

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 November 9, 2005.

Members Present:

Kimberly Grace
Douglas Brimhall
Crista Cloutier
Peter Cook
Lennee Eller
Daniel J. Harper
Laurent Teichman

Members Absent:

Toni Brucato-Kobet
Ramona Tecumseh
John Hohmann
Andrea Soto

Staff Present:

Gerry Fathauer Rob Schultz
Marie Raymond Sunnee Spencer
Carrie Brown Nancy Wolter
Tom Wilson Sandy Trant
Gerri Green Jean Kaminski

Guests Present:

Simon Donovan Ben Olmstead
Dan Stoecklin Mitch Foy
Mike David Lisa Anderson
Tessa Hill

Kimberly Grace, Chair, called the meeting to order at 3:43 p.m.

Approval of Minutes

Peter Cook made a motion, Laurent Teichman seconded, and the October 12 and October 17 minutes were unanimously approved and posted on the Web page.

Public Comments

Sunnee Spencer, new Administrator at the Arizona Museum for Youth, was welcomed. Ms. Spencer comes to Arizona from Cape Cod, MA, where she was the Deputy Director of museums and programming for the Heritage Museums and Gardens in Sandwich, MA. Ms. Spencer's background is mostly in arts and museum education.

Lisa Anderson, Mesa Historical Museum, reported that the annual Quilting Show would be opening on November 8. This year's theme is "The Growing Years: Childhood and Quilting."

The Mesa Historical Museum was awarded a \$50,000 grant from the Salt River Pima Maricopa Indian Community. The grant money is specifically earmarked for exhibit development.

The Mesa Historical Museum has recently partnered with Mesa Community College (MCC) to be a part of their spring semester. One class offered is a lecture by Jared Smith, Collections Manager, based on his book Making Water Flow Uphill. The Museum will work with MCC again in February on an exhibit at the MCC Library.

The 13th annual Hall of Fame celebration will take place at the Mesa Historical Museum on Monday, November 21 from 7:00 – 9:00 p.m. at Westwood High School Auditorium.

The 6th Annual Historic Home Tour will be on Saturday, January 21 from 11:00 a.m. – 4:00 p.m. This year's tour takes place in the West 2nd Street and Robson Historic Districts.

The Mesa Historical Museum is kicking-off a "Century Club." The goal is to have 100 people donate \$1,000 to assist the Museum with expenses. The Museum's Capital Campaign will kick-off in January, which begins the Museum's 40th anniversary year.

Discuss and Take Action – Consider for Approval the Selected Artist for the Second Temporary Installation Project – Carrie Brown

The selection panel, consisting of one Museum and Cultural Advisory Board member, one Mesa Arts Center volunteer, and one Mesa Arts Center staff member, met on November 1 to review six artists' applications for the second Temporary Project at the Mesa Arts Center. The panel selected Zarco Guerrero, a local artist in Mesa. Ms. Brown presented several images of Zarco Guerrero's work, and his resume and letter of interest were distributed. The panel felt he would be up to the task and liked that he works with varied materials. The temporary artwork will be on display during the 2006 Spring Training season in March and run through June 2006. The financial impact is contained within the scope of the project (\$2,500).

Mr. Guerrero will work with the selection panel to develop a proposal. Once the panel accepts his final proposal, the proposal will come to the Board for approval.

The project will be on the Mesa Arts Center campus, but no specific site has been chosen at this time.

Lennee Eller made a motion, Crista Cloutier seconded, and all Board members present voted unanimously to award the contract to develop a proposal for temporary artwork at the Mesa Arts Center to Zarco Guerrero.

Discuss and Take Action – Review Draft of Work Program FY05-06 – Nancy Wolter

Nancy Wolter presented a draft of the FY05-06 Work Program derived from discussion at the Board retreat in October. Two new committees emerged from the discussion and one current committee remained. Previously, committees were Diversity, Networking, and Grants. The suggested new committees would be Education and Financial Stability, and the Grants committee would stay. Following are the suggested responsibilities of each committee:

Education Committee:

- Educate the public on City funding issues.
- Attend public meetings and provide facts on issues facing the City regarding funding.
- Represent the Arts and Cultural Division at public and community meetings and provide education on the role of arts and culture in government and in the community.

Financial Stability (Development) Committee:

- Provide input on fees.
- Provide input on increasing revenue sources.

Grants Committee:

- Review Mini-Grants.
- Attend the panel review of the Arts and Cultural Community Aid grants as an observer and provide feedback to the Board.

Responsibilities of the **Board as a whole** would be as follows:

- Schedule meetings to coincide with City Council sessions as appropriate.
- Report on Sub-Committee meetings.
- Attend Arts and Cultural events and programs and represent the Board within the community.
- Communicate with City Council, as a private citizen, regarding position on issues.
- Provide education to residents on issues facing the City.
- Vote!

After discussion, it was decided that Financial Stability would be changed to **Financial Development**; Diversity was no longer an issue as it is on the forefront of all arts and cultural facilities/programming; Networking would be changed to Education as the need to educate is of utmost importance for the survival of arts and culture's future; Financial Development is needed as the Arts and Cultural Division strives to be proactive in finding other sources of revenue.

Staff will provide information to educate Board members on funding issues, fees, etc., as well as information pertaining to City public meetings and issues affecting arts and culture that will go before City Council. It was suggested that a question/survey be posed to the public asking, "What kind of City do you want?"

Gerry Fathauer encouraged the Board to carefully read, study, and share with the public the report recommended to Council by the Financing the Future Citizens Committee. (Link: <http://www.cityofmesa.org/finance/committee.asp>)

Educating Council and residents on the importance of promoting Mesa outside the City was also labeled as an important factor.

Finalization of the FY05-06 Work Program and selection by Board members for the committee they wish to serve on will take place at the December 14 regular Board meeting.

Information and Discussion – Presentation of the Preliminary Design for the Banner Baywood Medical Center Transit Shelter by Simon Donovan and Ben Olmstead – Carrie Brown

Carrie Brown introduced artists Simon Donovan and Ben Olmstead. Ms. Brown reported that earlier in the day, the two artists, Ms. Brown, and staff from Banner Baywood met to review the artists' proposal. They are addressing the Board today to introduce themselves and present their preliminary design.

The artists want to create a transit shelter that is sculpturally interesting, esthetically pleasing, colorful, well lit, and would fit in with the architecture of the hospital facility. A stipulation is that a solar lighting component be incorporated. The artists' preliminary design would weather well and provide a canopy over the shelter. The artists felt a solar panel could also be used for dramatic effect. The artists presented a small scale of their design, which has a curved I-beam that serves as the framework with a suspended canopy over the shelter. The I-beam would be connected to a bench. For color, the artists are looking at a new material called "light blocks" that are basically bulletproof glass and come in a wide spectrum of colors and varied surfaces, and colors can be fused for a more dramatic effect. The blocks would be used to create a design in the

canopy that would be illuminated by the sun during the daytime and lighted at night for viewing from upper levels of the hospital. A final canopy design has not been determined at this time. There was discussion regarding the possibility of tilting the canopy so the design could be seen from the ground at night. The artists will look into the possibility of adjusting the canopy.

The deadline to complete the shelter is August 2006, but completion will depend on construction at the facility.

Staff Reports

Arizona Museum for Youth – Marie Raymond

- Outreach activities continue to grow: had a table at "Boo at the Zoo" event; participated in "Hall of Flame;" participated in fall festival at Bright Horizon Preschool; and held in-service on how to incorporate visual arts into the current curriculum for preschool teachers in the Paradise Valley School District.
- Staff is looking to do more collaboration with schools, especially Mesa Public Schools.
- The new Museum Administrator, Sunnee Spencer, thanked everyone, especially Beth Bartholow and Marie Raymond, for acclimating her to her new surroundings. She is immersed in getting to know the staff. Ms. Spencer reported she is interested in statistics, such as, since the Museum for Youth was accepted by the City of Mesa, the Museum is quickly approaching its one millionth visitor; the Museum has realized approximately \$1.2M in revenue for the City; and "2nd Sunday Free" has proven to be a successful, popular event at the Museum, with the number of visitors representing approximately \$21,000 in potential revenue.
- The next exhibit, "People of Ice and Snow: Inuit Art and Artifact," will begin January 27 and run through May 26, 2006. Inuit art in this exhibition is from the Albrecht Collection at the Heard Museum.
- "Dreaming Tomorrow: The Art of Robert McCall," continues through January 6, 2006.

Mesa Southwest Museum – Tom Wilson

- A special thank you was extended to Jerry Dillehay for his two plus years of service as Acting Arts and Cultural Director.
- Rob Schultz was welcomed as the new Assistant Arts and Cultural Director.
- The Society of Vertebrate Paleontology International Conference, hosted primarily by the Mesa Southwest Museum, was a huge success.
- Mesa Southwest Museum's archeology team did astonishing work at the Riverview/Dobson site, discovering twenty Hohokam canals, pit-houses or Hohokam dwellings, pottery fragments, and fossils.
- The Museum's Strategic Plan is complete. Mesa Southwest Museum mission statement reads: The Mesa Southwest Museum strives to inspire wonder, understanding, and respect for the natural and cultural history of the Southwest.
- It is anticipated that a new collections policy would be completed by the end of December.
- Following a national search, Kathy Eastman was the Museum's first choice, with 15 years of experience to her credit, as the new Museum Education Curator.
- To date, the Mesa Grande and Federal Building issues remain on the bond list.
- "The Fabric of Jazz: A Tribute to the Genius of American Music" sponsored by the Arizona Quilter's Guild, features 20 unique quilted works of art that convey the essence of the music, the performers, and the sound and soul of jazz. A reception will be held on Saturday, November 12 at 5:30 p.m. Flyers were sent to 60 fabric stores in the Valley advertising the exhibit.

MAC/Mesa Contemporary Arts – Rob Schultz; Theaters and Operations – Gerry Fathauer

- The Artists Fair, formerly MACStravaganza, featuring artists and their work, food, and entertainment will take place November 19 from 12:00 – 5:00 p.m.
- Luis Jimenez, featured artist at Mesa Contemporary Arts, will present a slide show on Thursday, November 10 at 7:00 p.m. in the Virginia G. Piper Repertory Theater.
- The Glass Expressions event was a huge success, with a reported 2,000 visitors. Remarks from the public included: "fabulous, impressive, instructors and event were great!"
- As a result of the City Council session on October 24, the Mesa Arts Center is able to roll back fees for adult arts classes to where they were this past summer (which included a 25% increase from the FY04-05 fall/winter classes). This would be approximately a 50 percent (%) cost recovery as opposed to the 60% cost recovery imposed by Council in June. There would still be an additional 10% fee for non-residents.
- Winter class registration begins December 5; classes begin in January.
- Rob Schultz, Assistant Director of Arts Education, has accepted a second responsibility as the new Assistant Arts and Cultural Director and has attended staff meetings at the Museums to familiarize himself with the details of operating the Museums, their missions, strategic plans, etc.
- Gerry Fathauer reported that Randy and Marcelle Vogel delivered new baby Zoe Samantha on Monday, November 7 at 4:30 a.m.
- \$2.3M has been reported to-date in ticket sales, which includes rentals, etc.

- The percentage of missed ticket sales calls is down. Staff continues working to improve this area.
- Art on the Move, sponsored by the Mesa Arts Center Foundation, will take place on Saturday, November 12 on stage at the Ikeda and Piper Repertory Theaters.
- The *East Valley Tribune* is doing a promotion for "Clifford the Big Red Dog, " which is coming to the Mesa Arts Center November 25 and 26.
- Staff continues to work on developing policies and procedures for the Mesa Arts Center, including regulations for the use of the Shadow Walk. Artist Steven White has been pressing his issue of wanting to create and sell his work on the Mesa Arts Center campus. Staff is working with the City Attorney's office to develop a policy.
- Walter Morlock, Marketing Coordinator, in conjunction with Mesa's Channel 11, has created a new *Arts Magazine* that airs on channel 11. Mr. Morlock provides information on upcoming events at the Mesa Arts Center.

Public Art Program – Carrie Brown

- The Board was thanked for their input on the transit shelter for Banner Baywood. Ms. Brown will present the final proposal on the shelter at the January Board meeting.
- Ms. Brown reported that the Transportation Department is discussing the possibility of developing a new standard prototype for transit shelters that would be smaller and less expensive to build. There would be a public art component in the prototype. One thought was to develop a Design Team with a public artist on the team. Transportation would do the fabrication of the shelters. Ms. Brown would like to invite five – six qualified local artists to apply for this opportunity. One idea is to have a shell, that could be modified and would have three different art components (A, B, and C). One might have a fancy seat, or splashy color, etc. Or, there may be just one prototype for all sites. The budget for this project would be \$15,000, which will pay for the artist's participation on the Design Team. The Public Art program may commit additional money for the fabrication of the new prototype(s). Once the Board has approved the artist's design, Transportation would take over and complete the project.

The Board expressed comments regarding whether there would be any community involvement or input and wondered if this would be the end of artist-designed shelters. Ms. Brown replied that the idea is still in the discussion stage and nothing is confirmed. However, she feels there would still be some special artist-designed shelters.

Directors' Reports – Gerry Fathauer and Rob Schultz

Gerry Fathauer announced, and invited anyone who may be interested, that she and Rob Schultz, are planning to attend a reception and fundraiser for Senator Carolyn Allen on Monday, November 14.

Upcoming Events – Board Members

Daniel Harper recommended that everyone take a look at the "Season Sampler" brochure created by the Mesa Arts Center in partnership with the Mesa Convention and Visitors Bureau. The brochure contains information on the Mesa Affiliates and programming at the Mesa Arts Center – and – for only \$30, a patron can receive six sampler vouchers that can be redeemed for one performance of choice from the participating Affiliate groups. A copy of the sampler will be included in the next Board packet.

There being no further business, the meeting adjourned at 5:37 p.m.

Respectfully submitted,

Gerry Fathauer, Director
Arts and Cultural Division