

Museum and Cultural Advisory Board – Revised Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the i.d.e.a. Museum, 150 W. Pepper Place, second floor conference room on July 21, 2016.

Members Present:

Dilworth Brinton, Jr. Melissa Sue Johnson
Jocelyn Condon Benjamin Rundall
Gladys Contreras Michelle Streeter
Michael Darr Karina Wilhelm
Dr. David Dean Robert Valverde

Members Absent:

Nancy Aposhian

Staff Present:

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

Dilworth Brinton, Jr., Vice-Chair, called the meeting to order at 4:05 p.m.

Public Comments: No members of the public were present.

Approval of Minutes

Dilworth Brinton, Jr., Vice-Chair, called for any corrections/additions to the minutes of May 26. There being none, Dr. David Dean made a motion to approve the minutes, as written, and Melissa Sue Johnson seconded. The Board members present unanimously approved the minutes of May 26. They will be posted on the City's website.

Introduction of New Board Members – Jocelyn Condon, Michael Darr, Benjamin Rundall – Dilworth Brinton, Jr.

The new Board members were welcomed and asked to say a little about themselves.

Michael Darr: Mike Darr was born and raised in a small farming community in northeast Kansas. He has lived in Mesa for 20 years. Mike retired from the military as a Senior Non-Commissioned Officer in 1991; serving one tour in Vietnam followed by a 21-year career in the military. His family moved to Mesa 20 years ago and he began working for MacDonald Douglas on the Apache programs, with service for 10 years as an International Program Manager for Saudi Arabia and Egypt. He retired from Boeing in 2015. Mike is a life member of the American Legion, VFW, DAV, 101st Airborne Division, OV-1 Mohawk Association and a member of the Arizona Chapter Army Aviation Heritage Foundation. He was looking for something different in his retirement and has a love for arts and culture throughout the world and thought the Museum and Cultural Advisory Board would be a good fit for him.

Jocelyn Condon: Jocelyn Condon described herself as an army brat living all over the world; attended high school in Germany and explored most of Europe. Jocelyn has been a flight attendant with America West, USAirways, and she and her husband are currently with American Airlines. The family loves to travel introducing their children to the world and its marvels. She has always been involved in her children's schools helping in the classroom, was a Girl Scout leader for many years, and helped out with Boy Scouts. She also taught Art Masterpiece for seven years, and art has always been a part of their home life. Now that her children are in high school, she was looking for a place where she could be helpful and felt the Museum and Cultural Advisory Board would be a good fit.

Benjamin Rundall: Ben is a transplant from WI moving to AZ when he was 14 years old. He attended Mesa Community College in the Anthropology Program and volunteered at the Mesa Southwest Museum (now Arizona Museum of Natural History) during that time. Ben is a lawyer and a musician. He feels his experiences make him uniquely qualified for the Museum & Cultural Advisory Board, as he can offer an opinion as both a professional and an artist. He would specifically like to improve the Mesa Music Festival and make downtown a hot spot for local talent. He has learned of the Creative Catalysts through his introduction to Cindy Ornstein, Arts and Culture Director, and he is anxious to participate in getting young people involved and growing the community.

Take Action – Elect a New Chair for FY16-17 – Dilworth Brinton, Jr.

Dilworth Brinton, Jr., Vice-Chair, called for nominations for FY16-17 Board Chair. Melissa Sue Johnson nominated Dilworth Brinton, Jr., and he accepted the nomination. Karina Wilhelm nominated Gladys Contreras, and she accepted the nomination. Board members present voted via paper. After the votes were tallied, Dilworth Brinton, Jr., received the majority of votes by 6-4. He will serve as the Board's Chair in FY16-17.

Take Action – Elect a New Vice-Chair for FY16-17 – Dilworth Brinton, Jr.

Dilworth Brinton, Jr., Vice-Chair, called for nominations for FY16-17 Board Vice-Chair. Dr. David Dean and Karina Wilhelm simultaneously nominated Gladys Contreras, and she accepted the nomination. Dilworth Brinton, Jr., nominated Melissa Sue

Johnson, and she accepted the nomination. Again, Board members present voted via paper. After the votes were tallied, Gladys Contreras received the majority of votes by 7-3. She will serve as the Board's Vice-Chair in FY16-17.

Staff Reports

i.d.e.a. Museum – Sunnee O'Rork

- Revenues for FY15-16 came in at \$292,346 and the Board of Directors earned revenue was \$149,454 – combined, earned revenue for the i.d.e.a. Museum was \$441,800; increasing revenue by 19% over last year.
- Attendance for the second year as the i.d.e.a. Museum was 105,800, with 13,826 attending as groups/tours – close to double from the previous year.
- The Museum has five new Board members.
- In FY15-16, the Museum had 190 volunteers giving 5,691 hours for a savings to the City of \$130,870.
- As of June 30, the Museum has 1,814 member families.
- Spring camp was successful.
- The Museum reached out to 6,500 people through 39 outreach events.
- Social media engagement was as high at 60,000 hits per month – a huge increase.
- The Board was invited to come and see the Sci-Fi exhibition and to the "Alien Party – Adult Take-Over happening on August 19 from 6 – 9 p.m. (adults only). The Museum will be hosting Adult Take-Overs three times a year toward the end of each exhibit – costumes are encouraged.
- The Museum will be doing training and information on Pokémon.

Arizona Museum of Natural History – Tom Wilson

- Tom Wilson and Sunnee O'Rork have been working on a City Council initiative on early childhood education. A task force was assigned to do a five-month study looking at issues of early childhood education in Mesa. The study revealed that even though Mesa has good assets for early childhood education, it does not meet the needs. Mesa is conducting an inventory of assets that include the types of programs our Museums offer as well as the Library, Parks, etc. Altogether, it is an impressive list of programs offered, for example, AzMNH offers eight to nine programs for the pre-kindergarten kids. The team is looking at how to enrich educational opportunities for children in this age group. The City Manager also asked the team to look at how many are served. At the i.d.e.a. Museum, members come and use ArtVille (for 3 years old and younger) as a home enhancement to learning and care for the child; the Museum has 30% of their attendants who have young children that come to the i.d.e.a. Museum.

Melissa Sue Johnson asked how the information would be sent to parents who have children in this age group at Mesa Public Schools, especially Title I schools. Sunnee O'Rork said that is being discussed, but Ms. O'Rork was sure that the team would be working with Mesa Public Schools on how to reach these children.

Dilworth Brinton, Jr., Vice-Chair, mentioned that years ago, when Parks & Rec were the only programs in town, there was a booklet created listing their programs and thought possibly that could be brought back. Ms. O'Rork stated that is was discontinued because it went digital due to the expense involved in printing. The list does exist on the City's website in digital format. If you go to the Parks and Rec Department, links are listed to their programs and other City programs. Dr. Wilson added that the list is organized by Departments and the team would like to accomplish a list of cross Departmental programs specifically for 3 – 5 year olds.

Gladys Contreras added that on the last panel she served on, there were a lot of organizations looking for grant money to reach out to schools to bring children in for free theater experiences, classes, etc. One of the teachers voiced a concern saying it wasn't accessible for some of these Title I schools because of transportation issues. Dr. Wilson said the team realizes that this is an obstacle and it will be an issue to consider.

Jean Kaminski will send an e-mail to the Board members with the link from the Arizona Republic regarding this issue.

- The Museum received a donation of 460 baskets from southwest CA and the northwest US coast along with 29 pre-historic ceramics. Dr. Wilson met with the donors and there may be more collections coming and further financial support. The Museum is looking at areas in the Museum where they can be displayed.

Mesa Arts Center (MAC)/Mesa Contemporary Arts Museum (MCA) – Rob Schultz

- MAC's Creative Aging Program, a program within the Engagement Program that brings arts and cultural activity and programs to adults over 55, continues to grow each year (this is the end of the fourth year), and this year the program will expand to The Summit at Sunland Springs in the fall. The Program will be partnering with the Banner Alzheimer's Institute which estimates that there are approximately 30,000 people in the East Valley who could benefit

from the Creative Aging Program and its services. There are plans to talk with AARP Arizona, who have also expressed interest in our Program, regarding funding to help supplement the Program.

- Staff is working on an \$75,000 NEA Creativity Connects grant. Each state's arts commission was asked to nominate one organization to apply for the grant; Mesa Arts Center was chosen in Arizona.
- MAC is partnering through the Arts Classes Program with Mesa Public Libraries to do some movement classes at the Libraries.
- Cindy Ornstein, Rob Schultz, and two other staff members attended the Americans for the Arts annual convention in Boston, MA. Mr. Schultz met with the National Center for Creative Aging staff, and they commented about hearing all the fantastic things that are happening in Mesa and partnering with the Arizona Commission on the Arts to grow the Program. The results of Creative Aging Program are special in the way we have impacted people's lives, especially those who suffer from dementia and their caregivers. While in Boston, Mr. Schultz visited and toured the Boston Children's Hospital and explored their Art Therapy Program. The hospital itself is a gallery – every hallway has artwork, art installations, interactives for kids and adults, and art therapist and teaching artists on-staff working with the children. They also have a music and creative movement programs and a TV station that is built in the children's area where parents can communicate directly with professionals in the industry, make videos, and talk about their kids and the impact the program has had on them. At a roundtable discussion with the staff at the Children's Hospital, Mr. Schultz asked how they measure their impact. They responded by saying they have measurements that go back several years proving kids who participate in the arts programs have fewer prescribed medicine to take, the length of their stay is shorter, and they report their pain level considerably less than those who do not participate in the arts.
- Fall class registration begins July 22 with 392 classes offered.
- This is Mr. Schultz's final year on the Americans for the Arts Art's Education Council after serving six years on the Council.

Director's Report – Cindy Ornstein

Cindy Ornstein added to the discussion on Creative Aging by saying that she received a link to a video about a doctor in Great Britain involved in Creative Aging who is a proponent of the impact arts activities have on senior health. He literally prescribes art activities for them. She stated that all this supports that the arts have a positive impact from the youngest to the oldest. Jean Kaminski will send a link of the video to the Board.

Not all June numbers are in at this time, and with last year being an extraordinary year with 680,000 total visits for the three institutions, it appears this year's combined participation will be around that same figure.

The Season Preview Event took place on June 7. In the past, the event was typically for Members only, but with one year of public promotion, this year it was roughly attended by 400 people. Members were invited and it was heavily promoted by the public. All areas at MAC were featured. Artists working in the different programs introduced the programs and shared their perspective of the Program and what it meant to them. Programs also had staff and displays in the lobby. A dessert reception and after-party followed the presentations. Tickets went on sale to Members that night – there were some shows that went on-sale prior to the event, but most kicked off that evening. Now, six weeks later and only three weeks into the season, ticket sales are at approximately \$1 million, a significant amount above last year. Returning to the strategy of inserting the brochure in the newspaper made a huge difference in ticket sales this year.

Arizona Commission on the Arts received additional funding this year – up \$1.5M, of which Mesa Arts Center (MAC), among others, is a beneficiary. MAC submitted a highly ranked proposal, receiving \$47,000, compared to \$33,000 last year, that will flow into supporting the Engagement Programs.

Pilots were conducted in April and May for a spark! After Dark event, inspired by the brand of the spark! Festival. One thing noted was that people were enjoying having a place to hang-out, mingle and socialize. We will begin spark! After Dark, on a monthly basis, beginning the third Saturday in October from 8 p.m. – 11 p.m. This is a free event with food and beverage available for sale along with arts activities from different disciplines. The plan is to work with guest curators and partners, as well as MAC staff, on the programming.

Creative Catalysts – an organization that empowers the 40's and under age group to envision what they want in their community and to make it happen. MAC started Creative Catalysts with funding from a \$100,000 Flinn Foundation grant. Creative Catalysts hold monthly Saturday brunches, have arts activities, and workshops on topics of interest to young creatives. Everyone is welcome, and you don't have to be under 40 to attend any of their events. To learn more about Creative Catalysts, or to join, go to Mesa Arts Center's website: www.mesaartscenter.com - click on Engagement – click on Creative Connections – click on Creative Catalysts (you may have to scroll to the side to see it). Flinn is pleased with the progression of the project.

MAC received a \$75,000 NEA, Our Town grant for a D-Lab Festival. The D-Lab (Downtown Lab) is a collaborative creative placemaking project that will install artist designed prototypes to explore possible solutions to community challenges using two strategies:

D-Lab Festival: Artists will propose and create a project that activates a space and engages downtown pedestrians to enhance connectivity; prototypes will be shown in a festival where residents will vote for their favorites.

Artist residencies in two community service organizations to engage residents in using art to work towards goals of their community.

We are currently seeking a part-time Project Coordinator for the D-Lab Project. Jean Kaminski will send a job description to Board members. If anyone knows of someone who might be interested, or have a place to post the job description, please post and ask anyone interested to apply. Deadline for applications is August 19.

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

Robert Valverde reported that he has been playing and attending concerts in the Valley. He is seeing a lot of chatter and excitement on social media regarding the Billy Cobham’s Art of the Rhythm Section Retreat at Mesa Arts Center. He informed the Board of a Drum Fantasy Retreat that took place in Chicago, and suggested we think about bringing them to Mesa.

Michelle Streeter reported that the Artspace Lofts are moving forward. They submitted the application and received their tax credit. Fundraising is now underway for pre-design funding and if all falls in place, construction should begin in 2017.

Jocelyn Condon asked if Light Rail has been a catalyst for Artspace Lofts and Mesa Arts Center. Cindy Ornstein replied not necessarily for Mesa Arts Center, but we have definitely seen increased vibrancy and activity in the downtown area. Michelle Streeter added that there is definitely more energy – people love the artist installations in the downtown area. She mentioned a large poster at Phoenix Mesa Gateway Airport picturing Light Rail, with the picture showing the train wrap featuring (and produced by) the Arts and Culture Department venues – MAC, i.d.e.a. Museum and AzMNH - and with the caption “Our Downtown is your Playground.” See Exhibit A

The next scheduled meeting date is September 22, 2016, 4 p.m. at Mesa Arts Center

There being no further business, the meeting adjourned at 5:25 p.m.

Respectfully submitted,



Cindy Ornstein, Director
Arts and Culture Department

Exhibit A

