

## Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Southwest Museum, 53 N. Macdonald, on November 10, 2004.

### Members Present:

Toni Brucato  
Peter Cook  
Lennee Eller  
Kimberly Grace  
Maureen Chaisson-Stewart

Elizabeth Good  
Daniel J. Harper  
Jesus Hernandez  
Laurent Teichman

### Members Absent:

John Hohmann  
Ramona Tecumseh

### Staff Present:

Gerry Fathauer Rob Schultz  
Tom Wilson Randy Vogel  
Julia DeHesus Jean Kaminski  
Barbara Meyerson  
Andreyana Hernandez-Garcia

### Guests Present:

Connie Gullatt-Whitman

Kimberly Grace, Chair, called the meeting to order at 3:40 p.m.

### Approval of Minutes

Kimberly Grace, Chair, called for any comments/corrections/additions to the minutes from October 13. Peter Cook noticed an incorrect date at the top of the minutes that stated the Board met on "**September 8.**" The correct date is "**October 13.**" The error was noted, changed, and posted on the Website. Peter Cook also stated that he had asked for an e-mail reminder of any events that involved the Board. Kimberly Grace, chair, asked if either Gerry Fathauer, Director, or Jean Kaminski, Administrative Support Assistant, would send a reminder in the future. There being no further corrections/additions, Laurent Teichman made a motion, Jesus Hernandez seconded, and the October 13 minutes were unanimously approved and posted on the Web page.

### Public Comments

Kimberly Grace, Chair, recognized and welcomed guest Connie Gullatt-Whitman, former Chair of the Museum and Cultural Advisory Board.

### Information and Discussion – FY04-05 Work Program – Kimberly Grace

Kimberly Grace, Chair, asked if there were any comments or additions to the updated FY04-05 Work Program. Daniel Harper commented that he was confused regarding re-visiting various Public Art Master Plans. Ms. Grace explained that, in the past, Master Plans were prepared; but some were shelved due to budget constraints. The Board will look at the Master Plans again and determine if, at this time, it is possible to put any of the inactive plans into motion.

Peter Cook commented it would have been helpful to have information on how to approach the Mayor and Councilmembers prior to the Public Art bus tour the previous week. Now that Heidi Gast has given the Board that information, the Board would like to have an evaluation of the Public Art bus tour to better meet the needs of the Mayor and Councilmembers in the future. It was suggested that the Board e-mail their comments regarding the tour to Jerry Dillehay, Acting Cultural Director, ([jerry.Dillehay@cityofmesa.org](mailto:jerry.Dillehay@cityofmesa.org)), and copy Carrie Brown, Public Art Specialist, ([carrie.brown@cityofmesa.org](mailto:carrie.brown@cityofmesa.org)), so that they can incorporate ideas and suggestions in their evaluation. It was also felt that a "thank you" be drafted, on behalf of the Board, to the Mayor and Vice Mayor Claudia Walters. Maureen Chaisson-Stewart volunteered to prepare the draft.

### Discuss and Take Action – Continuation of "2<sup>nd</sup> Sunday Free" Campaign – Tom Wilson

Dr. Tom Wilson spoke on behalf of the Museums in Acting Cultural Director Jerry Dillehay's absence. Dr. Wilson pointed out that the document prepared for the Board highlights the points in favor of institutionalizing the "2<sup>nd</sup> Sunday Free" campaign. Staff is in accord with the document and suggests that the Board recommend to City Council that they approve the institutionalizing of the "2<sup>nd</sup> Sunday Free."

Kimberly Grace stated that she found it remarkable that the "2<sup>nd</sup> Sunday Free" has not caused a loss of revenue to the City, and, because of the large attendance numbers, the Museums had ceased marketing efforts and relied strictly on word-of-mouth. Dr. Wilson reported that if approved by City Council, marketing for the free Sunday would resume as part of the regular marketing effort at both Museums. Ms. Grace also asked if the gift shop at the Arizona Museum for Youth had seen additional revenue on the free Sunday? Barbara Meyerson, Arizona Museum for Youth Administrator, replied, "Yes," they are definitely seeing an upward trend. Maureen Chaisson-Stewart asked if a free Saturday was possible? Dr. Wilson stated that the reason Sunday was favored over Saturday was: 1) it would cost the City double in revenue loss; Sunday is the least busy day of the week at the Museums, 2) some family members work on Saturdays, and 3) Sunday has proven to be a family day. It was also mentioned that even though Sunday is a sacred day for some religions, there are also religions that hold Saturday as sacred and others that revere other days of the week. Daniel Harper asked if there was any further discussion to have a free Thursday (in conjunction

with the free Thursday that Mesa Contemporary Arts proposed and Council approved in the fees package this month). Dr. Wilson replied "No." However, he is open to further discussion with staff on this point. He further stated that while "Sue" was on exhibit at the Mesa Southwest Museum, they did extend hours on Friday evenings, but attendance was not positive. The average was approximately 50 people per night, which when looking at the additional hours for staff, etc., did not prove to be an asset. However, Dr. Wilson did feel that a free Thursday might work if there are other synergistic things happening in downtown. Having Mesa Contemporary Arts free on Thursdays would be a good time to test the waters for the Museum. Ms. Meyerson stated that the Arizona Museum for Youth has a few issues with Thursdays: 1) it could compete with the Scottsdale Art Walk, and 2) she deals with children, and Thursday is a school night. She feels it sends a negative message to parents and children to be open on a school night. However, on a positive note, she further said that occasionally they could be open on a Thursday evening, i.e., if it were followed by a Friday holiday. She reiterated that Sunday has proven over and over to be the best day for Arizona Museum for Youth to be free to the public.

Laurent Teichman stated that he felt it was important to continue the momentum of the "2<sup>nd</sup> Free Sunday" without interruption. If the Museums wait until the six-month trial period has ended, several months would be lost due to the time required to process and gain approval.

Jesus Hernandez made a motion, Maureen Chaisson-Stewart seconded, to recommend that City Council approve the institutionalizing of the "2<sup>nd</sup> Sunday Free" campaign. Of the Board members present, seven voted in favor, with Elizabeth Good voting "nay." Ms. Good stated that she is not opposed to a free day, but is opposed to Sunday, or any weekend day, because of her moral convictions. She feels that a weekend, especially Sunday, excludes a large number of people who do not participate in this type of activity on those days. She further stated that she appreciates staff considering an alternative day/evening in the future.

### **Information and Discussion – Presentation of Branding for the new Mesa Arts Center – Julia DeHesus**

Julia DeHesus, Marketing/Communications Specialist for the Mesa Arts Center, presented the branding efforts. Work began over a year-and-a-half ago to plan a branding strategy that would lay the foundation of how the new Mesa Arts Center would be perceived – the promise to our customer. In March of 2003, through Business Volunteers for the Arts (now The Arts and Business Council of Phoenix), the Mesa Arts Center was able to obtain the volunteer services of branding consultant, Dan Corridor. Mr. Corridor worked with the Mesa Arts Center staff for a year studying documents and the facility, interviewing staff and stakeholders, and conducting research, which aided in forming the branding strategy. The strategy defined the branding attributes, which are: accessibility, inspiration, confidence, and relevance. After a competitive process, Esser Design was selected to develop the brand identity ("look and feel") for the new Mesa Arts Center based on the branding strategy. Ms. DeHesus shared the new logo and identity along with samples of several collateral materials and publications that incorporate the new look.

### **Information and Discussion – Working with City Councilmembers – Heidi Gast**

Heidi Gast is the Assistant to Mayor Hawker and oversees coordination of all Boards and Committees and has contact with the Councilmembers. Ms. Gast began by informing the Board members that the Mayor and Councilmembers appreciate their service and are interested in hearing from board and committee members. Ms. Gast covered several points on ways in which to interact and communicate with the Mayor and Councilmembers. The points are:

- Invite them to attend events such as the Public Art bus tour scheduled the previous week. This helps to increase their awareness on topics that the boards and committees deal with and places specific issues in front of them.
- The Mayor appreciates an itinerary in advance.
- For special events, it is effective to send a separate, personal invitation (not in e-mail form).
- The Mayor and Councilmembers are open to personal phone calls.
- Vice Mayor Walters indicated that she responds much quicker to e-mail correspondence as they deal with 19 advisory boards and committees.
- Councilmember Kyle Jones wanted to pass along that most of his time is spent "putting out fires." He extended his appreciation of the research and information that the boards and committees gather and said Council relies on that research to reach decisions.
- Be choosy as to which issues you want to direct their attention to, as time is limited. Identify issues as urgent, important, would like your feedback, making you aware, etc.
- The Mayor and Councilmembers appreciate and welcome questions when in the presence of board and committee members.
- When inviting them to events, invite them to sit at your table, accompany you, etc. (personalize it).
- Understand that they receive many invitations and cannot be present for everything.

Ms. Gast commented that if there is a particular issue that you want the Mayor to see, she can "red flag" the information and make sure that it is seen by the appropriate person(s). There are three Council Assistants that you can contact to "red flag" a document for any of the Councilmembers. They are: Lisa Blyler, Scott J. Butler, and Rodney Johnson, who will be starting the end of November.

Jesus Hernandez, Chair of the Networking Committee, inquired as to having the Councilmembers come to a regular Board meeting and dialogue with the Board regarding their position on the arts? Ms. Gast stated that it would be difficult to quantify where they stand on such a broad issue given the City's current financial constraints and need to prioritize City services. Now that the new Mesa Arts Center is a reality, the Board would like the opportunity to dialogue with the Mayor and Council as to how they can best support and work together in the effort to integrate and promote the new Mesa Arts Center, and Mesa's Museums, into the future of downtown Mesa. Ms. Gast said that there are times when boards and committees are invited to joint study sessions and exchange ideas with the Mayor and Council. Kimberly Grace, Chair, remarked that the Board would put the idea of a joint study session on hold. The Board will discuss further whether or not to create an agenda to present to Council.

### **Committee Reports – Board Members**

The Networking Committee met prior to the Board meeting, Wednesday, November 10. Jesus Hernandez, Chair, reported that the consensus of the committee is that there needs to be a stronger effort to promote the awareness of arts and culture in the East Valley. Part of their discussion included looking at where people get their information today – newspaper and TV. The Committee is interested in pursuing ways in which to create hype and excitement leading to the opening of the new Mesa Arts Center. Mr. Hernandez asked if funding could be worked into the marketing budget to create a 30-minute segment for Mesa's Channel 11. Gerry Fathauer stated that there are different elements to the marketing budget; one is a link on the Mesa Arts Center's Website; another is channel 11's finances and manpower. Randy Vogel reported that there is going to be a link on the Mesa Arts Center's Website, which will give information on the arts organizations' programming, tickets, etc. He further stated that advertising for the opening of the new Center is just beginning to roll out. The Committee will continue to discuss and pursue ways to assist in promoting the arts.

Julia DeHesus, Marketing/Communications Specialist, said that she spoke with Rob Price, Marketing/Communications Coordinator for the Community Services Department. At this time there is no link to the Arts and Cultural Division on the City Website through the Community Services Department. They are working on that prototype, and soon there will be a link to the Arts and Cultural Division where information can be posted specifically referring to the Mesa Arts Center, the Museums, and Public Art, which will be readily available to the public when going to the City's Website.

One final item for discussion was the Irving School building. Ms. Fathauer reported on the status of this issue in the "Director's Report."

### **Staff Reports**

#### Arizona Museum for Youth – Barbara Meyerson

- The Arizona Museum for Youth and the Mesa Southwest Museum will have free admission during the "Tour de Culture" event.
- Barbara Meyerson attended the American Association of Museums program committee meeting in Indianapolis.
- Staff met with the medical staff of Banner Children's Hospital to brainstorm on ways to work together. Strong interest exists on the part of the Museum and Banner to collaborate in a way similar to the relationship with Phoenix Children's Hospital.
- Ms. Meyerson attended an Architectural Excellence awards dinner in Chandler.
- Ms. Meyerson has been invited and assigned to be "principal-for-a-day" at Highland elementary.

#### Mesa Southwest Museum – Tom Wilson

- The "Altar Show" is on exhibit through November 14.
- The "Arab Americans in Arizona" exhibit is running through April 17, 2005.
- The "Big Pot" exhibit is being installed and will open November 19.
- The Riverview at Dobson archeological project is continuing. Trenching across the entire project has begun. To date they have found five prehistoric Hohkam canals.
- The Museum has been selected as the site for next year's Society for Vertebrate Paleontology's annual national conference.

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

- Hiring new staff continues for the Theater and Operations side of the new Mesa Arts Center.
- Reception for "Arizona Room 4" on Friday, October 29, had over 600 patrons attend. This is a record for Mesa Contemporary Arts. The exhibit runs through November 18.
- Mesa Contemporary Arts staff has decided to present one more exhibit before moving to the new Center. The last show will include works from the collection of individual staff members. The exhibit will run through December 19.
- "Art on the Move" is Saturday, November 13, at the Phoenix Marriott Mesa, and begins at 6:00 p.m. This is the major fundraiser for the Friends of Mesa Arts Center (FoMAC), who will receive all proceeds.
- Rob Schultz will be attending a conference for the National Guild of Community Schools of the Arts in Boston – a national conference for organizations that provide community arts education. He has been invited to participate in a special round-table discussion for organizations that have over a \$2M annual budget.
- ABC moving company came to the current Mesa Arts Center to look at what it will take to move.
- "MacStravaganza" takes place on Sunday, November 28 from 10:00 a.m. – 4:00 p.m. in the Mesa Arts Center. Admission is free. Sandy Trant, Visual Arts Supervisor, introduced the event as a way for instructors and students to display and sell their work. Some of the proceeds benefit FoMAC.

Kimberly Grace asked about the "People's Choice" award given each year. Mr. Schultz stated that "People's Choice" is associated with one exhibition a year. For the past four years it has been connected with "Arizona Room." Patrons are given the opportunity to vote for their favorite artist who is awarded \$250. Nicole Smith, an ASU graduate student, was this year's winner.

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

- Irving School Building – Leah Palmer, Mesa Community College, is hosting a meeting the evening of November 23 to speak with arts groups and invited guests to discuss the use of the Irving School building. Ms. Fathauer will keep the board up-dated.
- Council unanimously approved the fees for the new Mesa Arts Center, which included the suggested changes from the Board. Ms. Fathauer felt that having the ad hoc committee involved in preparing the report and having Peter Cook's presence at the Finance Committee meeting and the Council sessions made a difference. Ms. Fathauer attended a follow-up meeting with the City Manager to discuss various issues pertaining to the new Center. The Business Plan will identify earned income goals for each of the major program areas.
- The City is working on a new model of budgeting called "Activity Based Budgeting" (ABB), which will enable management to look more closely at budget revenue and expense in specific areas. Next year will be another tight year for the budget.
- The fourth-annual "Tour de Culture" event will take place on Saturday, November 20, from noon until 6:00 p.m. All are invited to attend.
- "Mesa's Merry Main" will take place on Friday, December 3, from 5:00 p.m. – 10:00 p.m. Board members may be asked to serve as judges for the storefront windows and/or the gingerbread houses. Again, all are invited to attend.
- The "talking points" documents that staff prepared for the Board to use as a tool when advocating for arts and culture were distributed.

There being no further business, the meeting was adjourned at 5:22 p.m.

Respectfully submitted,

Gerry Fathauer, Director  
Arts and Cultural Division