

## 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 May 26, 2016.

### Members Present:

Dilworth Brinton, Jr.  
Gladys Contreras  
David Dean  
Merlin Ellis  
Melissa Sue Johnson  
Karina Wilhelm

### Members Absent:

Nancy Aposhian  
Michelle Streeter  
Robert Valverde

### Staff Present:

Cindy Ornstein  
Tom Wilson  
Rob Schultz  
Jean Kaminski

Dilworth Brinton, Jr, Vice-Chair, called the meeting to order at 4:05 p.m. Merlin Ellis was present via telephone.

**Public Comments:** No members of the public were present. Cindy Ornstein, Department Director, recognized Merlin Ellis for his six years of valued service on the Board and presented him with a gift that will be delivered to him.

### Approval of Minutes

Dilworth Brinton, Jr., Vice-Chair, asked for any corrections to the minutes of March 24. There being none, David Dean made a motion to approve the March 24 minutes as written, Karina Wilhelm seconded the motion, and the Board members present unanimously approved the minutes of March 24. They will be posted to the City's website.

### Information and Discussion – Creative Economy Fund Awards for 2016-2017 – Cindy Ornstein

Creative Economy Fund was created to help smaller arts organizations present their shows/programs in a beautiful venue they may not otherwise be able to afford by offering in-kind rent reduction. This year, there were 14 strong applications. The panelists for the Creative Economy Fund program completed their review of the grants, deliberated, and rated the applications for the coming year. Having applied a formula that provided funding based on the total scores from the panelists, the recommended rent reduction awards were submitted for endorsement to the Museum and Cultural Advisory Board. Cindy Ornstein distributed the recommended awards document (see Exhibit A).

After review, Dilworth Brinton, Jr. stated that he would have liked to have seen the Founding Resident Companies receive a little more funding. Ms. Ornstein informed the Board that because of so many applicants, no one was awarded 100% of their ask. There is \$25,000 in the Creative Economy Fund to distribute, and the total amount for theater rental from the applicants this year was \$45,728; \$26,933 was awarded with one applicant who did not receive a high enough rating to qualified. The most any organization received was 80% to give each qualified applicant a fair share. She added that the Founding Resident Companies also receive other discounts/benefits from MAC for rental fees that include additional help with areas other than rental, such as tech support, marketing, etc.; however, their Creative Economy Fund award is based solely on their application and rating like all other applicants.

After reviewing the recommended awards, the Museum and Cultural Advisory Board members unanimously endorsed the recommendations from the Creative Economy Fund panel. The arts organizations will be notified via mail of their award.

### Staff Reports

#### i.d.e.a. Museum – Rob Schultz for Sunnee O'Rork

- Sunnee O'Rork was out of state on business. She submitted a document with her report, which Rob Schultz distributed to the Board members – see Exhibit A.

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

- The Museum has had a robust year – on pace for \$900,000 in revenue through the front door, which is approximately \$200,000 more than the Museums obligation to the City. Looking back, since 1989, the Museum has brought 3.2M people through the door and into downtown Mesa, and \$10.2M in revenue.
- This year, the Museum has had over 600 field trips to the Museum bringing in over 33,000 students.
- From 2004 – 2015, the Museum has had 280 volunteers giving 180,000 hours with a value to the City of over \$4M.
- In social media, the Museum has been aggressive; the Museum has 24,000 followers on Facebook.
- DinoZone opened using the dinosaurs that came off the mountain, built an exhibition around them – "Dinosaurs 101: Everything you want to know about dinosaurs," featuring hidden tunnels, slides, green screens and murals. The smallest visitors can have their pictures taken on the top of a triceratops. DinoZone answers all the burning questions about dinosaurs, such as what is a dinosaur, how old were they, where did they come from, and where did they go?
- Beer 'N Bones event had over 800 visitors attend with 13 breweries participating and took in approximately \$24,000 in revenue.

- Tom Wilson passed around a picture of the model of the dinosaur façade that the Museum hopes to put on the exterior of the Museum; the façade will be approximately 40 feet. See Exhibit C.
- Tom Wilson passed around pictures of donations the Museum received recently. A prominent philanthropic family in the Valley is giving the Museum a collection of 428 Native American baskets from Pima, Papago, Apache, Paiute, Navajo, Hopi, California, Northwest Coast, Eskimo, and others. See Exhibit C.

Dilworth Brinton, Jr. asked how they would be displayed. Dr. Wilson replied that first they will photograph them, identify them and put on the website for world-wide access. Eventually they will be displayed in the Museum; the Museum is planning to have a trading post type store exhibition where they can display textiles, silver/turquoise jewelry, some of the baskets, etc.

David Dean asked if there was money received with the donation for any special preservation/maintenance required for the baskets. Dr. Wilson said that would be nice, but not at this time. There are preservation/maintenance items that are required – first check for any bugs, although he feels these baskets are in excellent condition; lighting required when displayed; keeping dust off of them; security, etc.

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

- Approached by Kroger Company to assist in administering for a mural for a new Fry's store (owned by Kroger) in the Valley. An agreement was reached and we have administered the process for them. Three semi-finalists were selected from the proposals for the Fry's store at Single Butte Road in east Mesa. Kroeger is being very generous awarding the winning artist \$7,500 for a 12 x 5-foot mural. Semi-finalists will be given \$500 each as well for providing concept drawings. Mr. Schultz forwarded the proposals to Kroeger to make a final artist selection. The Fry's store will open on June 24. Kroeger is paying Mesa Arts Center \$2,500 to help administer the project. Kroeger is also working with the City of Phoenix and Chandler to create murals at Fry's in those cities and will be opening a store in Apache Junction in 2017.

Dilworth Brinton, Jr., Vice-Chair, asked if there was a theme to the murals. Mr. Schultz replied that they were open to whatever the artists are proposing. The three finalists used a western theme; one is cowboys on a drive and two are desert landscape scenes. Mr. Brinton also offered the Board's help to greet patrons, etc., for the opening in June.

- Arizona Commission on the Arts received a multi-year grant to support Creative Aging Program's Teaching Artists across the state and formulated a Teaching Artists Consortium providing training in Creative Aging concepts to approximately a dozen artists. Mesa Arts Center was recognized for our Creative Aging Programming that has become well known in the Valley. Bob Booker, Chairman of Arizona Commission on the Arts, is also on the Board of the National Center for Creative Aging, and Arizona is beginning to become recognized on the national scene in terms of Creative Aging activity and programs.
- Mesa Contemporary Arts Museum hosted their opening reception on May 11 for the summer exhibition including the El Mac exhibition. A large crowd attended and enjoyed live music as well as exciting artworks.

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

Mesa Arts Center held two pilot events under the brand of spark! After Dark, which was the evening portion of the annual spark! festival for the past two years. There was discussion on piloting a new third Saturday evening event and it was suggested that we extend the spark! After Dark brand, which was similar to the type of event being discussed and everyone agreed to use that name. Two third Saturday events were presented, one in April and one in May that were meant to stand on their own to test the concept. They were extremely successful. Survey's for the May event are still being evaluated, but from the observations from the April event, we can see that people liked it. Staff continues to assess the events and look at what it would take to continue the events. The expectation is that if we do continue, it would begin in the fall as an ongoing project. The biggest issue is either to find a sponsor or get an allocation of funds in order to present every month. Staff resources are also a challenge and additional help will be needed for the events.

Ms. Ornstein invited the Board members to the MAC Season Preview event on June 7 from 6 p.m. – 9 p.m. The Performing Live Season will be unveiled as well as highlighting all other program areas. This is the second year the event is open to the public and not just members; however, only members can purchase Performing Live tickets that night and for two weeks before they go on-sale to the general public on June 21.

MAC has received two grants from the National Endowment for the Arts for the coming fiscal year. One is a \$15,000 in support of the Jazz from A – Z Program and the other is a one-time project grant under the Our Town Program (a Creative Placemaking Program) for \$75,000 in support of the D-Lab (Downtown Lab) Festival. D-Lab is an initiative that will test artist and designer ideas of interactions that might work in downtown and see what the community thinks of them. Prototypes of interactives and other items will be installed for the two-day event scheduled tentatively for the fall of 2018. A request for proposals will go out to artists, architects, and designers seeking for them to work with the community to

understand what types of things they would like to see in terms of how to create activation, how to connect things (especially connecting with cultural and public resources in downtown), how to create gathering spaces, etc. The D-Lab Festival will be two days in downtown Mesa and the public will be invited to come and vote for the ideas they like. The project is modeled after a Market Street Prototyping Festival in San Francisco. The D-Lab Festival is a collaboration of partnership with Mesa Arts Center, City Manager's Office, Downtown Mesa Association, and Neighbor of Economic Development Core (NEDCO). The project also includes two artist residencies in the neighborhood to the south of downtown as a first step to use artists and the arts to engage the nearby community.

Ms. Ornstein and Rob Schultz were involved on panels for Valley Metro's Regional Art Committees to assist in the selection of artists for art pieces at the two new Light Rail Stations at Stapley and Gilbert. This is an on-going process; recently, the concepts for the artwork were shared with the committees in public meetings. Ms. Ornstein said there was exciting work presented and there will be a lot of opportunities for community discussion.

Mesa Arts Center had an amazing year that included a lot of extra activities and events to celebrate our 10<sup>th</sup> Anniversary year. Staff survived the extra tasks asked of them and it put some pressure on the budget because of several free additional events offered, but MAC is doing fine. Performing Live had a bit of a weak start in the fall, but came back strong in the second half. Classes and rentals are doing well.

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

**David Dean:** spent a couple of weeks in the UK with honor students. Three of his highlights were the Scottish Museum of Art in Edinburgh, which was free; Dublin Museum, in Dublin's Post Office there is an exhibition of the 1916 uprising with a film that explains the uprising, which was excellent; and the walking tour of Derry in Northern Ireland where they have commemorated the ground zero space of uprisings through murals that tell the story of the different characters/players, events, peaceful times, etc.; however, Dr. Dean added that the religious conflict continues to this day.

**Melissa Sue Johnson:** Brought a friend from Chicago to the Dino Zone opening exhibition – she loved it, she was in awe and didn't want to leave. Her friend was so enthusiastic and was not aware of the Museums in Mesa.

**Karina Wilhelm:** her kids enjoyed the Street Pianos at Dobson Library and were disappointed when it went away. Cindy Ornstein added that the project was extremely successful; staff is still evaluating the project. Some of the surviving pianos are on long-term loan to social organizations and schools and a few were stored. Several had minor vandalism that we were able to repair and one was completely destroyed (tipped over at the Convention Center); however, Erin Peters was so good to create a music stand out of pieces of artwork from the piano that Care Partnership created and attached an electric keyboard to the stand. The piano was loaned back to Care Partnership and they were thrilled. The Evaluation committee is looking at bringing back Street Pianos in approximately two years and possibly in conjunction with the cities along Light Rail.

**Merlin Ellis:** Traveled to CA to run a marathon and on the way back they stopped at Trio Restaurant a restaurant in Palm Springs that has artwork straight out of the 60's and 70's. The artwork is described as Retro Reinterpretations and Modernism. Mr. Ellis described the work as having strong colors that were entertaining, weird and quirky.

**The next scheduled meeting date is July 21, 2016, 4 p.m. (Note: third Thursday in July rather than fourth Thursday). The meeting will be at the i.d.e.a. Museum.**

The Board Members present agreed they could meet on July 21 rather than July 28.

There being no further business, the meeting adjourned at 5:28 p.m.

Respectfully submitted,



Cindy Ornstein, Director  
Arts and Culture Department

## Exhibit A

### Creative Economy Fund Awards 2016-2017

#### **Arizona Art Academy**

Arizona Art Academy has two projects planned that coincide with major Chinese holidays. The first is Moon Festival. This performance will center on multiple Chinese Dance forms and the beauty of the arts. There are 56 ethnicity groups in China and each has its own dance forms and traditions. The performance will feature the styles of dance from different regions of China.

The second will be for Chinese New Year, the biggest holiday in China and other Asian countries; their different traditions will be incorporated into the performance. The performance will include singing, dancing, skits, instruments, choir, and others.

Pre-show interactives will be added this year such as an art exhibition, Chinese instrument display and food tasting.

Eligible Rental Fee: \$2,982  
Recommended Award: \$1,789

#### **Carnival of Illusion**

Carnival of Illusion has 14 performances scheduled for FY16-17. Their goal is to expose the audience to an evening of an old-world parlor magic experience; people coming together to laugh, have fun, and celebrate a special night out.

Another motive for these performances is to change the public's perception of this ancient art. There are two goals: 1) have magicians seen as performing artists rather than balloon animal entertainers and raise awareness of magic so that the general public, arts organizations, and others, perceive the standard of performance to be like that of a professional dance or theater company – engaging the audience in an emotional, meaningful experience; and 2) change the perception of women in magic – not as a sexy prop, but as performers creating illusions. Carnival of Illusion has the male and female partners sharing the stage equally, with each performing solos and duets.

Eligible Rental Fee: \$4,574  
Recommended Award: \$2,744

#### **CYT Phoenix – Christian Youth Theatre:**

CYT Phoenix plans to present seven public performances and two school shows of *Tom Sawyer* in January in the Nesbitt-Elliott Playhouse. In addition, they will present their regularly scheduled shows in May.

Performances will provide 50 plus students in the cast and crew, the opportunity to develop confidence, responsibility, teamwork, creativity, and performing skills. Teachers will be provided a study guide for introducing and exploring the work of literature in the classroom before and after attending the live performance.

Eligible Rental Fee: \$5,000  
Recommended Award: \$3,000

#### **East Valley Children's Theatre:**

The winner of this year's East Valley Children's Theatre's Aspiring Playwriting Contest (which received over 52 entries from around the world) is a play by Claire Howard of Mesa called *Heroes of Olim*, and will be a part of East Valley Children's Theatre's 2016-2017 season. The play provides a creative experience for designers, directors, and especially young actors involved with a show for the very first time. In addition to the live theatrical performance, a workshop will be held with the playwright for the cast and crew, as well as interested high school students. The Playwright is a 15-year-old and has agreed to share her experiences and process of writing the play with creative writing students in the Mesa Public Schools.

Eligible Rental Fee: \$2,986  
Recommended Award: \$2,389

### ***Maha Ganapati Temple of Arizona***

The project titled “Yaatra” aims to artistically capture the journey of iconic Maha Ganapati Temple of Arizona from its early days in 2002, in a double-wide trailer, to today when it has completed four phases of construction toward the building of the first ever “RajaGopuram” in Arizona.

Silambam Phoenix dance school will perform the classical Indian dance form “Bharatha Natyam.” Following the performance there will be an interactive session involving the artists and the community volunteers; the audience will ask questions to further understand and appreciate the journey.

Eligible Rental Fee: \$2,232  
Recommended Award: \$0

### ***Mesa Encore Theatre:***

Mesa Encore Theatre is requesting support for the full fiscal year 2015-16 season, which includes 68 scheduled performances at Mesa Arts Center. None of the shows in this season have been performed previously at Mesa Arts Center by Mesa Encore Theatre.

The award will help offset costs for use of the Mesa Arts Center for final rehearsals and performances of four musical productions and two plays.

Mesa Encore Theatre has been an all-volunteer community theater in Mesa for the past 80 years bringing quality live theater to the community that appeals to performers, crews, and patrons of all ages and levels of experience at an affordable price.

Eligible Rental Fee: \$5,000  
Recommended Award: \$2,000

### ***Metropolitan Youth Symphony:***

The Metropolitan Youth Symphony concert season revolves around its Formal Concert Series and Recital Series as they celebrate their 35<sup>th</sup> Anniversary. They plan to engage the public more than ever. The Formal Concert Series offers three concerts with 350 plus youth musicians performing literature from multiple historic periods, as well as works by contemporary composers. The Recital Series assists young musicians in the development of performance skills, and fosters further growth in their musical interest. Eight recitals are held free to the public and a brief reception is held after each recital for the attendees to meet the musicians. The Classic and Recital Series are an extension of Metropolitan Youth Symphony’s Outreach Program, designed to engage future and current youth musicians with the motivation to start or continue their music studies.

As a growing, comprehensive organization the emphasis will be on connecting with the public – not only the musicians and educational community, but the Veterans, the alternative music scene, and a commitment to entice new concert attendees and interest. They will accomplish this via guest artists, a broad selection of literature, and a themed Veteran’s Day performance.

Eligible Rental Fee: \$5,000  
Recommended Award: \$4,000

### ***Oh My Ears***

Oh My Ears will present a 10-hour Marathon Concert of newly composed music presented by primarily local ensembles. The goal is to provide an opportunity for new music and classical music lovers to meet and introduce friends to living composers and local ensembles. The program will engage the audience, regardless of age or academic background. In 2017 they plan to bring the concert out of the hall for two points in the program – a designated coffee break and dinner break. Press coffee will be provided in the lobby and a local food truck outside on the Shadow Walk for the dinner break. Music will be presented for both breaks.

Eligible Rental Fee: \$600  
Recommended Award: \$480

**Portrait Artists of Arizona**

Portrait Artists of Arizona plan to host a portrait demonstration with the internationally recognized master artist, David Kassan, painting or drawing a live model. There will be an opportunity to observe and ask questions.

Eligible Rental Fee: \$200  
Recommended Award: \$120

**Salt River Brass Band:**

Salt River Brass is offering six concerts in the coming year at MAC. Each concert offers an entertaining and educational performance featuring some of the Valley’s top musicians led by Music Director Patrick Sheridan.

The Band is composed entirely of volunteer musicians from the community. To enhance the audience’s experience, the conductor educates the audience by sharing the historical roots and modern relevance of each piece of music and includes lobby performances and youth engagement.

Eligible Rental Fee: \$5,000  
Recommended Award: \$3,000

**Silambam Phoenix**

This project is a collaborative dance-theatre production titled “Haasyam” – an interpretation of William Shakespeare’s comedy “Much Ado About Nothing.” The play will use the language of Bharatanatyam, a classical dance form from the southern part of India. The collaborative is an effort between the dancers at Silambam Phoenix and Shakespearean actors.

Knowledgeable volunteers will be available at the performance to answer questions and help visitors understand the posters displayed in the lobby that describe the collaborative process for this production.

Eligible Rental Fee: \$1,362  
Recommended Award: \$817

**Southwest Shakespeare Company:**

Southwest Shakespeare Company will present their season at MAC. This marks Southwest Shakespeare’s 23<sup>rd</sup> year of its celebrated Education Program in which schools come from all over the state to specially-arranged student performances to see Shakespeare productions at a reduced price. They also offer talk-back sessions with the cast after selected shows, backstage tours, workshops, touring shows to the schools, classes and seminars. Southwest Shakespeare has the most extensive outreach and “in-reach” programs for classical theater in the State.

Eligible Rental Fee: \$5,000  
Recommended Award: \$3,000

**The Phoenix Symphony:**

The acclaimed and popular “Halleluiah” chorus highlights the Symphony’s annual “Handel’s Messiah,” in full-length performance at Mesa Arts Center, attracting a diverse audience. The 66-member, full orchestra, along with their dynamic 40-member “Halleluiah” Chorus will delight audiences with this moving annual performance.

Eligible Rental Fee: \$2,000  
Recommended Award: \$800

## **Youth Symphony of the Southwest**

Contest winners will be featured in performances with a live orchestra. This year two students will be performing solos with the Youth Symphony. This not only gives the student soloists a rare opportunity, but allows the orchestra students a chance to learn to follow during a concerto performance, which is substantially different from performing symphonies. The Youth Symphony will perform on five occasions this season; however, there will be at least two performances that will feature student soloists.

The Youth Symphony is comprised of 75-80 orchestral students who have successfully auditioned to participate in the group. Though the students excel musically, it is a rare opportunity for them to perform in front of the orchestra, not just within it.

**Eligible Rental Fee:** \$2,592

Recommended Award: \$2,074

## **Phoenix Children's Chorus**

Phoenix Children's Chorus produces an annual Spring Concert Series, one of which will take place at MAC in the Ikeda Theater. The choirs will entertain audiences with high quality performances of classical and contemporary choral literature sung by choristers in grades 2 – 12. Each performance includes new musical literature for both the choristers and the audience.

Phoenix Children's Chorus fosters excellence in youth by facilitating, artistic, musical, and cultural development through choral education and performance.

**Eligible Rental Fee:** \$1,200

Recommended Award: \$720

## Exhibit B



### Museum Cultural Advisory Board Report by Sunnee O’Rork

- The i.d.e.a. Museum continues to be experiencing success with both revenues and attendance goals. Our tour revenue has increased by 40% due to the Access-for-All Program and both Thunderbird Charities & Gila River Support. We will achieve goals for this FY.

To date for each year	FY 13-14 (Jul-April)	FY 14-15 (Jul-April)	FY 15-16 (Jul-April)
Revenue	\$129,142	\$188,723	\$232,710
Participation	52,366	84,330	87,435

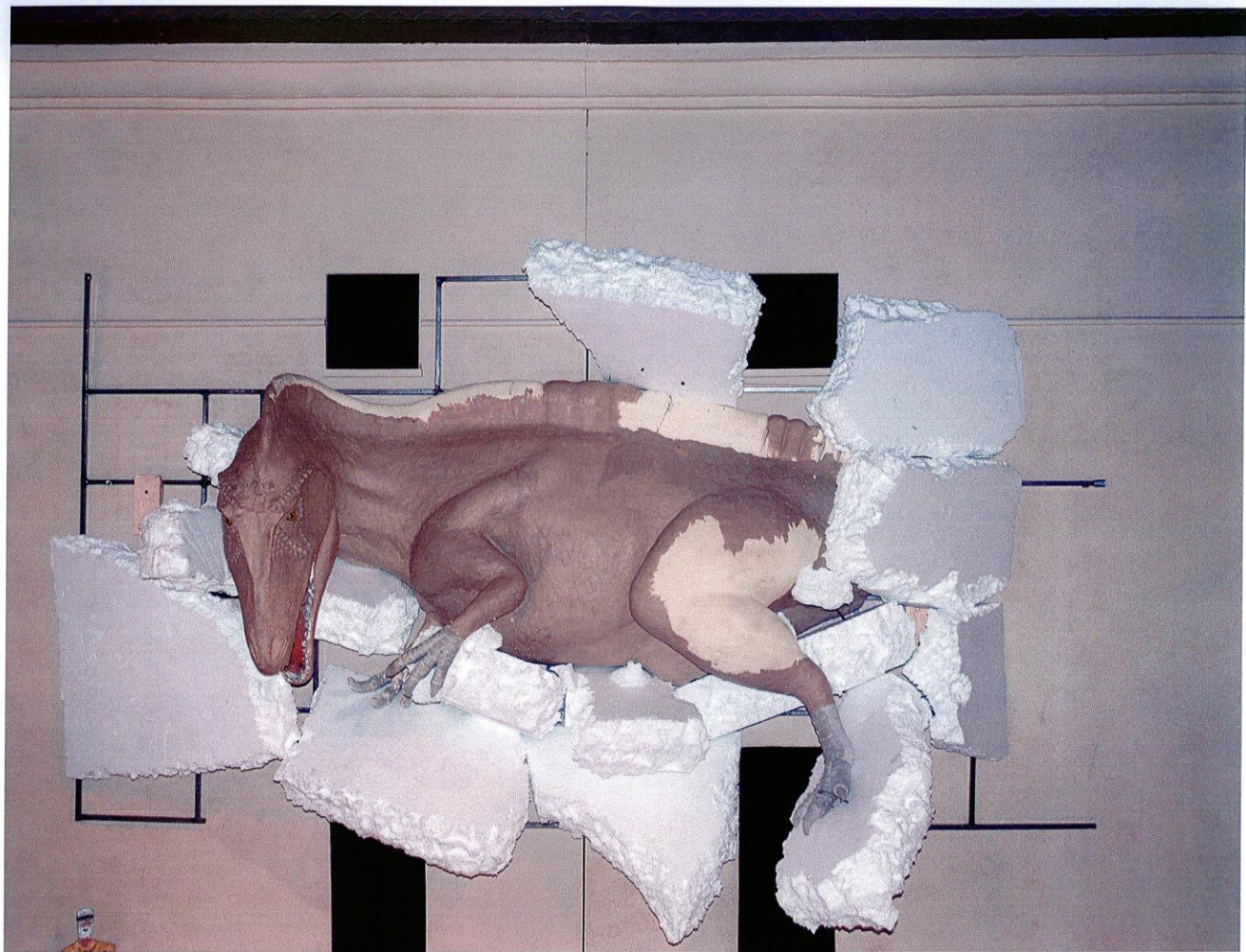
- With the Access-For-All Program support we have been able to meet the community need for admission access. While there has been a decrease in attendance for free admissions due to only five dates free this fiscal year as opposed to 12 last year, we will still reach our participation goals of at least 105,000, if not more. Attendance for the current exhibition *Underwater FantaSEA* will reach close to 32,000.

Free Sunday-sponsored by Target (included in participation#)	FY13-14	FY14-15	FY15-16 (Jul-April)
	11,855 (12 Free Sundays)	12,318 (12 Free Sundays)	5,484 (4 Access for all Sunday, & SWMF)

- The i.d.e.a Museum staff & Board works diligently to raise funds in support of the exhibition and programs. This FY the budget will be close to \$450,000 and \$300,000 of that funds the Gallery Educators, Museum Technician, Development Manager and some contract exhibition & graphic design staff. The remainder is on exhibition materials, conference & staff development, and other programs.
- Sponsorships have included: Boeing-\$5K, Mesa Recycles-\$14,300, POGO Pass \$5k, MD Helicopter\$5K, The Grainger Foundation \$5K, Arizona Commission on the Arts \$20K, Gila River Indian Community Fund \$50 (\$25k for two years), and several other smaller individual & business supporters.
- Grants have included: \$207,500 (over two years) for additional development staff & to implement the Benevon model from the Virginia G. Piper Trust, and \$47K in other funding including the Steele Foundation.
- Volunteer Hours are valued at \$107,275 at end of April with 54 volunteers having given 559 hours on 226 opportunities.
- Exhibitions this year have included: *Build IT!*, *All Aboard! Trains*, *Underwater FantaSEA* which closes on May 29, and *SCI-FI: Fantasy to Reality* which opens on June 16 from 5-7pm with a VIP & Member reception. There were changes to ArtVille and the HUB as well.
- Sunnee O’Rork & Dena Milliron attended the **Association of Children’s Museum Conference** “Collective Impact” in Stamford, CT May 1-4 and Sunnee, Jeffory Morris and Yvette are attending the **American Alliance of Museums Conference** “Power, Influence & Responsibility” in DC this week. Sunnee is part of a presentation “Getting Real About CEO Leadership.”
- Yvette Armendariz has really grown the **Social Media** with more than 24,600 impressions compared to 2,400 six month earlier on Twitter and FaceBook continues to grow with a weekly reach of 15,000 likes.
- Education department continues to maintain numerous Outreach efforts while being booked to capacity for tours. The workshops and classes are very strong as well and have reached goals in revenue and participation.



## Exhibit C



Potential Donation Includes:

Pima  
Papago  
Apache  
Paiute  
Navajo  
Hopi  
California  
Northwest Coast  
Eskimo  
Others

