

## Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Arts Center, One East Main Street, third floor, south Studios conference room, on January 28, 2016.

### Members Present:

Dilworth Brinton, Jr.  
Gladys Contreras  
Merlin Ellis  
Melissa Sue Johnson

Michelle Streeter  
Dr. Robbi D. Venditti  
Robert Valverde  
Katrina Wilhelm

### Members Absent:

Nancy Aposhian  
David Dean  
Alyssa Yingling

### Staff Present:

Cindy Ornstein Rob Schultz  
Sunnee O'Rork Tom Wilson  
Jean Kaminski

Dr. Robbi D. Venditti, Chair, called the meeting to order at 4:03 p.m.

### Approval of Minutes:

Dr. Robbi D. Venditti, Chair, called for any corrections to the minutes of November 19, 2015. There being none, Dilworth Brinton, Jr., made a motion to approve the minutes as written, and Melissa Sue Johnson seconded the motion. The Board members present unanimously approved the minutes of November 19, 2015, and they will be posted to the City's website.

**Public Comments:** No members of the public were present.

### Staff Reports

#### i.d.e.a. Museum – Sunnee O'Rork

- The Museum celebrates its second year as i.d.e.a. Museum in February.
- Attendance and revenue numbers are on right on target.
- The education team hosted a great Family Day for *All Aboard Trains!* with a Polar Express/holiday theme. Visitors were invited to come in their pajamas (some adults and children did) and enjoy hot cocoa and cookies, a visit from Santa, a special reading of Polar Express, and visit with folks from Save the Train organization who provided the Engine 2355 for the exhibition. Hope Kids were able to come to the Museum for Family Day from funding provided by the Access for All, No Barriers to Learning Fund.
- The Museum received a \$10,000 grant from Thunderbirds Charity to provide busing for kids to visit the Museum.
- Sunnee O'Rork, Cindy Ornstein, and Jeffery Morris are on the steering committee for Southwest Maker Fest and the i.d.e.a. Museum and MAC are in-kind sponsors for the March 12 free event from noon to 7 p.m.
- The Museum continues to plan for their annual fundraising event, this year titled "Color the Night: Adult Take-Over" on Friday, April 8. Ticket price is \$35.
- i.d.e.a. Museum welcomed Yvette Armendariz as their new Marketing Specialist.
- New i.d.e.a. Museum Board members are: Linda Abbott, former high school teacher; Sean Lunny, BMO/Stoker Osteler; Chris Tompkins, former coordinator of Piper Trust Fellows; and Scott Higginson, owner of Four Square Art Gallery and an activist in the community.
- "Underwater FantaSEA" opens with a VIP reception on Thursday, February 11, with the public opening the following day.
- The Museum's annual event exclusively for members, "We Love Our Members," will take place on Friday, February 13, in the atrium with a lagoon being built, Moon Mermaid coming, pirates, and all sorts of other cool stuff.

#### Arizona Museum of Natural History – Tom Wilson

- Tom Wilson distributed an overview of the Museum's attendance and revenue over a three year period, comparing the first six months of each year. Revenue and attendance have significantly increased over the three year period. Dr. Wilson noted that the difference lies in several places: improved economy, Light Rail, education programming, and social media outreach along with other factors. **See Exhibit A** that outlines Attendance and Revenue, Exhibitions, Social Media and Outreach, new Security system, Education Programs, Development, and Field Research.

The Museum and Mesa Grande have installed a new monitored security system (the first of its kind in the City of Mesa) and also a new system at Sistine House. Education Program attendance has increased in FY15-16 by 56% over the first six month period in FY14-15, and Dr. Wilson attributed that to birthday parties (so many requests they have to turn some down), Explore More, Overnights, and Science Literacy Camps.

Dr. Robbi D. Venditti, Chair, asked if grant funding has increased. Dr. Wilson replied that the Museum has been more robust in seeking grants the last couple of years than in the past.

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

- Classes have begun for the winter semester; 330 classes being offered with some starting in January and others in February, March, and April – a lot of choices.
- Upcoming exhibitions at Mesa Contemporary Arts Museum: Ecosystem by Bradley Hart; the 37<sup>th</sup> Annual Contemporary Crafts Exhibition; Recurrent Edges by Jeff Reich (former lead ceramics instructions at MAC-now retired); Distant Visions: Apparatus and Ephemera from the Televisor Era 1884-1928 by Steve Gompf; and Docents Select – works from the Permanent Collection. The opening reception for these exhibitions is Friday, February 12, with VIP/members reception from 6-7 p.m. and public reception from 7 – 10 p.m.  
Mr. Schultz stated that the exhibition by Tempe artist Steve Gompf is unusual and interesting. He creates unique imaginary “vintage televisions” from what he calls the “Televisor Era 1884-1928.” There is even a made-up story to go with each piece. Cindy Ornstein added that the Ecosystem exhibition by Bradley Hart is also unique; he injects paint into bubble wrap. The first Craft Show took place the year prior to the opening of the old Mesa Arts Center building, now Irving School.
- Rob Schultz is finishing his sixth year on the Arts Education Council for Americans for the Arts. The winter meeting took place in Los Angeles a few weeks ago; great opportunity to mingle with leaders in arts education from around the country and staff at Americans for the Arts. While there, they were able to visit several cultural organizations in the LA area; Getty, The Museum of Contemporary Art, The Broad Museum, The Colburn Conservatory of Music, and the Armory Arts Center.
- Together with the Americans for the Arts staff, the Arts Education Council put in a proposal to the National Center on Creative Aging in Washington, DC. If accepted, the Arts Council will give a presentation at the Americans for the Arts annual conference in June and help establish MAC’s own Creative Aging program more on a national level.
- City Council is set to vote on the Artspace development agreement on February 8. Staff were in the Valley and went through training in downtown Phoenix to get them fully prepared to write and submit their grant application for housing tax credits with the Arizona Department of Housing, which would provide a large portion of funding for the project; application is due March 1.

## **Director’s Report – Cindy Ornstein**

Cindy Ornstein was also in LA as a participant of the US Urban Arts Federation – another of the groups of Americans for the Arts, which consists of the cultural affairs directors from the 60 largest cities in the US. The meetings were built around the topic of Cultural Equity.

Ms. Ornstein noted that Mr. Schultz had mentioned the Broad Museum. She had read that Mr. Broad was the only person to ever found two successful Fortune 500 companies, as well as other companies. He and his wife assembled a giant art collection and built the Broad Museum for people to visit free of charge.

Rob Schultz, Billy Jones (Arts Education Coordinator), and MAC marketing have worked to create the significantly upgraded design for the class brochure, as well as totally revamping how classes are presented on MAC’s website. The brochure and website are more user friendly and contain more information than in the past. An addition to the website is to have the teachers listed with their picture, phone number, and e-mail address.

The annual spark! Mesa’s Festival of Creativity will take place on March 18 and 19 – a two-day event this year which will include spark! After Dark on both evenings. This year’s theme is “Sights and Sounds. The grand opening for *Musical Shadows* is scheduled for April 2 and MAC has commissioned a local choreographer to create a dance piece with dancers from ASU that will be done with sounds from the *Musical Shadows* installation.

This has been an incredibly busy year for MAC as well as the i.d.e.a. Museum and the Arizona Museum of Natural History. The amount and quality of programming is better than ever and Ms. Ornstein credited staff for an amazing job and their dedication, especially through this 10<sup>th</sup> anniversary year at MAC.

Growth continues with class registrations, rentals are excellent, and even though Performing Live had a rather soft beginning, it has been picking up during the winter months. This month, there was a bit of a milestone – MAC presented eight Riverdance performances in a week, and it is the first time that a show had approximately \$600,000 in revenue for one program – a great success.

Ms. Ornstein mentioned that for the first time ever at MAC, Billy Cobham will present an *Art of the Rhythm Section Retreat*. Mr. Cobham is a major drummer who will lead a musician’s retreat for professional and semi-professional musicians from around the world here at Mesa Arts Center in conjunction with the Mesa Marriott who will host the musicians.

Ms. Ornstein shared some imagery of the progress on Street Piano's "Play Me, I'm Yours." **See exhibit B.**

"Play Me, I'm Yours" will take place on February 26 and 27. There will be 24 pianos that will say "Play Me, I'm Yours" and distributed throughout Mesa ready to play 24/7. On February 26, the 24 pianos will be on the Shadow Walk at Mesa Arts Center for the Mesa Arts Center Foundation's annual Gala and feature a musical piece composed by 14 year prodigy Emily Bear. Ms Bear will be playing a grand piano on the Alliance Pavilion Stage accompanied by the other 24 pianos along the Shadow Walk. The ticket for the Gala is \$150.

The following afternoon, February 27, there will be a free public opening and again Emily Bear and the 24 pianos will be playing. Following that, the pianos will be taken to their final destination for six weeks for the public to enjoy and play.

Ms. Ornstein gave a nod to reporter Emma Jade from Channel 12 News who did a piece on Street Pianos when we were still in need of donated pianos. Not only did we get the number of donated pianos needed, but we now have 10 backups. There are even two baby grands that could potentially be auctioned off at the end of the event. Other pianos may be loaned to other organizations in the community. We may consider doing Street Pianos again in a year or two; there is interest in Tempe and Phoenix to do it with MAC along the Light Rail as a Tri-city exhibition.

We are currently seeking accomplished volunteer pianists to play at the Gala and the public opening.

Ms. Ornstein encouraged Board members to use the hashtag #streetpianosmesa to help spread the word and link in to social media for the event. She also encourage the Board to come see the exhibition while it is fresh during that first week of March 1 and bring their friends and families to come as well; come, take pictures/videos and post them on the website: [www.streetpianosmesa.com](http://www.streetpianosmesa.com) (part of the international website), and also post on all the social media platforms. The more buzz we can generate the more momentum will grow and more people will be able to enjoy and experience the exhibition.

She also wanted to give a special nod to Two Men and A Truck who originally signed on to move the pianos as a sponsor for a value of \$10,000 - \$12,000, but with the extra work involved in moving the pianos and the roving piano that will move around during the six weeks, the total value of their donation is approximately \$18,000.

Mesa's third annual Southwest Maker Fest will take place on Saturday, March 12. The planning committee is honing the event as it grows, learning more as each year passes. This year they are focusing more on quality than quantity. The emphasis this year is on enhancing the engaging experience of visitors.

### **Report on Conferences and/or meetings/Performances Attended: Board Members – Information only**

Michelle Streeter brought some 2016 Visitors Guide from Visit Mesa. The Visitor Guide has woven the arts community into the Mesa experience.

Sunnee O'Rork and Cindy Ornstein added that the downtown video is wonderful and gives a good impression – the video is available on-line at <https://www.youtube.com/watch?v=KXxxb0THJoA>

Karina Wilhelm reported that her boys and her brother, Merlin Ellis', boys attend Crismon Elementary and have had field trips to Mesa Arts Center and are loving it.

Dr. Robbi D. Venditti, was assigned in Michigan for three months and visited the Flint Museum of History and the Car Museum while there.

***The next scheduled meeting date is March 24, 4:00 p.m. at the i.d.e.a. Museum***

There being no further business, the meeting adjourned at 5:07 p.m.

Respectfully submitted,



Cindy Ornstein, Director  
Arts and Culture Department

## Exhibit A

### Arizona Museum of Natural History Overview

#### Attendance and Revenue (6 months: 7/1/15-12/31/15)

	FY 13/14	FY 14/15	FY 15/16
Revenue	\$290,500	\$274,332	\$430,074
Attendance	53,949	47,471	60,411

#### Museum Store (6 months: 7/1/15-12/31/15)

Revenue up 28% over last year      \$ 89,178      \$113,827

#### Development

3 BLM grants	\$73,000
Gila River Indian Community (over 3 years)	\$89,000
Salt River Pima-Maricopa Indian Community	\$50,000
National Geographic Foundation (Riverview)	\$20,000
United States Department of Agriculture	\$25,000

AzMNH Foundation Special Development Initiative

\$140,000 in funding requested from 18 funders since 7/1/15.

#### Social Media and Outreach

Google 360: Google Platforms; Website; Facebook

New Website

Facebook: 20,000 likes; 29,210 people engaged; 297,325 post reach

#### Exhibitions

*Dino Zone*: In production in Nuevo Gallery

*75,000,000 BC*: In planning for Baja Gallery

*Cultures of the Ancient Americas*: In planning for suite of galleries

Dino Façade: *Acrocantosaur* (Cretaceous, 100 MY)  
Funded at \$125,000

#### Security

New monitored system at Mesa Grande; New system at Serrine House

#### Education Programs

Program attendance up 56% over same period last year:

FY 14/15 (1 <sup>st</sup> six months)	12,444
FY 15/16 (1 <sup>st</sup> six months)	19,388

Volunteer hours up 17% in 2015 over 2014.

Membership up 29% in 2015 over 2014.

Programming highlights: Birthday Parties; Explore More; Overnight and Science Literacy Camps

#### Field Research

Las Cienegas (Cretaceous, south-central Arizona, 90 million years ago)  
Funded by two BLM grants totaling \$43,000. A third BLM grant of \$30,000 for documentation of natural history collections is in the funding process. Finds include: Theropod teeth (large carnivorous dinosaurs), dinosaur eggshell, Ankylosaur (armored dinosaurs), Hadrosaur ("duck-billed" dinosaurs)

Exhibit B

Street Pianos – “Play Me, I’m Your’s”



Street Pianos Logo





# STREET PIANOS MESA

**MARCH 1 - APRIL 9**

**PLAY ME, I'M YOURS**, an international touring project started by Brian Auger-Lewis, started in 1997 in Mesa, AZ. The project has been installed in cities across the globe, including New York, London, Boston, Los Angeles, Hong Kong, Paris and London, leaving the project nicknamed "Play Me, I'm Yours." During its international tour, the project has reached over eight million people worldwide with over 100,000 copies. This FREE exhibition in Mesa will be an Arizona premiere bringing the public with the arts 24/7.

Artists, working with local community groups will maintain 24 public pianos and beautiful works of art that engage the public in playing, dancing, making music and enjoying their community landmarks and in the heart of downtown Mesa.

**MESA ARTS CENTER**

**#STREET PIANOS MESA**

**STREET PIANOS MESA**

700 E. MAIN ST., MESA, AZ 85201 | 480.844.8000  
WWW.ARTSCENTER.MESA.AZ

# JOIN US FOR THESE SPECIAL EVENTS

**FRIDAY, FEBRUARY 24**  
7:00 PM  
MESA ARTS CENTER FOUNDATION ANNUAL GALA

**SATURDAY, FEBRUARY 27**  
2:00 PM  
MESA ARTS CENTER FOUNDATION ANNUAL GALA

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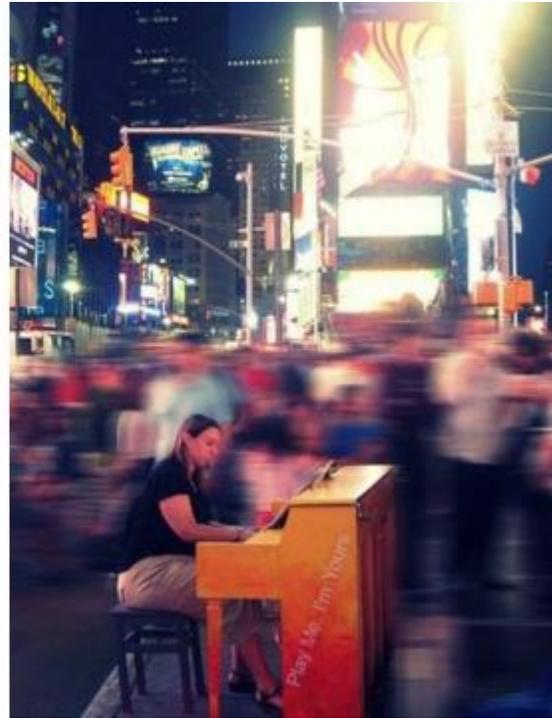
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## Current Press Coverage

- [East Valley Tribune](#)
- FOX 10
- [Downtown Mesa](#)
- [12 News](#)
- [KTAR News](#)
- [Front Doors News](#)
- [Phoenix New Times](#)
- [Broadway World](#)



Creative Catalyst Piano



Chinese Community Piano

BEFORE



Will debut at Mesa Morning Live on February 12!



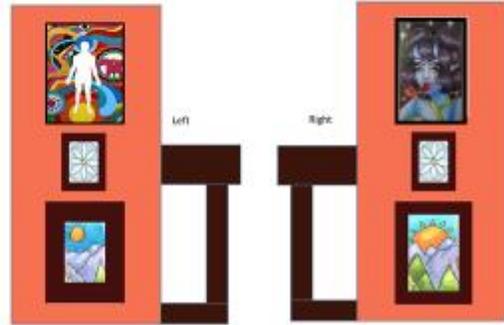
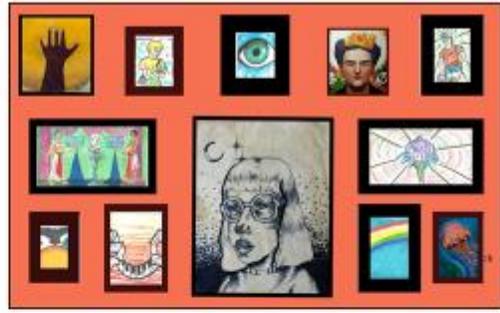
Crossroads High School Piano



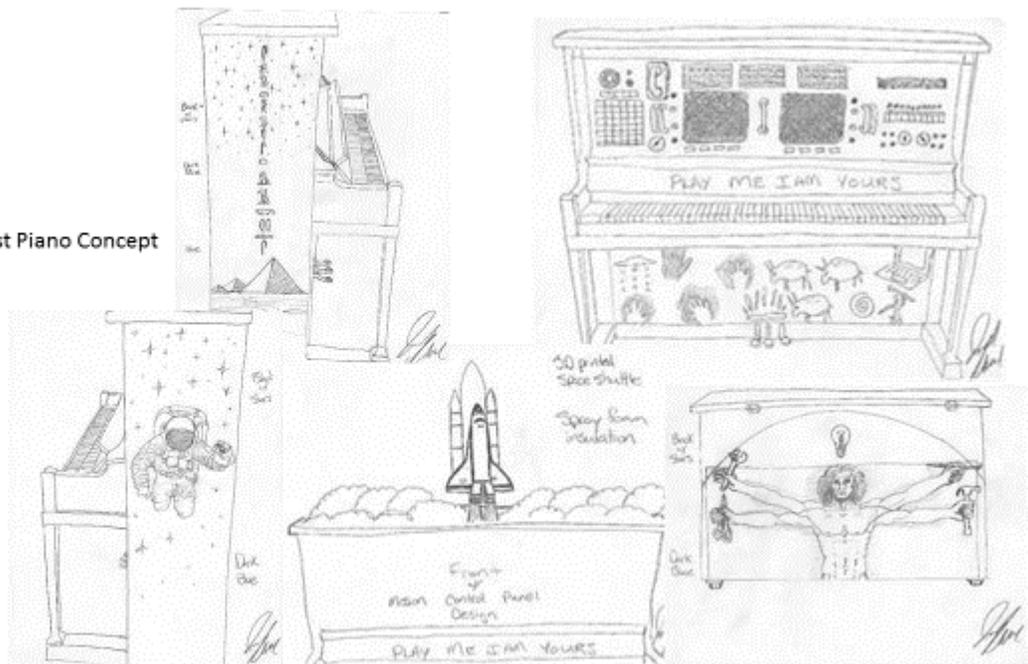
Crossroads High School Piano



New School For The Arts Concept



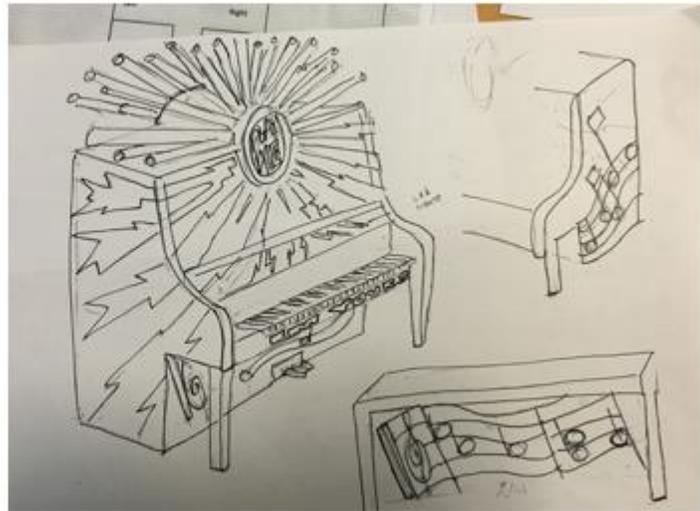
Southwest Maker Fest Piano Concept



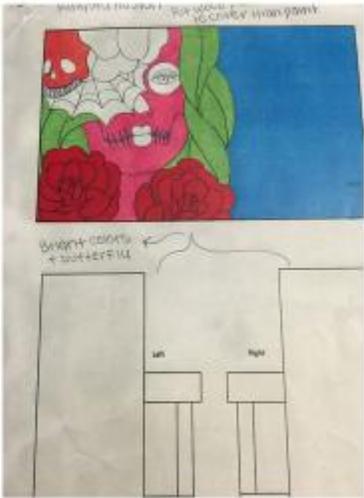
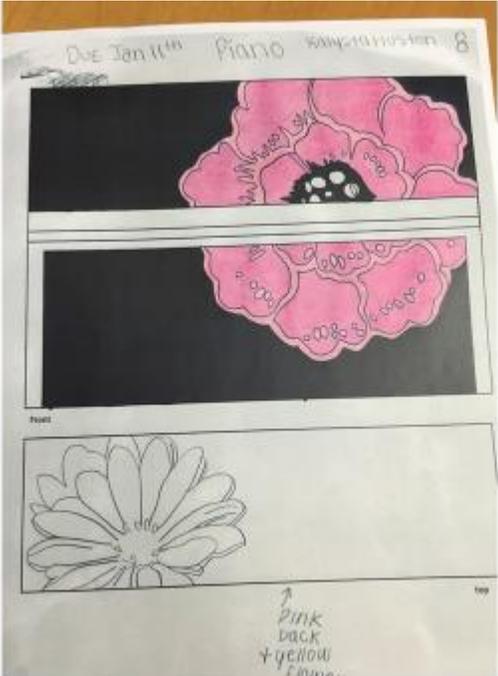
A New Leaf Piano Concept



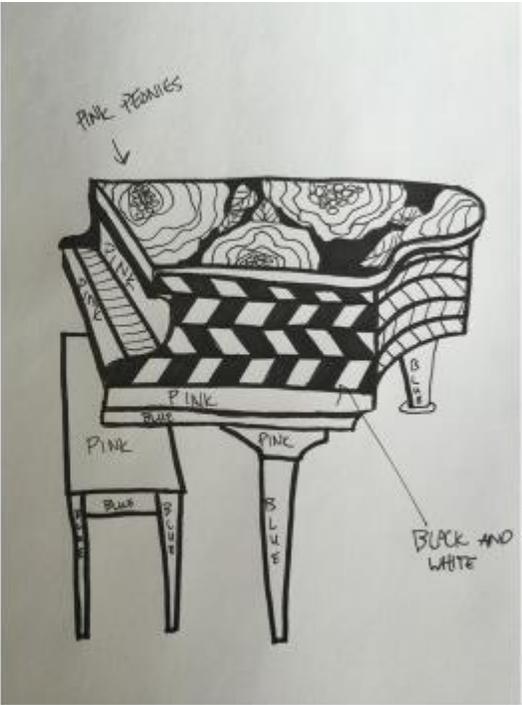
Dobson High School Piano Concept



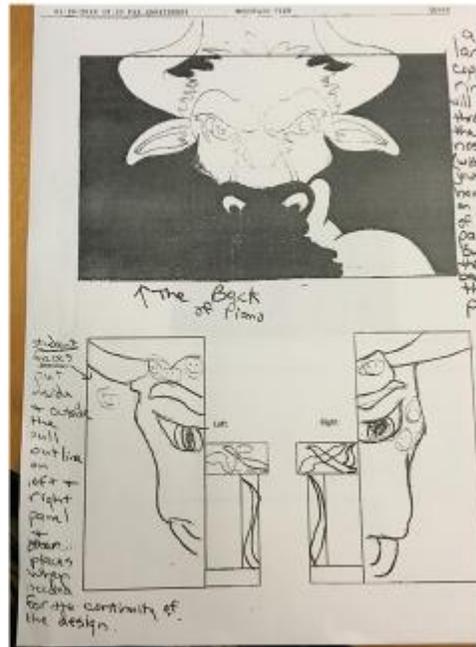
Red Mountain High School Piano Concept



Boys And Girls Club Piano Concept



Mountain View High School Piano Concept



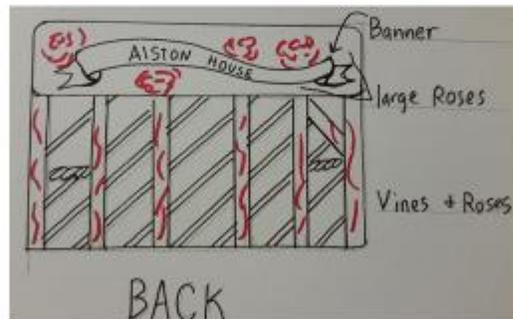
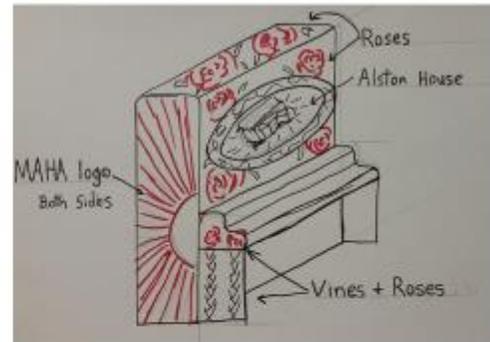
Lowell Elementary Piano Concept



First United Methodist Church of Mesa Piano Concept



Mesa Association of Hispanic Citizens  
Piano Concept  
(without logo)



CARE Partnership Piano Concept



Phonetic Spit Piano Concept  
(will say Play Me, I'm Yours)



Eastmark Concept Sketches  
(no Logos)



Invitation for Pianists and Other Musicians!

#streetpianosmesa

