board.

Mesa Southwest Museum and Arizona Museum For Youth will appear before the City Council Study Session on April 29, 7:30 a.m., to present the Board recommended proposal for the "2<sup>nd</sup> Sunday Free" campaign to begin in July 2004.

### **Upcoming Events – Board Members**

Randy Robinson reported that he and other members of the Board were present for Mesa's Cesar Chavez Day celebration. He observed, through speaking with others, that many people are unaware that the Museum and Cultural Advisory Board has a Diversity Committee. He also learned that the Police Department has a cultural awareness staff person. He stated that it was a good event and encouraged others to go to City events to meet and learn about what Mesa has to offer.

There being no further business, the meeting was adjourned at 4:46 p.m.

Respectfully submitted,

Gerry Fathauer, Director  
Arts and Cultural Division

GF/jk