

## 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 January 11, 2006.

### Members Present:

Kimberly Grace  
Douglas Brimhall  
Peter Cook  
Daniel J. Harper  
John Hohmann

Toni Brucato-Kobet  
Andrea Soto  
Laurent Teichman  
Ramona Tecumseh

### Members Absent:

Crista Cloutier  
Lennee Eller

### Staff Present:

Gerry Fathauer Rob Schultz  
Tom Wilson Gerri Green  
Carrie Brown Sunnee Spencer  
Jean Kaminski

### Guests Present:

Lisa Anderson Simon Donovan  
Joshua Watler Ben Olmstead  
Carmen de Novais

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

### Approval of Minutes

Kimberly Grace, Chair, reported a correction on the minutes of December 14. Under PREHAB Eaton Schools, it was stated that the recommended award was \$1,500. The correct amount is \$2,000, which was correct on the Board Report. The Chair then called for any further comments on the minutes. The following amendments to the minutes were suggested: on page 2 under "**Information and Discussion – Select Which Committee to Serve . . .**" begin a new paragraph with the sentence "It was further decided that a special meeting . . ." on page 4 under "**Upcoming Events,**" Peter Cook noted that due to Council action following the previous Board meeting, he withdrew his request to discuss the Voter Survey.

Peter Cook made a motion, Toni Brucato-Kobet seconded, and the Board members present unanimously approved the minutes of December 14, with the above amendments. The minutes were corrected, noted, and posted on the Web page.

### Public Comments

Joshua Watler, general manager for ACORN, introduced himself. ACORN is a national community organization with over 500 member families in Mesa whose goal is to organize low and moderate-income families to participate in their communities. Currently in Mesa, the group is working to educate communities on the budget crisis in Mesa. ACORN provides **facts** and **tools** to help communities take ownership of issues. The goal is not to persuade, but to educate citizens and increase voter turnout.

Lisa Anderson, Mesa Historical Museum, stated that the Museum is concerned about the City's budget crisis. Although not a City entity, the City has traditionally supported the Museum through Community Aid Grant monies. The Museum will be releasing a statement in support of the tax issues and provide facts to their constituents.

The Museum will be hosting their "6th Annual Historic Home Tour" Saturday, January 21 in the West 2<sup>nd</sup> Street and Robson historic districts. Admission is \$15. *The Arizona Republic* and Americopy are sponsors for the tour.

The Mesa Historical Museum and the Mesa Southwest Museum are partnering to create a "History of Mesa" exhibit. The exhibit will be at the Mesa Southwest Museum in May and then move to the Mesa Historical Museum as a permanent exhibit sometime in fall 2006.

Demolition of one of the replica buildings has begun, in preparation of redoing the Museum's grounds.

The Museum is kicking off their 40<sup>th</sup> anniversary year with a Century Club Membership program that is looking for 100 people to donate \$1,000 to sustain the operating costs of the Museum for the next year.

### Discuss and Take Action – Consider Approval of the Design of Simon Donovan and Ben Olmstead for the Banner Baywood Medical Center Transit Shelter – Carrie Brown

The meeting moved to the north Studios conference room to look at the working model brought by the designers Simon Donovan and Ben Olmstead. The model's foundation is cement with a step up that forms the bench for the shelter. From the bench, comes a curved I-beam (one foot in diameter) that holds a suspended canopy. The canopy is constructed from light blocks (a type of bullet-proof, translucent glass that comes in a wide array of colors and surfaces and can be fused), with a solar panel in the front. The design team has decided that a photographic image would be sandwiched between two panels of the glass. The sun illuminates the canopy during the day and is LED lighted for nighttime. Risk Management, Transportation, Public Art, and Banner Baywood have had involvement with the design of the shelter, and all are pleased with the model.

A question was raised as to whether or not the photos would hold up in the Arizona sun. The designers stated that the photos alone had a 30-year guarantee, and sandwiched between the two glass panels would allow even a longer life.

Laurent Teichman made a motion, Doug Brimhall seconded, and all Board members present voted unanimously to approve the design of Simon Donovan and Ben Olmstead for the Banner Baywood Medical Center Transit Shelter.

### **Discuss and Take Action – Consider Approval of the Public Art Temporary Project Design – Carrie Brown**

A narrative describing the temporary project from approved artist Zarco Guerrero was distributed. The installation has two components: 1) Olmec heads (4' x 3' x 3', named "Beyond Boulders") cast in a lightweight fiberglass will be installed in the grass area at the south end of campus by the parking lot. Zarco refers to this component as the ancient expression of the project. The heads will be secured with a concrete base; 2) a "Myriad of Masks," which he refers to as the modern expression of the project, would be installed in the water throughout the arroyo. Mike Goodwin, preparator at Mesa Contemporary Arts, is working with Zarco to find a way to secure the masks. Carmen de Novais, Zarco's wife, was present and stated that he works with school children and adult arts classes in creating the masks that reflect the diversity of our City. The masks are made of ceramic materials and when casting is completed, he opens the eyes. She further stated that he is open to working with the Mesa Arts Center in holding a workshop or activity for children, i.e., making masks or something along that line. As a note, the Mesa Southwest Museum has an Olmec head in its collection, which creates a connection (and possible marketing link) for the two City facilities.

Ramona Tecumseh made a motion, Laurent Teichman seconded, and all Board members present unanimously voted to approve the Public Art Temporary Project Design by Zarco Guerrero.

### **Discuss and Take Action – Consider Approval of Mary Lucking as the Design Team Artist – Carrie Brown**

The Transportation Division wishes to develop three prototype transit shelters that will be smaller and less expensive than the traditional shelter. Of the three prototypes, one will be mass-produced and installed throughout the City. The prototype is to include a shade structure, seating, trash receptacle, bike loop, and solar lighting. The shelter artist will partner with Lacor Streetscapes, a local fabricator, to develop the prototype.

Interviews to select a design team artist were held on December 15, 2005. The selection panel selected Mary Lucking of Tucson. The panel felt that Ms. Lucking was thoughtful in her approach to design, had a lot of transit type experience, is from Arizona and knows the area, and were intrigued by her answers in how she would approach the design and work with the team.

A kickoff meeting will be set for the design team to meet with City staff to discuss the parameters and scope of the project before design begins. The Transportation Division wants to produce the prototypes for \$12,000.

It was suggested that the structural design for all three prototypes would be the same, but the graphic design phase could have a changeable aspect to keep them somewhat varied throughout the City. Neighborhoods may be given some input as to what design would go in their area; however, this is still in the planning stage. The design phase of the project is expected to take approximately six months.

Daniel Harper made a motion, Toni Brucato-Kobet seconded, and all Board members present voted unanimously to approve Mary Lucking as the Design Team Artist.

### **Discuss and Take Action – Consider Approval of the Mesa Southwest Museum Collections Policy – Tom Wilson**

Over the past two years, Museum staff has re-worked the previous Collections Policy drafted in the early 80's and has had very little change since 1985. The policy covers the following: statement of purpose, statement of authority, collections committee, previous collections policies revoked, scope of collections, documentation of collections, acquisitions, de-accessioning, access, care and conservation, photography, archives, inventory, risk management and insurance, loans, staff responsibility, Repatriation policy, and Live Animal policy. The Smithsonian Institute's established outline was used as the structure of the document and made relevant to the Mesa Southwest Museum. Dr. Wilson pointed out that this document is basically policy only; it is not a procedural manual.

Question: page 25 under "Policy of Repatriation," ". . . under certain circumstances," what does that mean? Dr. Wilson replied that the collection item has to fall within the provenance of the Repatriation Policy and has to not only meet standards

that are set out in the Native American Graves Protection and Repatriation Act (NAGPRA), but also meet regulations that have been set by the National Department of the Interior since NAGPRA was established.

Question: Is bringing the policies up to standards necessary to become accredited? Dr. Wilson said, "Absolutely."

Question: page 27, second sentence, ". . . the repatriation coordinator shall acknowledge receipt of the request in writing to the claimant in a timely manner," what is a **timely manner**? After discussion, it was decided to change the wording to read, ". . . the repatriation coordinator shall acknowledge receipt of the request in writing to the claimant in a timely manner, in no case more than 30 days."

Question: What financial impact are we looking at to upgrade curation facilities? Dr. Wilson stated that the Collections Policy describes what the Museum is currently doing and is setting up ideal standards for collections care. At this time, a major obstacle to achieving accreditation is that the Museum does not have quality collections care in all areas – the Museum itself does; however, there are seven off-site rented locations that are sub-standard.

Question: Would the Museum take on other collections from researchers (Arizona is running out of curation facilities statewide)? In the archeological area, the Museum is curating collections that have come from Mesa findings. Under the agreement with Federal agencies, the Museum has research permits to collect natural history specimens throughout Arizona federal lands. Currently there are three such projects going on and findings are kept as repository collections at the Museum. The Museum is fast running out of collection storage space and needs to look for a larger, single, quality care facility.

Question: What is the square footage of storage at this time? Dr. Wilson did not know the exact number of square footage at the Museum. The storage facilities being rented are approximately 150 – 300 square feet each, and fewer than half are climate controlled; however, not all of the collections require climate control.

At this time, the Museum is spending \$20,000 a year to rent sub-standard facilities off-site. The Museum's goal is to have one collections care area that meets all standards. Approval of the Collection Policy is the first step. The Museum will then proceed to implement changes necessary to meet policy standards in the area of collections.

Peter Cook made a motion, Doug Brimhall seconded, and all Board members present voted unanimously to approve the Mesa Southwest Museum Collections Policy.

### **Discuss and Take Action – Consider Approval of Fee Changes for the Mesa Southwest Museum – Tom Wilson**

The Mesa Southwest Museum currently charges \$6 for general adult admission, \$3 for children three – 12 years of age, \$5 for seniors 55 and older, and \$5 for students. Persons are eligible for group rates of \$2 per person if they book 10 or more persons in advance. Second Sundays of the month are free to all.

A table of admission fees was created to compare the Mesa Southwest Museum with similar museums and institutions of related size and complexity within Arizona and in surrounding states; they range from \$6 - \$21.

In the institutions under study, admission fees for children range between 22 - 77 percent (%) of the total adult price. The art museums give the greatest discounts (30 - 40%), presumably because they are less attractive to children than the natural history museums, which charge 50 - 77% of the full adult admission fee.

Discounts for seniors at the institutions in the study vary from 60 - 90%, with 10 of the 14 institutions falling at 75 - 90%. Seniors are the biggest user of two-for-one coupons. Senior is defined as being 60, 62, or 65 years of age.

Six of the survey institutions have no special rate for students. The remaining nine institutions have student fees that range from \$3 - \$6, 50 - 83% of full adult admission.

It is clear from the study that the Mesa Southwest Museum's current group rate of \$2 per person is low for a group of 10 or more.

The Museum is proposing the following adjustment in admission fees to reflect current fair market value for products and services provided to visitors: \$8 for adults; \$4 for children three – 12; \$7 for seniors 65 and above; \$6 for students, group rates of \$3 for children/students, and \$5 for adults in pre-scheduled groups of 10 or more. Teachers and chaperons accompanying school tours would be exempt from the adult fee and would pay the \$3 rate. Group rates would not be implemented until June 1, 2006, as many groups are already booked for spring 2006. Second Sundays will remain free to all.

Peter Cook made a motion, Toni Brucato-Kobet seconded, and all Board members present voted unanimously to recommend that City Council accept the proposed fee changes for the Mesa Southwest Museum.

### **Discuss and Take Action – Consider Approval of Fee Changes for the Arizona Museum for Youth – Sunnee Spencer**

The Arizona Museum for Youth currently charges \$3.50 for admission, which includes adults, children, seniors, students, and group tours, with workshop fees ranging from \$7 - \$12. An admission-paying adult must accompany children under the age of 12. Fees are reviewed on an annual basis and have not changed since November 2003.

Many museums have a range of fees, but Arizona Museum for Youth staff believes it is vital to maintain a one-fee general admission rate to comply with their mission that states the Museum is for children and families.

A table of like institutions was developed; however, there is none other quite like the Arizona Museum for Youth. Of the 15 institutions in the study, the Arizona Museum for Youth is third from the bottom in admission fees, with one institution not charging admission and the other having a \$3.00 admission fee. All other institutions are higher.

Question: Do museums charge a different rate for different exhibits? Ms. Spencer replied that the Arizona Museum for Youth does not. The Museum offers a new, quality exhibit three times a year, which includes admission to ArtVille.

The Museum is proposing the following adjustment in admission fees to reflect current fair market value for products and services provided to visitors: \$5 for all persons one year of age and older and amending the workshop fees to a range of \$1 - \$350, which includes birthday parties and more extensive workshops.

Peter Cook made a motion, Ramona Tecumseh seconded, and all Board members present voted unanimously to recommend that City Council accept the proposed fee changes for the Arizona Museum for Youth.

### **Information and Discussion – Clarify Agenda for Special Board Meeting on January 25.**

The special Board meeting, set for January 25 to bring all committee members together to discuss Arts and Cultural issues, was cancelled as Board members felt the discussion had already been covered at the regular meetings.

### **Staff Reports**

#### Arizona Museum for Youth – Sunnee Spencer

- All were invited to the new exhibit, "The People of Ice and Snow: Inuit Art and Artifact," opening January 27 through May 26.
- The Museum is in "downtime" (between exhibits).
- The spring 2006 *Newsletter* was distributed. Staff is looking for a name for the *Newsletter*, and Ms. Spencer invited all present to participate. The name chosen by staff will receive a one-year membership, or if already a member, a \$50 gift certificate to the Gallery Shop.
- Ms. Spencer thanked Dr. Tom Wilson and his exhibit crew for their assistance in erecting the new exhibit at the Youth Museum. The Museums are working together as a Division-wide collaboration effort.
- Ms. Spencer has been working with Tom Verploegen, Downtown Mesa Association, regarding parking issues at the Museum's lot; City patrons and workers are using the Museum's patron spaces.
- As a marketing effort, Ms Spencer is writing a letter to all downtown businesses to introduce herself to them. In addition, the Museum is working with PBS to do a spot on the new exhibit.
- Staff has been brainstorming on what is going right/wrong at the Museum and ended the session by bringing in a focus group of kids to ask what they would like to see at the Museum.
- The Arizona Museum for Youth was featured on the cover, as well as an article inside, of the Piper Trust bi-annual report. The Museum received a \$250,000 grant from the Piper Trust for ArtVille.
- Staff is looking at working with the Arts Magnet schools and getting input from the students on what they would like to see at the Museum.

#### Mesa Southwest Museum – Tom Wilson

- Staff continues planning with the Mesa Historical Museum on the "History of Mesa" exhibit.
- Planning with Pueblo Grande on the exhibition, "From Above," (Photographer Adriel Heisey flies ultra light aircraft at low altitudes taking pictures of archeological sites), continues. The Mesa Southwest Museum will have half the exhibition from May through the summer and half will be at the Pueblo Grande Museum. Related programming will run across both Museums.
- After completing the Collections Policy, staff is making sure that they are doing the best they can to consolidate and work with the storage facilities they have and look for ways to cut expenses.

- The City Manager signed the burial agreement on behalf of the City of Mesa in 2005. Once signed by the tribal signatories, it will essentially be a treaty. This is one of a number of steps the Museum is taking to improve relations with our Native American neighbors.

#### Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- Mesa Contemporary Arts will be hosting an opening reception on January 27, 6:00 – 8:00 p.m. for the new Michael Stevenson, "Belle Epoque: New Work," and "Rudy Turk: A Lifetime of Collection and Creation" exhibits.
- Registration for visual and performing arts classes continues. Visual arts classes began January 9; performing arts classes begin January 23. The number of students registering is up 25%; number of classes that have enrollment is up 59% (very few cancelled classes this session); revenue is up 21%; visual arts adult enrollment went from 475 to 803, all representing a recovery from last session. Even with the setback in winter session, projected revenues are on target.
- Stageworks is presenting their second play of the season, "The Dreamcatcher," opening February 24. Auditions are underway now.
- Staff is immersed in the budget process, adjusting and finalizing the FY06-07 budget figures.
- The Store is doing well. Per patron, people are spending 20 – 25% more than the national benchmark average. The challenge lies in driving people to the Store. Staff is working on better signage and other ways to accomplish that.

A question was asked regarding collaboration efforts with Mesa Community College (MCC), the Herberger, ASU, and other organizations. Mr. Schultz reported that staff is hopeful and are working closest with MCC.

#### Public Art Program – Carrie Brown

- Carrie Brown reported that she would be escorting Legislator Mark Anderson of District 18 at the Arizona Arts Congress on February 6.

#### **Director's Report – Gerry Fathauer**

Gerry Fathauer reported that the Mesa Arts Center's upcoming performances were featured on the front page of the City's *Open Line* January/February newsletter to the City's utility customers.

Reporting for Randy Vogel, Ms. Fathauer stated that December was a strong month in terms of ticket sales, with sellouts in the Ikeda Theater (1,600-seat). January is going strong as well. "Around the World in a Bad Mood" was extended for three weeks. Ticket sales are on target for revenue projections.

Arizona Arts Congress, February 6: Daniel Harper, Toni Brucato-Kobet, and Ramona Tecumseh stated they plan to attend.

Chris Brady, City Manager, is planning to attend the Board meeting in February or March. Community Services Department's new acting manager is Patricia (Trisha) Sorenson, who will be dropping by at a future Board meeting to meet everyone as well.

Community Services marketing is working with the Responsibility Centers (R.C.) to create factual talking points, Division-wide, that the Board can use to educate the public regarding the May election.

There being no further business, the meeting adjourned at 5:55 p.m.

Respectfully submitted,

Gerry Fathauer, Director  
Arts and Cultural Division