

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 November 12, 2003.

Members Present:

Elizabeth Good
Kimberly Grace
Molly O'Dwyer
Ramona Tecumseh
John Hohmann
Maureen Chaisson-Stewart
Jesus Hernandez
Laurent Teichman
Randy Robinson

Members Absent:

Carmen de Novais
Elizabeth Reeb

Staff Present:

Gerry Fathauer
Rob Schultz
Tom Wilson
Jerry Dillehay
Barbara Meyerson
Randy Vogel
Kristy Dewald
Steve McFerron
Jean Kaminski

Guests Present:

Tracy Wright-Wagner

Maureen Chaisson-Stewart, Chair, called the meeting to order at 3:40 p.m.

Approval of Minutes

Jesus Hernandez made a motion, Laurent Teichman seconded, and the October 8 minutes were unanimously approved and posted on the Web page.

Information and Discussion – Upcoming Events – Gerry Fathauer

Gerry Fathauer, Director, met with Maureen Chaisson-Stewart, Chair, to develop a draft of parameters for sharing events attended by Board members. Ms. Chaisson-Stewart reminded the Board that sharing upcoming events is not an obligatory item on the agenda. Ms. Fathauer stated that it is helpful to have an understanding of what is intended for this agenda item and also an understanding that time does not always allow for this final agenda item to happen. The criteria of what to share would be anything that would be **educational** to the Board and would be limited to **two items** per person. It was suggested that if a Board member has something of importance that they want to share that the member would let the chair know prior to the meeting so the chair could assure time. It was decided that the priority would be focused on **upcoming events**, unless there is an event that was attended where the Board would be interested in being notified the next year or of any future events of that organization. It was also decided that information shared would be **generally, Mesa events**, but also events of significant impact on Mesa such as Arts Congress, Arizona Commission on the Arts, Arizonans for Cultural Development, etc.

Ms. Fathauer passed around the information from the previous Board meeting that Ms. Tecumseh wanted to share, which included a rack card on the "46th Annual Heard Museum Guild Indian Fair Market"; ASU "Museums, Galleries & Public Art" brochure; Grand Canyon Music Festival flyer; and an ASU resource titled *Media Guide and Experts List*, 2002-2003 edition.

Mesa Arts Center Video – Gerry Fathauer

Gerry Fathauer opened by stating that the video was to be shown in conjunction with the tour of the new Mesa Arts Center site, which had to be cancelled due to the rain. The tour has been rescheduled for January 28, 2004 at 3:30 p.m. Ms. Fathauer proceeded to show the video and stated that this is the latest video of the new site that was shared at the Mid and Upper Management Meeting several weeks ago.

Following the video, Randy Vogel reported that one could follow up-to-date progress on construction through the Website. Mr. Vogel stated that since the video, completed in September 2003, the Nesbitt/Elliott Playhouse and Ikeda Theaters have roofs, and the front of house for the Ikeda Theater is covered. Ms. Fathauer reported that the third floor for the Studios is now in place, and the bridge that connects the north and south wings is also in place. Ms. Fathauer and Mr. Vogel also spoke of the periwinkle wall that can now be seen as you down Center Street. This large wall snakes out to the corner of Center and Main and defines the west wall of all the galleries underground. Ms. Fathauer continued to say that the wall runs the entire distance of the Studios and forms a beautiful, gentle "s" curve that connects Mesa Contemporary Arts and the Studios. The video was done by channel 11 and is aired from time to time, sometimes following the City Council meeting.

Staff Reports

Arizona Museum for Youth – Barbara Meyerson

- Due to a water emergency at the Arizona Museum for Youth facility, Barbara Meyerson had to dash. She did state that the elevator was in and operational, and the staff was busily preparing for the grand reopening next week. Ms. Meyerson invited everyone to come to the Museum's private grand reopening and preview of the new exhibit "Bow WOW!: Dogs in Art" on Thursday, November 20, from 6:00 – 8:00 p.m. The reopening of the Arizona Museum for Youth will officially take place on Saturday, November 22, from 9:00 a.m. – 5:00 p.m.

Mesa Southwest Museum – Tom Wilson

- The Museum is currently working on creating a new history gallery. As you walked from the Theater to the Baja Gallery, (where the turtles are displayed) you passed a built-out history exhibition area. That has been taken out, and a temporary exhibition space has been created with hardwood floors, white walls, and spotlights – a gallery looking space. This new space will become the Museum's third temporary exhibition space. This will give the Museum approximately 6,000 sq. ft. of continuous space,

which will allow the Museum to do major exhibitions. The first use of this space will be dedicated to the up-coming "Sue" exhibition in January 2004. "Sue" will be in the Theater, and this new large exhibition space will be used to display all the interpretive materials for "Sue." When "Sue" leaves, the space will be used for the Chicano Art Show. After the art show, the space will be integrated into the Museum's regular temporary exhibitions program.

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

- Randy Vogel introduced two new employees on his staff: Kristy Dewald and Steve McFerron.
Kristy Dewald is the Events Services Supervisor. Ms. Dewald is originally from Phoenix, and she spent nine years in North Carolina working with Greensboro Coliseum Complex as the Senior Event Manager. Since she has been back in Phoenix, she has worked with a company named Rhino Staging and Events Solutions working mostly with the Dodge Theater in Phoenix as the Production Coordinator. Ms. Dewald's duties at the new Mesa Arts Center include front-of-house/rental operations which includes: budget; development of staff and campus policies and procedures as they relate to rental procedures; and building relationships for the new Mesa Arts Center and property. Ms. Dewald is also responsible to control and monitor the customer contact aspect of facility event coordination, patron services, the volunteer management program, and Theater concessions, including food and beverage procedures.
Steve McFerron is the Operations Supervisor. Mr. McFerron came to AZ from the University of California at Davis in Davis, CA where he was the Operations Supervisor for the Mondavi Center – an 1800-seat Theater that opened last October. Mr. McFerron reported that he has been busy working on the lists of furniture and equipment needed to open the Theaters and the educational wing (studios and classrooms). He is also heavily involved in gathering all the documentation for the commissioning of the facilities. Once the Theaters are open, his responsibilities are the campus operation systems and resource management for the facility, which includes: budget; for the new Center development of staff; and policies and procedures as related to technical, housekeeping, security and maintenance.
- Randy Vogel reported that Theater staff is moving forward. Currently, they are in the evaluation mode for the Ticketing RFP and continue to move forward on Information Services Division (ISD) issues for the new Center's facility management software and the Website.
- Rob Schultz reported that the Mesa Arts Center is going through "pre-drywall" reviews of spaces. Every two - three weeks, staff has been going through their respective spaces with the Kitchell team. Ceramics and glass, performing arts studios (dance, drama, acting, and music on second floor), and part of the Mesa Contemporary Arts space have been reviewed. Mr. Schultz reported that this process gives them a last chance to make minor adjustments.
- Polly Smith is the new jewelry instructor and will begin on Monday, December 1. She will teach jewelry and lapidary classes as a full time Visual Arts Specialist.
- Artworks from Mesa Arts Center instructors and emerging artists will be on sale at the "MACStravaganza" on Sunday, November 30, from 10:00 – 4:00 p.m. at the Mesa Arts Center, 155 North Center Street.
- Rob Schultz thanked everyone who attended "Art on the Move" Saturday, November 8. Table sponsorships were up from last year. Unofficially, there was approximately \$115,000 in gross revenue as compared to last year's revenue of \$103,000.
- Andrey Hernandez-Garcia, staff liaison to Mini-Grants and Community Aid Grants, asked if any Board member was not receiving information from the arts organization to which they are liaison. Ms. Hernandez-Garcia will follow-up and make sure the arts organizations keep in contact with the Board liaisons.

Director's Report – Gerry Fathauer

Maureen Chaisson-Stewart asked Gerry Fathauer to remind the Board of the Southwest Arts Conference, put on by the Arizona Commission on the Arts that will take place on January 30, from 8:00 a.m. – 4:30 p.m. at the Glendale Civic Center. Admission is \$50 with a \$10 discount for three or more. The City of Mesa will pay the admission fee. The following information is taken directly off the Arizona Commission on the Arts Website: "*Southwest Arts Conference, Telling Our Stories, Hearing Others' Stories: Creating our Cases for the Public Value of the Arts. Keynote address by Ben Cameron, Executive Director of Theatre Communications Group, the national theatre service organization. Appearance by Governor Janet Napolitano, who will kick-off the Conference. Glendale Civic Center, Glendale, AZ.*"

Ms. Fathauer asked if any one had attended the Maricopa Regional Arts and Culture Task Force community dialogue. Few attended. Ms. Fathauer stated the importance and significance of the community dialogue meetings, as it is the first time that there has been a regional planning effort on behalf of the arts, which is being funded by four foundations to the tune of \$200,000. The Task Force has brought in an organization from Washington D.C. to facilitate the dialogues. To date, the Task Force has done interviews and has scheduled a series of three community dialogues. Barbara Meyerson is a member of the Task Force, and Ms. Fathauer will ask her to present updates from time to time. The Task Force will be wrapping up their work in February or March. Ms. Fathauer stated that summaries of the work can be viewed on their Website http://www.flinn.org/arts/detail.cms/itemid=a_mactf_prog_reps#091003. (If you view this document from the minutes and agenda site on Inside Mesa, you can simply click on the link and go directly to the site – or type www.flinn.org - click "Arts" across the top, black task bar – click "Arts Task Force" on right hand menu (in light purple) – scroll down the text to "Progress Report" – click, and you will be at the Task Force Report site. The goal of the Task Force is to look regionally at what can be done to support and stabilize our arts and cultural institutions in partnership with corporations and businesses.

ArtsMarket information will be presented to the Board in January. The Arts and Cultural Division has retained ArtsMarket to view geo-demographic information as a means to determine how to program and market the new Mesa Arts Center. ArtsMarket has done some focus groups of potential new Mesa Arts Center patrons and is currently putting together a survey to poll 5,000 patrons of the existing Mesa Arts Center. The survey will provide data that will give us an idea of how we are doing with programming, and more importantly,

what kind of programming we can do in the Theaters to capture various target markets. We are zeroing in on a 30-minute drive time. This would extend to the southern portion of Paradise Valley, most of Scottsdale up to Shea Blvd., Tempe, Ahwatukee, Gilbert, and Chandler. More complete information will be provided in January.

Upcoming Events - Meetings and Events Attended – Board Members

Mesa's Merry Main Street will take place on Friday, December 5, from 5:00 – 9:30 p.m. Admission is free and takes place in downtown Mesa (between Country Club Drive and Center Street). The missing downtown holiday lights this year was mentioned, and the Board expressed disappointment. Maureen Chaisson-Stewart explained that the decision was made due to budget cuts and eliminating the lights this year will save the City approximately \$150,000.

Maureen Chaisson-Stewart asked if someone would take the lead on the Board's Diversity Committee and the Network Committee. Ms. Chaisson-Stewart stated that there is work to be done on these committees and someone is needed to initiate setting a meeting date and time. She also emphasized the importance of the Board's role in advocacy. Jesus Hernandez volunteered to take the lead on the Networking Committee, and Ramona Tecumseh volunteered to take the lead on the Diversity Committee. Ms. Chaisson-Stewart also emphasized, again, the importance of getting to know the City Council, especially the Councilmember who represents each Board member's own district.

Ramona Tecumseh distributed a rack card for the "Indian Market 2003 Pueblo Grande Museum Auxiliary," which will take place on December 13 and 14. Featured will be more than 500 skilled Native American artists from the US and Canada.

Randy Robinson stated that he and his guests thoroughly enjoyed the "Tour de Culture" in October; however, he suggested that next year they might consider more places to drop off the passports. Gerry Fathauer stated that this was the third annual "Tour de Culture" and the first year that the passports were introduced. Ramona Tecumseh stated that she felt the event could have used an additional trolley. Ms. Fathauer assured the Board she would take their recommendations to the committee. Ms. Tecumseh also stated that she felt the event was a "class act," especially the food at the different venues.

Jesus Hernandez shared a new publication titled *Arizona Hispanic*. It is written in English and published for Hispanic professionals. Mr. Hernandez stated that is a great resource for cultural events, programs, advertising venues, etc.

There being no further business, the meeting was adjourned at 4:40 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division