

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 January 26, 2017.

Members Present:

Nancy Aposhian
Dilworth Brinton, Jr.
Jocelyn Condon
Gladys Contreras

Michael Darr
Melissa Sue Johnson
Robert Valverde
Karina Wilhelm

Members Absent:

Dr. David Dean
Benjamin Rundall
Michelle Streeter

Staff Present:

Rob Schultz
Tom Wilson
Jean Kaminski

Sunnee O'Rork
Randy Vogel

Dilworth Brinton, Jr., Chair, called the meeting to order at 4:02 p.m.

Public Comments: No members of the public were present.

Approval of Minutes:

Dilworth Brinton, Jr., Chair, called for any corrections/additions to the minutes of November 17, 2016. There being none, Melissa Sue Johnson made a motion to approve the minutes as written, and Michael Darr seconded the motion. The Board members present unanimously approved the minutes of November 17, 2016, and they will be posted on the City's website.

Discuss and Take Action – Consider Approval of Proposed Fees and Charges for Mesa Arts Center Rentals – Cindy Ornstein

Cindy Ornstein was not able to attend the meeting due to a scheduling conflict. In her absence, Rob Schultz explained to new Board members that when there is a requested change to Arts and Culture Fees and Charges, it goes through the Museum and Cultural Advisory Board to concur with the recommendations of staff and then it moves forward to the Audit, Finance, and Enterprise Committee and finally to City Council for approval. See Exhibit A

Randy Vogel explained that since September 2005, MAC rental rates have only been increased twice, once in 2009 and a second time in 2014.

Mr. Vogel reviewed the recommended changes to Fees and Charges for Event Services. There were no changes for the Ikeda Theater rentals. In the Virginia G. Piper Repertory Theater, the recommendation is to delete the vs. 5% wording from the current rental fees for Commercial Rate, Weekly; Non-Profit Weekly Plus Labor, Front-of-House and Box Office; and Non-Profit Daily Plus Labor, Front-of-House and Box Office. In the Nesbitt/Elliott Theater it is recommended to delete the vs. 5% wording from the current rental fees for Commercial Rate Daily Plus Labor, Front-of-House and Box Office; Commercial Rate Weekly; Non-Profit Rate Daily Plus Labor, Front-of-House and Box Office; and Non-Profit Rate Weekly Plus Labor, Front-of-House and Box Office. The recommendation for the Anita Cox Farnsworth Studio Theater is to delete the vs. 5% wording for current rental fees for Commercial Rate Daily Plus Labor, Front-of-House and Box Office; Commercial Rate Weekly; Non-Profit Rate Daily Plus Labor, Front-of-House and Box Office; and Non-Profit Rate Weekly Plus Labor, Front-of-House and Box Office. There is also a recommended increase in rental fees for the Outdoor Spaces, Terraces and Shadow Walk spaces. In Art-Studios (classes), the wording currently reads "Facility Restoration Fee, Per Student. The recommendation is to delete the word Restoration and change the wording to read "Facility Fee, Per Student" for clarity purposes.

Sunnee O'Rork, Director of i.d.e.a. Museum, reported for informational purposes only, that the Museum is changing their general admission fee from \$8 to \$9, which is still within the range approved by Council several years ago. This slight increase will keep admission fees at i.d.e.a. Museum affordable and still less than comparable venues, such as the Children's Creative Museum in San Francisco (\$12); DuPage Children's Museum, Napier, IL (\$12); and Children's Museum in Phoenix (\$11). They do not feel this slight increase will affect attendance, but will provide additional revenue for the Museum.

MAC expects to see an increase in earned revenue of approximately \$12,366; i.d.e.a. Museum anticipates additional earned revenue of approximately \$30,000 or higher.

Gladys Contreras said she recently heard that NEA (National Endowment for the Arts) and NEH (National Endowment for the Humanities) may be on the chopping block. Will that affect future pricing at the Museums? Ms. O'Rork stated that AZ Commission on the Arts gets matching funding from NEA and it does affect the Museums and MAC directly. This year the Museum received \$25,000 from the Arizona Commission on the Arts towards general operating support – the most difficult funds to acquire to support an organization, but greatly needed. If for some reason there was no money to distribute any longer, yes, it would greatly affect the Arts and Culture Department.

Randy Vogel added that MAC receives two NEA grants at this point; one for the Jazz from A-Z Program and one for the Creative Aging Program. If those funds are cut it would impact MAC's ability to provide the level of programming that we currently do for the community. This year, Jazz from A-Z received \$15,000 and the Creative Aging Program received approximately \$73,500, which is less than last year.

Ms. O'Rork added that the grants depend on what is happening with the government federally and statewide.

Dilworth Brinton, Jr. commented that when admission fees are raised, typically attendance goes down. He asked what the effect of raising admission would have on the i.d.e.a. Museum. Ms. O'Rork responded that they don't see that being a problem. They do intent to extend hours on Friday nights until 6 p.m. rather than closing at 4 p.m. The change from \$8 - \$9 will help the Museum to be able to afford to do that along with additional renovations they are planning. Membership prices will remain the same at-this-time.

Robert Valverde made a motion to approve the proposed Fees and Charges, and Jocelyn Condon seconded the motion. The Board members present unanimously voted to concur with the recommendations and move it forward.

Staff Reports

i.d.e.a. Museum – Sunnee O'Rork

- "It's A Dog's Life" had attendance of 26,299; revenue exceeded their goal by \$10,00.
- The Education team hosted "It's A Dog's Life Family Day" on Saturday, December 10, that featured Santa and "Jesse" the City of Mesa's K9 Officer, Human Society's Cuddle Bunch, a performance by East Valley Children's Theater, and many other fun-dog-related activities and appearances.
- Staff is installing "Caped Crusaders: Everyday Heroes" with a VIP opening on February 9 – the Board is invited.
- Two spaces in the Museum, The HUB and ArtVille, are going through a refresh (which the increase in admission fee will help to fund). In the HUB, a new game created by Awesome Group, with sponsorship from the Department of Environmental Sustainability with the City of Mesa, will be installed along with an additional Rigamagig that is called Simple Machines. In ArtVille, the Museum received a kids sink and other items to enhance that area from the Spot Museum, a small children's museum in Prescott, that recently closed.
- Jessica Kuenne has been hired to replace Darlene Zajda, who retired after 22 years with the City of Mesa, to fill the Senior Program Assistant (Director of Business Services) position. Ms. Kuenne has a lot of professional retail experience and holds a BA from UC Santa Barbara and majored in Art History and Architecture. Her first day will be February 13.
- The Museum has hired a new part-time, non-benefited, grant-funded Marketing Assistant – Erica Cardenas who will also start on February 13. She is bilingual and has experience working with philanthropic organizations. She has a BA in Journalism from ASU; seeking a part-time Volunteer Coordinator and that position is grant-funded as well; and are also seeking an Office Assistant II person.
- Jeff Morris supervised the 2016 ASU Polytechnic Engineering 201 Class Capstone Competition at the Museum on December 1. Eight teams of students designed and built a themed Rube Goldberg Putt-Putt golf hole to meet class criteria, which is judged by a panel of judges.
- The Education team hosted the Artful Tales Experience.
- Marketing highlights include: advertising in OpenLine's January insert and a holiday member's sale that gave the Museum an additional 120 plus new memberships; featured in an article in the *East Valley Tribune*; were on KTAR; and are working on a video to talk about their mission impact.
- The City's Facilities Department oversaw the completion of the Museum's roofing project at a cost of \$88,000 that will extend the life of the Museum.
- The Museum was selected along with Childsplay, The Children's Museum in Phoenix, and Arizona Opera, for a Piper Trust Agile Project. There will be up to \$250,000 that will come to the Museum for their work on the Project.
- Tarjani Patel, i.d.e.a. Museums accounting person, attended a Performance Excellence class and received a Certificate in Performance Excellence. Her project for the class was Data Visualization for the i.d.e.a. Museum.
- The i.d.e.a. Museum, as well as Mesa Arts Center, will again take part in planning and participating in this year's Southwest Maker Fest. The Festival takes place on March 11 from noon – 8 p.m.
- Ms. O'Rork thanked Dilworth Brinton, Jr., Chair, for coming to one of their VIP Imagine Tours, and invited the other Board members to come and learn about the impact the Museum programs have on the community. She also invited them to the luncheon on April 4. The VIP Imagine Tours and luncheon are sponsored by Stokler Osteler at \$5,000 and BushTex at \$2,500.

Arizona Museum of Natural History (AzMNH) – Tom Wilson

Dr. Wilson commented further on Gladys Contreras' question regarding the NEA and NEH grants – Dr. Wilson is on the Arizona Commission for the Arts Action Board. The news regarding the possibility of eliminating the NEA and NEH and privatizing the Corporation for Public Broadcasting caused a stir in the arts and humanities communities and people are starting to respond to that. This has occurred previously in other administrations. The endowments were founded in 1965, and in 1985 The Regan administration proposed the same thing as well, which went nowhere. It might be more perilous at this-time, but NEA, NEH and Public Broadcasting have a lot of support across the political arena. Dr. Wilson is the president of the Arizona Citizens for the Arts which advocates for arts funding in Arizona. Senator Worsley, a strong supporter of the arts in Arizona, will be asking for \$2M for the Commission this year. If successful in their advocacy, the Museums and MAC could receive more funding next year.

Dr. Wilson will be going to Washington, DC, next week to speak with federal delegations in the Congress and the Senate in regarding support for NEA. Because of his past-experience with the Regan administration, he is not as concerned as some might be. He will report on what he learned in Washington at the next meeting in March.

- The Museum has accepted a generous gift of 470 baskets from the Lou Grubb family collection, a highly respected man known for his honesty as a car dealership owner and his philanthropy. Along with the baskets they also received collections of Native American beadwork, leather from the plains and plateaus, prehistoric and historic ceramics, Navajo textiles, and various costumes from the Navajo and Apache. The Grubb family trust gave the Museum \$25,000 to process the collection. The next step will be to develop an exhibition based on these generous collections. The family was originally going to divide the basket collection from the other items, but they liked the way AzMNH treated them and the collection and decided to keep the entire collection unified.

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

- The Creativity Connects grant for the Creative Aging Program allowed staff to create a new program called Arts In Mind – an effort to address individuals with mild to moderate dementia and their care partners. MAC worked with Banner Alzheimer's Institute on the program with a goal to reach as many who are homebound or isolated in some way. In addition to programs at Mesa Contemporary Arts, we are also offering Music Discovery and Studios Engagement sessions.
- Out-to-Lunch Concert Series started January 10 and will go through March 23 from 12:30 – 1:30 each Thursday on the Wells Fargo outside stage on campus. The first concert drew approximately 488 people even though it was raining and had to be moved into the Ikeda Theater. When the audience was asked how many have never been inside the theaters, over half raised their hands and stated later that they loved seeing the inside of the theater and the theater building.
- spark! Mesa's Festival of Creativity will be March 17 and 18 from noon – 10 p.m. The theme this year is "Play the MAC." There will be many areas for immersive fun and exploration of music, visual arts, storytelling, dancing and more. In addition to many smaller scale experiences, four Arizona creatives have been hired to curate a large area of the campus with multiple experiences and fun environments, plus offerings from our own Studios along with musical entertainment on two stages.

Mr. Schultz added to the question posed by Gladys Contreras earlier regarding cutting the arts and said that one way to help is to talk with your legislators to let them know your feelings about the arts budget cut for Arizona. You can also get involved with Arizona Citizens for the Arts who act as the eyes, ears and voice of the nonprofit arts and culture sector in Arizona – at the State Legislature, in local city halls and in partnerships with business and community leaders involved in building and supporting quality of life in Arizona – Dr. Tom Wilson is the president of their Board of Directors. You can also attend the annual advocacy day, Arts Congress, on Tuesday, March 14. The event is held on the Senate Lawn of the Arizona State Capitol. Arts Congress is the one day each year that arts and culture advocates, patrons, educators, business people and voters gather to speak directly to Arizona legislators about the importance of support for arts and culture in our state.

Assistant Director's Report – Rob Schultz

Mesa Arts Center is hosting the United States Urban Arts Federation's (USUAF) two-day winter meeting that is occurring in Phoenix and Mesa. The Federation will be taking the Light Rail from Phoenix to Mesa for a meeting in Mesa Contemporary Arts Museum, then dinner on the Alliance Lobby area, followed by The Moth performance in the Ikeda Theater. USUAF is comprised of the arts and culture directors from the 60 largest U.S. cities.

Due to the significant increase in the State's Public Retirement System and impacts on contracts of the increased State minimum wage, the City is addressing a budget gap, and Departments have been requested to find 5% in cuts or increased

income. For Arts and Culture, we need to find 5% of the portion of our budget that comes from the City's General Fund, or about \$335,000. We expect to cover 50-75% of the amount with income from small increases in fees and admissions across the Department and are seeking efficiencies and creative solutions to enable us to cover the remainder without impacting programs.

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

Jocelyn Condon reported that she took her children to the Sundance Film Festival, as one of her children is interested in film making. She was impressed how it takes over the town and how supportive the merchants and townspeople are of the event. Stores opened their doors and cleared their "stuff" out to create space for meeting rooms, Q & A's, etc. They saw a couple of films and the directors would come out after to talk about the film, very special. Her children recognized people on the streets and the celebrities were great about allowing pictures and speaking with the public.

Dilworth Brinton, Jr. Chair, reported that he had difficulty last week trying to reach someone at the i.d.e.a. Museum, but today he tried again and could get through right away. As part of his Rotary Club, they have Vocational Rotation Day when they visit different business to learn about them and that is how his group took the VIP Imagine Tour at the i.d.e.a. Museum and enjoyed it. Mr. Brinton could add some history regarding the Museum for his friends – he is an avid history buff and a font of knowledge regarding Mesa's history.

Because of his connection with the HoHo Kam's he received a call from a writer from Major League Baseball looking for information; specifically, pictures of Ernie Banks at Spring Training at Rendezvous from 1964. He could help them somewhat.

Karina Wilhelm said she took her children to the opening of "It's a Dog's Life" at the i.d.e.a. Museum and did most of the activities, which she thought were all great – the kids had a great time.

Ms. Wilhelm works at the ASU Library in Maps, and ASU is hosting Night of the Open Door, which they do every year. Each campus does this on different dates, but Tempe campus is having theirs on Saturday, February 25 from 3 – 9 p.m. There is a lot to see and activities to participate in for the entire family. The ASU Library is working with the Geography Department and will roll out a huge map of AZ and will have an activity similar to Twister. For more information, visit opendoor.asu.edu.


The next scheduled meeting date is March 23, Mesa Arts Center, third floor, south Studios conference room.

There being no further business, the meeting adjourned at 5:09 p.m.

Respectfully submitted,



Cindy Ornstein, Director
Arts and Culture Department

	<p style="text-align: center;">Museum and Culture Advisory Board Report</p> <p>Date: January 10, 2017 From: Cindy Ornstein Subject: Fees & Charges</p>	<p style="text-align: center;">Agenda Item: 3</p>
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Purpose

The purpose of this report is to provide recommended changes and slight revisions/clarifications to the FY17-18 Fees & Charges Schedule of the Arts & Culture Department.

Staff recommends that the Audit, Finance & Enterprise Committee support these recommendations.

Background

Every year, the Department reviews its Fees & Charges Schedule and determines if updates, additions, or deletions are needed for the following fiscal year. This determination is based upon a variety of factors, including increased costs that have created the need for additional City revenue, length of time since the last fee increase, competition in the marketplace, and other considerations.

Discussion

The Department, in consultation with the Budget Office, and the City Attorney’s Office, has identified several clarifications to the current Fees & Charges Schedule, adding categories that break out revenue codes for taxable versus non-taxable revenues. For Mesa Arts Center (MAC) Theater Rental Fees, we are removing the application of a percentage option against a flat fee rental rate in some instances, retaining only the flat fee payment, and are also proposing increases in rental fees. MAC is also requesting approval of rental fees for several spaces that have not previously been identified with specific rates, primarily additional outdoor spaces which are now experiencing demand. i.d.e.a. Museum is proposing an increase in admission fee.

Event Services/Rental Department

A rental rate comparison was conducted against area venues of similar size. The other venues that we compared our rental fees to were Chandler Center for the Arts, Herberger Center Stage, Orpheum Theatre and Scottsdale Center for the Arts. The research conducted shows that our rates are highly competitive to other Valley venues of similar sizes, and even lower in some cases. Additionally, theater utilization was also considered, with rate increases greater on those theaters for which there is more demand.

Since opening in September 2005, MAC rental rates have only been increased twice, once in July 2009 and a second time in July 2014.

The following is a listing of proposed changes:

Facility Use Fees	Current Fee	Revenue Code	Proposed Fee	Fiscal Impact for FY 17-18	Comments
Tom and Janet Ikeda Theater					
Commercial Rate Daily Plus Labor, FOH and Box Office	\$3,126 vs 5%***	1109-3179	\$3,439 vs 5%***	\$1,920.00	
Non-Profit Rate, Daily plus Labor, FOH and Box Office	\$2,126 vs 5%***	1109-3179	\$2,547 vs 5%***	\$1,770.00	
Virginia G. Piper Repertory Theater					
Industrial Rate, Daily Commercial Rate Daily Plus Labor, FOH	\$2,315.00	1109-3179	\$2,431.00	\$500.00	
Commercial Rate Daily Plus Labor, FOH and Box Office	\$1,904 vs 5%***	1109-3179	\$1,999 vs 5%***	\$840.00	
Commercial Rate, Weekly	\$9,225 vs 5%***	1109-3179	\$9,686.25	0	delete the vs.5%
Non-Profit Rate, Daily plus Labor, FOH and Box Office	\$1,297 vs 5%***	1109-3179	\$1,430.00	\$1,290.00	delete the vs.5%
Non-Profit Rate, Weekly plus Labor, FOH and Box Office	\$6,694 vs 5%***	1109-3179	\$7,380.00	0	delete the vs.5%
Nesbitt/Elliott Playhouse					
Commercial Rate Daily Plus Labor, FOH and Box Office	\$1,158.00	1109-3179	\$1,1274.00	0	
Commercial Rate Daily Plus Labor, FOH and Box Office	\$839 vs 5%***	1109-3179	\$923.00	\$126.00	delete the vs.5%
Commercial Rate, Weekly	\$3,376 vs 5%***	1109-3179	\$3,714.00	0	delete the vs.5%
Non-Profit Rate, Daily plus Labor, FOH and Box Office	\$571 vs 5%***	1109-3179	\$660.00	\$420.00	delete the vs.5%
Non-Profit Rate, Weekly plus Labor, FOH and Box Office	\$2,450 vs 5%***	1109-3179	\$2,830.00	0	delete the vs.5%
Anita Cox Farnsworth Studio Theater					
Commercial Rate Daily Plus Labor, FOH and Box Office	\$435 vs 5%***	1109-3179	\$435.00	0	delete the vs.5%
Commercial Rate, Weekly	\$1,621 vs 5%***	1109-3179	\$1,621.00	0	delete the vs.5%
Non-Profit Rate, Daily plus Labor, FOH and Box Office	\$368 vs 5%***	1109-3179	\$368.00	0	delete the vs.5%
Non-Profit Rate, Weekly plus	\$1,103 vs	1109-	\$1,103.00	0	delete the

Labor, FOH and Box Office	5%***	3179			vs.5%
Outdoor Spaces and Terraces					
Joanie Flatt Terrace Ceremony/Brown Sculpture Courtyard Reception - Combined Ceremony and reception		1109-3179	\$1,200 for eight hours	\$1,200	
Friends of Mesa Shadow Walk - based on size of the event and area used.		1109-3179	\$600-\$5,000	\$1,000	
Wells Fargo Garden Stage		1109-3179	\$200 per day	0	
Joanie Flatt Terrace		1109-3179	\$800	\$2,400	
Alliance Terrace - in conjunction with theater rental		1109-3179	\$100	0	
Alliance Terrace - standalone event		1109-3179	\$200	\$200	
Terrace Lobby - in conjunction with theater rental		1109-3179	\$200	\$400	
Terrace Lobby - standalone event		1109-3179	\$300	\$300	
Mesa Contemporary Arts					
Merchandise	Up to 30%	1109-3175 1109-3176	Taxable Non-Taxable	0	
Box Office					
Handling Fee, per ticket	\$0-\$7.00	1109-4505 1109-4507	State/City Tax City Tax	0	
Handling Fee, per ticket	\$.10-\$2.00	1109-3234 1109-3235	Taxable Non-Taxable	0	
Facility Restoration Fee, Per Ticket	\$0-\$5.00	1109-4503 1109-	Taxable 4504 Non-Taxable	0	Corrected revenue code to 4504,

		4502			rather than 4502.
Art Studio-Classes					
Facility Restoration Fee, Per Student Restoration	\$0-\$5.00	1109-4503 1109-4504	Taxable Non-Taxable	0	Deleted Restoration for clarity.

i.d.e.a Museum

The i.d.e.a. Museum is proposing to raise general admission fees from \$8 to \$9 per person. This falls within the current range of \$6-10 previously approved by City Council, so there is no need to approve this action. This increase is shared for informational purposes only.

The Museum has not increased its admission price for three years.

Staff researched similar museums to determine how the proposed increase compares to the market, and found that the i.d.e.a. Museum price remains highly competitive.

Admission fees at comparable institutions:

- Children’s Creativity Museum, SF, CA **\$12**
- DuPage Children’s Museum, Napier, IL. **\$12**
- Children’s Museum of Phoenix **\$11**

Alternatives

CITY COUNCIL COULD CHOOSE NOT TO RECOMMEND PROPOSED CLARIFICATIONS TO THE FEES & CHARGES SCHEDULE.

This would have the effect of leaving the current language in place.

CITY COUNCIL COULD CHOOSE TO RECOMMEND DIFFERENT CLARIFICATIONS TO THE FEES & CHARGES SCHEDULE.

Depending upon Council recommendations, current language would be altered or deleted.

Financial Impact

The fiscal impact for MAC Event Services will be approximately \$12,366 in increased earned revenue.

The proposed revision to eliminate a percentage payment option for certain theater rental rates will have no financial impact.

While the increased admission fee at i.d.e.a. Museum falls within the current fee range previously approved by Council, it will produce approximately \$30,000 in additional earned revenues for the i.d.e.a. Museum. Of this amount, a portion will be used to cover the costs of extending public hours on Friday evenings beginning FY17-18, and the remainder will be used to help offset the increased costs incurred from staffing and materials needed to serve the significant boost in attendance since the Museum’s rebranding.

Recommendation

Staff recommends that the Board approve all fee adjustments and fee ranges contained herein, to take effect for FY17-18.

Coordinated With

The Museum and Cultural Advisory Board members present unanimously voted to support these recommendations at their January 26, 2017 Board meeting.

A handwritten signature in cursive script that reads "Cindy Ornstein". The signature is written in black ink and is positioned above a horizontal line.

Prepared by:
Cindy Ornstein, Arts & Culture Director