

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Southwest Museum, 53 N. Macdonald, second floor Library, on August 11, 2004.

Members Present:

Kimberly Grace	Toni Brucato
Peter Cook	Maureen Chaisson-Stewart
Daniel J. Harper	Ramona Tecumseh
Jesus Hernandez	Laurent Teichman

Members Absent:

Elizabeth Good
John Hohmann

Staff Present:

Gerry Fathauer	Randy Vogel
Rob Schultz	Jerry Dillehay
Tom Wilson	Carrie Brown
Gerri Green	Tom Wilson
Nancy Wolter	Gerri Green
Jean Kaminski	Barbara Meyerson
Andreyana Hernandez-Garcia	

Kimberly Grace, Chair, called the meeting to order at 3:35 p.m.

Approval of Minutes

Kimberly Grace, Chair, called for any corrections or additions to the minutes of July 14. Maureen Chaisson-Stewart asked for the addition of wording to the "Directors' Reports," fifth paragraph. It states: "There is some question as to whether or not the Board liaisons will continue with . . ." The sentence shall read "There is some question as to whether or not the Board liaisons will continue, and/or what the role of the Board will be, with . . ." Daniel Harper corrected the spelling under "Staff Reports," "Mesa Southwest Museum" referring to J. D. Hayworth's office. The name was corrected from "Hayward" to "Hayworth." There being no other corrections or additions, Ramona Tecumseh made a motion, Jesus Hernandez seconded, and the July 14 minutes were unanimously approved. Corrections to the minutes were made on the City Website.

Public Comments

Kimberly Grace, Chair, took the opportunity to welcome and introduce the third new member to the Board, Toni Brucato.

- Toni Brucato is a school psychologist with Mesa Public Schools and a recent graduate of Mesa Leadership Training Development. She is currently assigned to Longfellow Elementary and is doing bilingual translations for the Mesa School District. A native of Chicago, IL, she has lived in AZ for three years.

Information and Discussion – Update on Status of 2003-2004 Board Work Program – Kimberly Grace

The FY03-04 Work Program, with status updates, and the three-year, updated Arts and Cultural Division FY04-05 Strategic Agenda were distributed to the Board. The Board was instructed to read both documents and bring them to the Board retreat to use as a tool in creating the FY04-05 Work Program.

Laurent Teichman asked if Gerry Fathauer could update the Board on item 5 of the Work Program, which reads, "Have an active role in allocating use of the "old" Mesa Arts Center." Ms. Fathauer reported that City Council, at the Tuesday night session, signed a Memorandum of Understanding between the City of Mesa and Mesa Community College (MCC) giving both bodies the authority to move forward and discuss the specific agreements for each facility being used by MCC. The existing Mesa Arts Center's (Irving School) use by MCC will be discussed later in the year. A strong suggestion on the table is that MCC not use all of the Irving School building and leave some space for arts organizations. Ms. Fathauer has alerted Debra Dollar, Deputy City Manager, of the Board's interest in this issue, and will inquire as to how the Board might express their input in making that decision.

Jesus Hernandez commented on item 4, which reads, "Pursue an *Arts News Magazine* on channel 11." Mr. Hernandez feels the Board could explore possibilities to have an outside source fund a magazine program with the goal of having it air when the new Center opens. The possibilities will be discussed further at the retreat.

Information and Discussion – September Board Retreat – Kimberly Grace

Kimberly Grace, Chair, opened discussion on having a retreat in September. It was decided that the September 8 regular meeting would begin at 3:30 p.m. and would be followed by the retreat, which will run no later than 6:00 p.m. and will be held at the Arizona Museum for Youth. The retreat will include the planning of the Work Program for the coming year; a report on program highlights for the year ahead from Arizona Museum for Youth, Mesa Southwest Museum, Mesa Arts Center, Public Art, and Grants; and discussion on how the Board can be involved. Gerry Fathauer will have a staff member facilitate the brainstorming process to create the FY04-05 Work Program.

Information and Discussion – Update on Mesa Arts Center Transit Shelter Tiles by Becky Ross – Carrie Brown

Carrie Brown recently met with Becky Ross to familiarize herself with the project. It was decided that Ms. Ross would attend a Board meeting with an example of her photo tiles, an update on the progress, and an explanation as to how the photo tiles will be integrated into the Mesa Arts Center transit shelter. At this time, Ms. Ross has the contact sheets completed and is in the process of choosing prints. Kimberly Grace inquired about who was assisting Ms. Ross in the selection of photos for the tiles. Ms. Brown stated that Kate O'Mara, former Public Art Coordinator, and herself have been involved and said that she would investigate as to whether or not the Board would be able to have input in the selection.

Information and Discussion – Board Committees – Jerry Dillehay

Jerry Dillehay reported that he and Gerry Fathauer agreed to have a staff liaison assigned to each committee. The staff liaisons will serve as a resource and point of reference to the committees and need to be included when scheduling committee meetings. Staff liaisons are: Networking Committee – Jerry Dillehay; Grants Committee – Andrey Hernandez-Garcia; and Diversity Committee – Angelica Docog. It was decided that "Committee Reports" would be added as a standing agenda item and any committee meeting during the previous month would report.

Staff Reports

Arizona Museum for Youth – Barbara Meyerson

- A/C is now working in the Museum. Three thermostats needed to be replaced.
- Membership and attendance continue to rise.
- Close to 1,000 visited on the second of the "2nd Sunday Free" days. On Thursday, August 12, channel 3 will interview Barbara Meyerson regarding the campaign's success. Lines at ArtVille are an issue on the free Sunday; however, people have been very understanding of codes and regulations regarding occupancy and have been willing to wait as long as an hour. Some are more than willing to come back another day and pay the \$3.50 admission fee. ArtVille is seeing many repeat visitors.
- Ms. Meyerson was the keynote speaker at the statewide Historic Preservation conference. Her topic included children's awareness of the importance of the "adaptive re-use" of buildings, i.e., ArtVille, once a Bashas' grocery store, now has new life in the community.

Mesa Southwest Museum – Tom Wilson

- 3,100 visited on the second of the "2nd Sunday Free" days, and the Museum store took in \$1,400 in sales. The first free Sunday counted 1,700 visitors. Normal Sunday attendance is 300 – 400. The Museum has decided to extend hours on the "2nd Sunday Free" to open at 11:00 a.m. rather than 1:00 p.m.
- The Mesa Southwest Museum will feature a "Lowrider Symposium" on Saturday, September 18, 9:00 a.m. to 4:00 p.m. The symposium will be included with the cost of admission to the Museum and will feature speakers from the greater Phoenix area with local car club exhibits. This is the first of its kind to be held in a Museum in the United States.
- "Arab Americans in Arizona: Stories, Traditions, Experiences" exhibit begins on October 9 and runs through March 6, 2005. See www.mesasouthwestmuseum.com for details on the exhibit. The Museum has been collaborating with the following: Middle-East Studies Association, Center for Middle-East Studies at the University of Arizona, Islamic Cultural Center in Tempe, Council on Arab American Islamic Relations, the Arab American Cultural Association, Bead Museum, and several Islamic newspapers. The project has become a model of collaboration for the Museum.
- Federal Building project: Space and functional analyses are complete and will go to the City planning group next week. The Museum's plan includes space for classrooms, public meeting space, and photo archives. Exhibitions, history, anthropology, and collections areas plan to have offices there.
- Attendance figures for FY03-04 totaled 191,478, an increase of 83,478 from FY02-03 (108,000). Part of that figure includes the "Sue" exhibit, but "Sue" is not solely responsible. An effective TV ad program, good press, and word-of-mouth have all contributed to the increase in numbers.
- As part of an outreach effort, the Mesa Southwest Museum is offering a course, taught by Dr. Tom Wilson, titled: "Introduction to Museums ASB 251." The class, offered through Mesa Community College, will be held at the Museum beginning August 26 and consists of 45 class hours and counts three credit hours.
- The fourth, and final, "Artist-in-Residence" program continues with Marcus Zilliox on August 14 and 15. Each local artist has spent two days at the Museum teaching and interacting with patrons. The Southwest Museum Guild is financing the program.

Laurent Teichman asked if the Museums are collecting patron information. Tom Wilson responded that the Mesa Southwest Museum is currently holding a raffle sponsored by Southwest Airlines (two round-trip tickets to anywhere

Southwest flies) to capture data. Kimberly Grace asked if the Museums could have on-line access to sign up with the Museums, similar to the one the Mesa Arts Center uses. Barbara Meyerson stated that the Arizona Museum for Youth is currently using WebTrac, which captures a lot of information for their data files.

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

- The *East Valley Tribune* article on Randy Vogel this past weekend is part of an effort the *Tribune* is running through the opening of the new Center. The articles focus on how the Center is progressing and impacting other arts organizations. Mr. Vogel reported that the amount to book the London Philharmonic, reported in the paper as \$175,000, is not close to the price paid.
- The Ticketing system will be installed next week.
- The Facility Management system is installed, and staff is being trained.
- The position of Box Office Manager closes Friday, August 13.
- The Board tour of the new site will be arranged for late fall.
- Registration for fall classes began on Friday, August 6. Numbers have shown that half of those registering for classes are using the new WebTrac (Internet) or RecTrac (automated phone registration). People are becoming more comfortable with automated registration. Scholarship information is listed on the Website; however, applying for a scholarship still requires assistance by a staff member.
- Four part-time positions have gone to full time in the last few months. One part-time position pending will go full time the first of next year.
- Interviews for the Performing Arts Specialist position are scheduled for next week.
- Received a grant of \$36,500 from the Arizona Commission on the Arts for general operating support. Jenny Akridge and Andreyra Hernandez-Garcia worked as principals on submitting an educational program, which was contingent on receiving the grant.
- Andreyra Hernandez-Garcia has updated the Mini-Grant application and has posted the application on the City Website thereby making it more accessible to arts groups. Ms. Hernandez-Garcia has placed calls to potential grant recipients as to deadlines, etc.
- 90 percent (%) of the floor in the dance studio is installed. Rooms are beginning to look finished – painted, bookshelves, cabinets, sinks, lighting, bathrooms are being completed, and some A/C has been installed.
- A City-wide meeting took place regarding the future of the City's Cinco de Mayo event. The facilitated meeting focused on the strengths, weakness, and concerns of the event. Discussion involved the expansion of and integration of other City entities and community members, i.e., the Library having a bibliography on display, Mesa Southwest Museum bringing back the "Chicano Art" exhibit, etc. It was agreed that the Board would be e-mailed a copy of the summary report and information on whom to contact if interested in participating in further discussions.

Director's Report – Gerry Fathauer

Gerry Fathauer referred to the Memorandum of Understanding between the City of Mesa and Mesa Community College (MCC) distributed to the Board as a reference. Ms. Fathauer will keep the Board posted on specific agreements that may impact the use of facilities, in regard to the Arts and Cultural Division as they arise.

Ms. Fathauer reported that Peter Cook suggested forming an ad hoc committee to look at some of the policies the Mesa Arts Center is developing for the new Center, i.e., fee proposals, rental policies and procedures, food/beverage/alcohol use, etc. The ad hoc committee would meet with staff to review the policies before bringing them before the Board. The item will appear on the September agenda for discussion and action.

Staff has been asked to provide a briefing on items that will come before City Council next year regarding purchases relating to the new Mesa Arts Center on September 2, along with a construction update. Some of the items that will be presented are loose seating; technical equipment; an RFP for concessions, catering, and running the Mesa Arts Center store; parking plan; signage, etc. The live session will be aired on channel 11, Sept. 2, 7:00 a.m. and re-broadcast that evening at 7:00 p.m. and again Friday morning at 7:00 a.m. and Friday evening at 7:00 p.m.

"Art on the Move" will be November 13 at the Phoenix Marriott Mesa Hotel.

Jerry Dillehay reported that the Citizen's Finance Committee would be meeting to determine how the community would finance Mesa City government for the next 25 years. The session will air on channel 11 this evening, August 11, at 5:30 p.m.

As co-chair with Andreyra Hernandez-Garcia, Mr. Dillehay reported that the *Tour de Culture* committee is making several changes for the event this year: 1) The committee is working on securing a sponsor for the event; 2) a fun walk is

planned incorporating the *Sculptures in the Streets*, 3) and a "MAC (Mesa Arts Center) Mall" is being discussed. The "MAC Mall" would consist of Center Street, closed from Main Street to 1st Ave., where a "mall" would be created in front of the new Mesa Arts Center and include entertainment, instructors previewing programs being offered, and demonstrations such as throwing pottery, etc. The goal is to have more involvement from the community. The event will take place on Saturday, November 20 from 1:00 p.m. – 7:00 p.m.

The Public Art tour for the Board is being planned for late fall.

Upcoming Events

Jesus Hernandez invited everyone to come to the "Fiesta de Friendly House" on Saturday, August 21, at Corona Ranch. There will be a silent auction with approximately 150 items.

There being no further business, the meeting adjourned at 5:00 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division