

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 July 14, 2004.

Members Present:

Peter Cook John Hohmann
Elizabeth Good Ramona Tecumseh
Daniel J. Harper Laurent Teichman
Jesus Hernandez Maureen Chaisson-Stewart

Members Absent:

Toni Brucato
Kimberly Grace

Staff Present:

Gerry Fathauer Randy Vogel
Rob Schultz Jerry Dillehay
Carrie Brown Nancy Wolter
Gerri Green Jean Kaminski
Barbara Meyerson

Elizabeth Good, Vice-Chair, called the meeting to order at 3:33 p.m.

Approval of Minutes

Elizabeth Good, Vice-Chair, called for any additions or corrections to the minutes. There being none, Maureen Chaisson-Stewart made a motion, Laurent Teichman seconded, and the June 9 minutes were unanimously approved and posted on the Web page.

Introduction of New Board Members – Gerry Fathauer

Gerry Fathauer introduced the two new Board members who were present: Daniel J. Harper (DJ) and Peter Cook. Toni Brucato was absent.

- Mr. Harper, a Mesa native, works for the State of Arizona, in the Government Information Technology Agency. Mr. Harper worked throughout his school years taking classes and learning about the arts through the Mesa Arts Center. He attended Arizona State University where he received a BA in Economics and Political Science and is now pursuing a Masters degree in Public Administration.

- Mr. Cook has been retired from Motorola since 1999. Once retired, he started his own business traveling around the world doing consulting and pursuing his passion of visiting museums.

Information and Discussion – Identify Mentors – Elizabeth Good

Responsibilities of the mentor include: sitting next to the new member during meetings to explain any questions that arise pertaining to protocol or process; possibly attending a City Council meeting together and explaining the session process; placing an occasional phone call to answer any questions that may have arisen, etc. ***Mentors for this year are as follows:*** Maureen Chaisson-Stewart for Daniel Harper; Laurent Teichman for Peter Cook; and Ramona Tecumseh for Toni Brucato.

Information and Discussion – New Committee Assignments and Meeting Schedule – Elizabeth Good

Elizabeth Good, Vice-Chair, explained that the Board has three committees: Networking Committee, Grants Committee, and Diversity Committee.

- **Networking Committee** – this committee advocates for the arts, meets with state Legislators and Mesa City Councilmembers (as well as appearing before City Council if and when necessary), and networks with other arts-oriented groups such as Arizonan’s for Cultural Development, Arizona Commission on the Arts, etc. ***Members will be*** Jesus Hernandez (Chair), Laurent Teichman, Maureen Chaisson-Stewart, and John Hohmann.

- **Grants Committee** – this committee meets at least three times a year to consider Mini-Grant applications and Community Aid Grant applications. The committee’s Mini-Grant recommendations come to the Board for approval, and the committee’s Community Aid Grant recommendations come to the Board for approval to then go to City Council for final approval. ***Members will be*** Kimberly Grace (chair), Daniel Harper, and Elizabeth Good.

- **Diversity Committee** – this committee networks and has a presence at City cultural events, has a hand in recommending and generating new Board candidates when positions open, and provides suggestions for and is aware of the types of diversity efforts that the Museums and Mesa Arts Center are doing. ***Members will be*** Ramona Tecumseh (Chair), Peter Cook, and Toni Brucato.

It was decided that one committee would meet each month at 2:30 p.m., in the Arts and Cultural Division Office prior to the Board meeting on a rotating basis. Ms. Fathauer also reminded the Board that as these are open meetings, and it is necessary to post each meeting at least 24 hours in advance. Jean Kaminski will be responsible for posting the meetings, prepare a rotating schedule for the committees, and will send the schedule to the Board via e-mail.

Note: It is important for the Chair of each committee to prepare an agenda and have it available at the Arts and Cultural Division office front desk prior to the meeting.

Information – Update on Public Art Projects – Carrie Brown

Carrie Brown reported that the discussion with Becky Ross, design-artist for the transit shelter at the new Mesa Arts Center, had been postponed. Ms. Brown has made arrangements to meet with Ms. Ross at the end of July and will bring images of the photo tiles that are being used to embellish the existing transit shelter to the August Board Meeting and report on the progress.

Ms. Brown has forwarded all suggestions and comments from the Board to artist-in-residence Virginia Senior for her Master Plan of the transit shelters. Ms. Brown will meet with a transit representative next week to finalize the technical details. Peter Cook asked if the statues at the new fire station are part of the Public Art program. Ms. Brown responded, "Yes; artist Judy Stewart did the sculptures, as well as the bronze plaques, and is in the process of repairing one piece that had been damaged."

Information – Orientation Video of Mesa Southwest Museum – Gerri Green for Tom Wilson

Gerri Green presented an orientation video of the Mesa Southwest Museum. The video was produced and funded by Joanna Smith, President of Corner-to-Corner Productions. Ms. Smith donated her time, staff, and production facility. The estimated fair market value of the video is approximately \$11,000. It is produced in both English and Spanish with subtitles on each video. The video will replace the current one in the Orientation Theater at the Mesa Southwest Museum.

Information and Discussion – Volunteers for Mesa Arts Center Opening Committees – Gerry Fathauer

Sign-up sheets were passed to give Board members the opportunity to volunteer to sit on one of the Sub-teams for planning the Opening Festivities of the new Mesa Arts Center. Sub-teams are: Tours, Mesa Contemporary Arts, Studios, Opening Festivities Weekend, Donor Recognition Event, and Theaters Grand Opening. Most meetings have taken a summer hiatus and will resume in the fall.

Staff Reports

Arizona Museum for Youth – Barbara Meyerson

- Governor Janet Napolitano visited the Arizona Museum for Youth, Wednesday morning, July 14. The Governor's scheduled 15-minute visit lasted much longer as she visited with staff as well as patrons. Ms. Meyerson reported that the Governor was pleased and impressed with the Museum and new permanent ArtVille exhibit.
- The Museum for Youth Friends received a \$200,000 gift from the Virginia G. Piper Charitable Trust Fund.
- Statistics from the Arizona Museum for Youth's first "2nd Sunday Free" campaign are:
 - 943 visitors – at one point it was necessary to form a line to get into ArtVille.
 - In the past, zip code 85201 had recorded zero (0) attendance. On the first free Sunday, 40% of the visitors were from the 85201 zip code.
 - 84% of the visitors had never been to the Arizona Museum for Youth. Ms. Meyerson reported that families came up to thank her profusely for allowing them the opportunity to come to the Museum.
- Ms. Meyerson has just returned from an intensive two-week program at Stanford University. The program is funded and sponsored in Arizona by two foundations. Out of 51 attendees, most representatives were visual and performing arts managers, several were from museums, and one from the Phoenix zoo. Ms. Meyerson stated that the program supplied invaluable knowledge that she has already begun to implement at the Museum.

Mesa Southwest Museum – Gerri Green for Tom Wilson

- Jerry Howard and Gerri Green submitted a \$65,000 proposal to SRP, Southwest Ambulance, and Banner Mesa Medical Center to fund an exhibit of Mesa Grande at the Banner hospital. The exhibit will be housed on the eighth floor of the hospital overlooking the Mesa Grande site. The permanent exhibit will contain artifacts dug up from the site and educate visitors of the extensive irrigation and farming system developed by the prehistoric Hohokam culture here in the Valley. Maureen Chaisson-Stewart asked if the exhibit is strictly for patients of the hospital. Ms. Green replied that the eighth floor is vacant at this time, but will be used as an ambulatory unit, with the exhibit and view open to patients and their families, friends, and visitors. The hospital is planning to train volunteers as docents.
- Tom Wilson has met with City Engineers regarding the first phase report for the "Federal Building Analysis." Dr. Wilson has asked all areas of the Museum to report back on their space planning and functionality needs. The Federal Building is located on the southwest corner of Pepper and Macdonald (the old Mesa Post Office). Ramona Tecumseh asked about the grant written by the City for Mesa Grande by J. D. Hayworth's office last year. Jerry Dillehay stated that the Museum was trying to earmark a federal appropriations bill; however, the issue was bumped. Work still continues along that vein.

- Statistics from the Mesa Southwest Museum's first "2nd Sunday Free" campaign are:
 - 50% of the visitors were from Mesa with 50% from other Valley communities.
 - 76% had never visited the Museum.
 - 76% were aware that admission was free.
 - 50% heard about the free Sunday from the newspapers, while 50% had heard from other sources such as the Queen of Peace Church bulletin, rack cards placed at the Libraries, direct mailings, etc.
- Southwest Airlines has donated two round-trip tickets to anywhere Southwest flies to be raffled at the Museum. The promotion has two purposes: 1) bring people to the Museum, and 2) enable the Museum to capture names and addresses for their database.
- A Summer Marketing Ad Campaign is airing on selected Cox Cable TV stations. On Tuesday, July 13, 700 people visited the Museum, which is remarkable for a Tuesday. In comparison, attendance in February 2004 (during the "Sue" exhibit) was 27,892 while attendance in May 2004 was 26,049 with no blockbuster exhibit. Traditionally, summer months have shown low attendance; however, with the Summer Ad Campaign, attendance is remaining at high levels.

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

- Extra summer classes have been added due to no Arts Camp this summer. Classes are going strong and will run until August 2.
- The Printmaking show at Mesa Contemporary Arts continues through July 17.
- The Summer Spotlight free concert series continues with the final concert on Wednesday, July 21.
- A number of part-time positions are moving to full time. One three-quarter position went to full time this past Monday, and three other three-quarter time positions will move to full time later this month. One part-time position will go to full time in August. The final part-time position will go to full time in January 2005.
- Randy Vogel and Gerry Fathauer presented, to the Mesa Town Center Board, an update on the new Mesa Arts Center and how it will impact downtown Mesa. Parking strategies continue to be discussed among Redevelopment, Mesa Town Center, and Mesa Arts Center staff who are reviewing where parking will be and how it will operate. A final report will be presented to the City Manager's Office and then to City Council for approval.
- Discussion continues on directional signage for downtown Mesa.
- Randy Vogel attended the California Presenters Artist Exchange – the kick-off event for the booking season. Discussions included: artists fees, opportunities at the new Mesa Arts Center for booking artists, and overcoming possible obstacles.
- The Ticketing System - AudienceView, a Web based program, has been approved by City Council and will allow for on-line ticketing capabilities, is user-friendly (users will not need a special computer to access the system), and has an excellent customer relations program.
- Work on the Website continues.
- The Marketing Branding Campaign has completed the process of naming and reviewing the look and feel of the programs for the new Center. Discussions continue on how this will affect the Mesa Arts Center and how the user groups may be involved.
- Facility Management program training, which includes calendaring, invoicing, and staff scheduling for events began Wednesday, July 14.
- New staff member Susan Rubin, Performing Artist Relations Coordinator, began June 14. Her responsibilities include support for the programming side of Performing Live, artist contracts, free concerts, and artist hospitality.

Peter Cook asked when the first revenue-generated event would be. Mr. Vogel responded in two ways: 1) the ticketing service fees will begin in spring of 2005; 2) the first revenue-generating event at the Mesa Arts Center will be the Inaugural Gala Concert tentatively scheduled for September 17, 2005.

Director's Report – Gerry Fathauer and Jerry Dillehay

Ramona Tecumseh inquired about the article that appeared in the *Arizona Republic* regarding FF&E money for the new Mesa Arts Center. **Gerry Fathauer** replied that City Council approved the shifting of funds within the \$90.8M budget that was approved in May of 2002. The money included everything, i.e., land purchase, design team fees, construction, and furniture, fixtures, and equipment (FF&E). The bottom line has not changed. The deferred FF&E money is for loose seating in the two large Theaters, musicians chairs and music stands, and equipment in the lapidary studio. It may become necessary to go to the Design Committee and request some of the money raised from the private sector (\$4.8M) be applied to FF&E.

With the departure of Randy Robinson from the Board, one vacancy remains. Ms. Fathauer reported that the Mayor would probably want to recommend a nominee to City Council for approval soon.

Ms. Fathauer reported that Kimberly Grace (new Chair) would like to discuss the annual Board retreat, being held in September this year, at the August meeting. Traditionally, the retreat is held during a regularly scheduled meeting outside of the Arts and Cultural Division Office, and meeting time is expanded to up to three hours.

Approximately 36 – 38 new policies and procedures for the new Mesa Arts Center are being developed. Staff will continue to bring information on the new Mesa Arts Center, as well as new policies to the Board. Some of the policies, i.e., those pertaining to fees, etc., will require Board approval. Once cooler weather arrives, Ms. Fathauer will conduct an educational tour of the new Mesa Arts Center for the Board that will focus on the various spaces and how they will interface with the community.

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 the Mesa arts groups. The issue will be discussed at a future Board meeting.

The Museums and Mesa Arts Center have historically had 501(c)(3) support groups. Mesa Arts Center had two: Mesa Arts Alliance and the Friends of Mesa Arts Center. These two groups have come together to form the Friends of Mesa Arts Center (FoMAC). The new FoMAC has held officer elections, revised the by-laws, and developed a new structure, which includes work being shared by Artistic Support, Finance, Human Resources, and Development committees. Joanie Flatt is the Chair, Vice-Chairs are Dennis Kavanaugh for Artist Support, Brian Allen for Finance, Karen Jilly for Human Resources, and Chris Rhodes for Development.

Ms. Fathauer spoke with Debra Dollar, Deputy City Manager, regarding presenting the report from the Maricopa Regional Art and Culture Task Force to City Council. Roc Arnett, president of East Valley Partnership, is following-up to see if there would be an opportunity.

Jerry Dillehay reported that staff is working on a plan to take the Board on a Public Art tour sometime in late fall.

The first "2nd Sunday Free" day at the two Museums was successful. Approximately 2,700 patrons came through – five times more than normal for July. The Mesa Southwest Museum store reported double their revenue from the previous Sunday. Mr. Dillehay reported that a family, with 11 children, could not thank him enough for the opportunity to bring their children to the Museum, something they would never had been able to afford otherwise. The Museums felt they had reached their targeted audience. Mr. Dillehay distributed new rack cards to promote the "2nd Sunday Free" to the Board members and asked them to hand them out to friends and co-workers. Peter Cook stated that his wife, who is a downtown merchant, reported increased sales on the first free Sunday.

Mr. Dillehay and Andreyra Hernandez-Garcia are co-chairing the fourth annual Tour de Culture event. The event is being moved from October to Saturday, November 20, from 1 – 7 p.m., in order to partner with downtown's "Sculptures in the Streets." The planning team is looking to also incorporate a "family fun walk." The traditional trolleys to the Museums and Library will remain part of the event. The team is looking for more merchant involvement and foot traffic on Main Street.

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

Respectfully submitted,

Gerry Fathauer
Arts and Cultural Director