

## Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Arts and Cultural Division Office, 1 East Main Street, third floor, south Studios conference room, on April 13, 2005.

### Members Present:

Toni Brucato  
Peter Cook  
Lennee Eller  
Elizabeth Good  
Kimberly Grace

Daniel J. Harper  
John Hohmann  
Ramona Tecumseh  
Laurent Teichman

### Members Absent:

Maureen Chaisson-Stewart

### Staff Present:

Gerry Fathauer Jerry Dillehay  
Rob Schultz Randy Vogel  
Nancy Wolter Carrie Brown  
Tom Wilson Jean Kaminski  
Melissa Tornquist  
Barbara Meyerson

### Guests Present:

Gina Stevens  
Dr. Guillaume Grenier-Marmet

Kimberly Grace, Chair, called the meeting to order at 3:38 p.m.

### Approval of Minutes

Ramona Tecumseh made a motion, Elizabeth Good seconded, and the March 9 minutes were unanimously approved and posted on the Web page.

### Public Comments

Kimberly Grace, Chair, informed the Board that Jesus Hernandez resigned due to other commitments. This leaves three openings on the Board. Ms. Grace instructed Board members to let anyone who may be interested know that they can apply by contacting a staff member or go to the City's Website: [www.cityofmesa.org](http://www.cityofmesa.org) where they can download the application.

### Information and Discussion – Mesa Symphony Orchestra – Gina Stevens and Dr. Gulliaume Grenier-Marmet

Gina Stevens spoke on behalf of Mesa Symphony Orchestra. She reported that the Mesa Symphony is experiencing major changes. Recently, Jacqueline Toney, Executive Director, resigned. Ms. Stevens and Dr. Marmet are now acting as Co-Executive Directors. Their focus is to restructure and strengthen the organization and position the Symphony for future success.

The first step was to evaluate all aspects of the organization and pinpoint those areas in need of immediate attention: 1) business plan; 2) marketing plan; and 3) the structure and efficacy of the board.

Ms. Stevens and Dr. Marmet are certain the Symphony can become more stable. They are addressing the financial, logistical, and audience demands. A new business plan is being developed that will be attainable and successful in providing a strong future for the Symphony in the Mesa Arts Center.

The marketing plan includes a broader variety of media and improved quality and quantity of communications. The Symphony is also considering a variety of educational programs that would increase visibility and build audience.

Currently, the Board of Directors is small and relatively unstructured. With specific committee responsibilities in mind, the Symphony is actively seeking new members that would match the Board's needs. With the development of committees, board members will be able to accomplish more by having a clearer view of their responsibilities and goals.

The Symphony is encouraged by the support of their members and the community. The donor, mailing, and volunteer lists continue to grow. They sincerely hope that the City of Mesa will continue to support their efforts in strengthening the Mesa Symphony, the East Valley's professional orchestra.

Ms. Stevens responded to a question regarding the request for less money. She stated that the Symphony simply did not want to ask for money that they were not going to use this coming year. The original grant proposal included three concerts. In order to focus their energy and resources on restructuring and building a stronger organization, the new business plan includes: canceling the annual Forth of July concert and staff forfeiting salaries. Also, approximately 65% of the musicians have forfeited their salaries for the last concert. It is the Symphony's intent to reinstate the annual Fourth of July concert in 2006, and once established, they intend to hire a full time Executive Director, present guest artists, and pay all the musicians.

Dr. Marmet also commented that the Symphony has not lost musicians due to the financial situation. Everyone connected with the Mesa Symphony is on board, united, optimistic, and looking forward to the up-coming season.

Dr. Marmet stated that they have a certain amount of debt at this time; however, within the next few months, they will be solvent.

### **Discuss and Take Action – Consider Mesa Symphony Orchestra’s Revised Grant Application – Rob Schultz**

The Mesa Symphony Orchestra is asking for a grant amount of \$32,000 as opposed to the original \$39,000 requested. Due to the reasons stated above, the Symphony does not need the original amount requested to operate this season and, to be fair, is reducing the amount of their original grant application request.

Peter Cook stated that he found it commendable that the Symphony is taking these actions to address their problems. He suggested the Board accept the requested change in the grant funding level for the Mesa Symphony FY05-06 season. Mr. Cook further recommended that the remaining funds budgeted for Arts and Cultural Community Aid Grants be made available for FY05-06 to increase the amount of distribution for Mini-Grant requests, or to carry over to FY06-07 for Arts and Cultural Community Aid Grant requests. It was also noted that after this rebuilding year, the Mesa Symphony Orchestra will be requesting a larger amount in their FY06-07 grant application as they will reinstate the Fourth of July concert, be hiring staff, and bringing back guest artists.

Peter Cook moved that the Board recommend accepting Mesa Symphony Orchestra’s reduced grant request of \$32,000, **noting** that the Board would like to have the remaining \$7,068 distributed in either the FY05-06 Mini-Grant program or carried over for the FY06-07 Arts and Cultural Community Aid Grant program. Ramona Tecumseh seconded the motion, and the Board members present unanimously approved the Mesa Symphony Orchestra’s request.

### **Committee Reports**

Peter Cook reporting on behalf of the Diversity Committee, stated that there was a meeting on Tuesday, April 12, between Randy Vogel, Susan Rubin, and the Downtown Merchants group to discuss the activities the merchants might get involved in regarding the opening of the Mesa Arts Center. Approximately 25 merchants attended and showed enthusiasm regarding collaborating.

As Jesus Hernandez was the Chair of the Networking Committee, it was suggested that the remaining Committee members get together to elect a new Chair.

### **Staff Reports**

#### Arizona Museum for Youth – Barbara Meyerson

- Barbara Meyerson announced that this would be her last attendance. She has accepted a position with the Maricopa Partnership for Arts and Culture (MPAC), which is the outgrowth of the Maricopa Regional Arts and Culture Task Force. MPAC, as it is known, has two phases – MPAC and MCAC. Ms. Meyerson is working with the MPAC phase and will be the Director of Education.
- Ms. Meyerson introduced Melissa Tornquist, Community Arts Coordinator, who will be reporting for the Museum in the future.
- Attendance is up.
- The gallery shop is up and running, under new management, and has new merchandise.
- The new exhibit designer, Rex Witte, has been hired. Mr. Witte comes from a company that has designed museum exhibits for many years.
- The next exhibition in the fall will feature one artist, Robert McCall, who is known for his space artwork.
- Because of its popularity, “Jeepers Creepers” has been extended.

#### Mesa Southwest Museum – Tom Wilson

- Tuesday, April 12, marked the 14<sup>th</sup> lecture in the series for “Arab Americans in Arizona,” which was funded by the Arizona Humanities Council. The series proved very successful. The exhibit closes April 17.
- The next exhibit “Whales: The Inside Story” opens May 14 and will run through September 4.
- In the upstairs gallery, “Pottery Detectives” closes May 1 and will be followed by “Navajo Saddle Blankets: Textiles to Ride in the American West,” which will open May 20.
- Ten staff members attended the annual National Museum Association of Arizona meeting in Yuma. Eight of the 10 presented in four of the 17 sessions. Presentations included: museum education, exhibitions, bridges to communities, and disaster planning.

- The Museum experienced their best March ever (with the exception of "Sue") bringing in just less than 16,000 visitors and \$43,000 in revenue.
- Representatives from the cultural and museum side of the Salt River Pima Maricopa Indian community will arrive on Thursday, April 14 to tour the Riverview/Dobson site. After the tour, they will return to the Mesa Southwest Museum to discuss issues of common interest.
- Riverview/Dobson Project: archeology is ongoing on the 250-acre site. The entire area has been surveyed. In the upper right hand section of the site, all trenching has been completed and very little occupational material has been found, i.e., houses, burial grounds, compounds, etc. That area has been given the okay for development. In the remaining three-quarters of the site, the team has found a number of Hohokam canals – one coined "Big Bertha" that is approximately 13 feet deep and 15 feet across. The next area focused on will be the northwest quadrant. Cultural remains have been discovered in this area, and the team anticipates finding Hohokam houses and possible burial grounds as well. This is a major excavation, and the City and the developers have been very supportive. Jerry Howard, archeologist, has offered to take the Board on a tour of the site. The Board is to select a date they would like to go (mornings around 10:00 a.m. are best) and let Mr. Howard know.
- Museum volunteers and staff have developed their own Mastodon for the "Tusks! Mammoths and Mastodons" exhibition. The Mastodon is approximately 13 feet tall and resides in the Museum lobby.
- Matthew Houle has been hired as the new collections person. Mr. Houle came to Arizona from Texas Tech University and holds a Master's degree in Museum Science. Prior to that he worked at the Museum of History and Industry in Seattle.

Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz, Mesa Arts Center Theaters and Operations – Randy Vogel, Development – Nancy Wolter

- Each Saturday, beginning April 23 through May 21, the Target Spring Family Series will present performances on the Shadow Walk from 1:00 – 4:00 p.m.
- The Dobson Ranch Library series will continue beginning on Tuesday, May 3 through Tuesday, June 7. The location has been modified this year to create a more park-like setting. Due to budget constraints, this may be the final year for this series.
- On Thursday evenings, beginning April 28, through June 16, performances will take place in the Mesa Contemporary Arts Courtyard from 6:00 – 8:00 p.m.
- The Parking Plan has been approved by City Council. The individual components of the Plan will now go to Council for expenditure.
- Staff is working on a solution regarding how the ticketing office will operate without being in the Theaters.
- Programming for the Theaters will be released to "Members" on May 12. Information to the public will follow that date.
- Beginning this summer, weekly advertising will appear in all forms of media from the Mesa Arts Center regarding programming.
- Nancy Wolter encouraged the Board to become part of Members Circle. The goal is to have 1,000 members at \$85,000 by July – to date, 150 members have joined at \$60,675 – above expectations.
- It has become evident to all major players (Town Center, merchants, etc.) that quality venues for eating, relaxing with a hot or cold beverage, etc., are essential to the success of downtown Mesa.
- The Mesa Arts Center completed the move to the new Center by the end of the day, Wednesday, March 23.
- Some of Mesa Contemporary Arts' permanent collection pieces remain in the old building until construction is complete.
- The Studios are in various stages of preparedness. The Ceramics and Paint and Printmaking Studios are just about ready for classes. Jewelry and Lapidary are still pretty much in boxes. As a result, tours of the Studios have been cancelled as part of the opening celebration of Mesa Contemporary Arts.
- A private reception at Mesa Contemporary Arts will be held on Wednesday, April 20. Michael Shaughnessy's "Spring Cut" is finished. Deborah Butterfield's "Horses" arrived and are being prepared to place in the gallery. The other exhibitions are arriving over the next few days. Artists will arrive next week and will be present at the private reception to mingle with the guests. Some of the artists will remain in town for the weekend, public opening.
- Friday, April 22, from 6:00 – 9:00 p.m. is the grand opening to the public. The opening will continue on Saturday, April 23, with the galleries opening at 10:00 a.m. – 8:00 p.m.
- The Mesa Arts Center Foundation has voted to take over the management of the Mesa Arts Center Store space. They will assume the responsibility to outfit the store with a display, inventory, and hire a store manager. They are in the planning stage and hope to have installation completed over the summer and open for business in conjunction with the gala opening of the Theaters on September 17.
- Programming staff has met with Heritage Academy staff (across from the Center) to discuss offering classes during the day that their students can attend. Staff is willing to offer daytime classes; however, classes will be available to

everyone. All classes are filled on a first come, first served basis. Heritage Academy is also interested in renting one of the Theaters for their commencement ceremony in 2006.

- Arizona State University (ASU) has a new Community School of the Arts. Programming staff has met with their Executive Director to explore potential education programming ideas.
- Stephanie Small, Free Arts of Arizona, is coming for a tour on April 19 and will meet with staff to see how we might collaborate with them.

#### Public Art Program – Carrie Brown

- The Public Art Program, in collaboration with Mesa Community College (MCC) and the Rose Garden Society, had a successful dedication ceremony of the transit shelter at MCC. Ms. Brown thanked Kimberly Grace, Chair, for serving as master of ceremony. Vice-Mayor Claudia Walters attended as well as the MCC president and representatives from various rose garden societies.
- The Request for Qualifications (RFQ) for the Temporary Art Project at the Mesa Arts Center has been distributed via e-mail and Web posting. Ms. Brown has had good response and many inquiries. The selection panel review has been tentatively set for May 5. Ms. Brown would like two Board members to sit on the panel. Kimberly Grace, Chair, volunteered. Anyone else interested should contact Ms. Brown at [carrie.brown@cityofmesa.org](mailto:carrie.brown@cityofmesa.org).

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

- Facilities Engineers/contractor continue to work on balancing the A/C system.
- Original construction, remedial construction, and punch-list work continues in all the buildings.
- The Temporary Certificate of Occupancy is expected for the Studios buildings by Thursday, April 14.
- Moving into the Theaters has been delayed until later in May. Theaters remain a hard-hat area.
- City Council will meet on Monday, April 18; however, the public hearing scheduled for that date did not appear on the Council agenda. If that changes, the Board will be notified.
- Budget hearings before Council are scheduled for Thursday, April 28 in lower Council chambers beginning at 9:00 a.m.
- The Citizen Finance Committee continues to meet – next meeting is Wednesday, April 13 as they continue to meet the fourth Wednesday of each month at 5:30 p.m. After hearing presentations from all City Departments, the Committee is beginning to discuss the actions they want to take in terms of budget cuts as well as revenue sources.
- Staff is anticipating publicity from local newspapers regarding the private opening on Wednesday, April 20, and the grand opening to the public on Friday and Saturday, April 22 and 23.

Daniel Harper stated that he has a prior commitment on Wednesday evenings and is not able to attend or watch the Citizen Finance Committee meetings aired on Mesa's Channel 11. He was asking if there is some way that he might be able to voice his opinions to the Committee, possibly e-mailing Councilmember Kyle Jones, Chair of the Citizen Finance Committee. Gerry Fathauer said e-mailing or phoning would probably be the best way to communicate with the Committee, but the question could be posed in the original communication to Councilmember Jones.

#### **Jerry Dillehay**

- A formal farewell for Barbara Meyerson is being planned – more details to follow.
- With the help of the Arizona Museum for Youth Friends group, we have gotten the City's permission to use Management Consultants for the Arts, who will be coming to town April 21 and 22. This first visit will be to get a lay-of-the-land view. An opportunity for the Board to meet with the consultants will be announced. The process to find the right candidates may take some time. Mr. Dillehay will keep the Board posted. It is possible an interim person may serve as Administrator until the right candidate is found.

There being no further business, the meeting was adjourned at 4:52 p.m., and Board members were invited to tour Mesa Contemporary Arts following the meeting.

Respectfully submitted,

Gerry Fathauer, Director  
Arts and Cultural Division