



COUNCIL MINUTES

September 20, 2012

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on September 20, 2012 at 7:33 a.m.

COUNCIL PRESENT

Scott Smith
Alex Finter
Christopher Glover
Dina Higgins
Dennis Kavanaugh
Dave Richins

COUNCIL ABSENT

Scott Somers

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Linda Crocker

(Mayor Smith excused Vice Mayor Somers from the entire meeting.)

1. Review items on the agenda for the September 24, 2012 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None

Items removed from the consent agenda: None

2-a. Hear a presentation, discuss and provide direction on the La Mesita development project.

Environmental and Sustainability Deputy Director Scott Bouchie displayed a PowerPoint presentation (**See Attachment 1**) and provided a brief update of the La Mesita development, which is a low-income housing tax credit project. He explained that by October 18, 2012, the developer must submit to the Arizona Department of Housing (ADOH) its draft equity closing documents, as well as the civil engineering and building permits in order for construction to commence by November 1st.

Mr. Bouchie offered a short synopsis of the "deal points" of the Development Agreement associated with the project (See Page 4 of Attachment 1) and noted that La Mesita must meet

all of ADOH's requirements. He also commented that the City was in the process of awarding 30 project-based housing vouchers for the La Mesita development project.

Mr. Bouchie further remarked that the parties have entered into 20-year Loan Agreement, wherein the City will loan \$500,000 (0% interest) to La Mesita, with full payment due at the end of Year 20.

Mayor Smith clarified that there were many "moving parts" to this project and emphasized that the City's \$500,000 loan to La Mesita was simply one of those components.

Mr. Bouchie responded that La Mesita has already purchased the property from the City of Mesa and added that there are other loans associated with the development of the site. He reiterated that the Development Agreement and the Loan Agreement are the two documents associated with the City of Mesa and merely "a piece" of the entire project.

Mr. Bouchie stated that staff was seeking Council approval of the following items: 1.) The Development Agreement and Loan Agreement; 2.) Delegating authority to the City Manager to modify the documents; and 3.) Reserving the right, if substantial changes to the documents occur between the September 24, 2012 Council meeting (when the Council adopts resolutions related to the two agreements (items 4b and 4c)) and October 18th, that such modifications would be brought back to the Council for their review and consideration.

City Manager Christopher Brady thanked Mr. Bouchie and staff for their efforts and hard work in this regard.

Discussion ensued relative to the fact that staff encountered certain legal issues with respect to the City's transfer of the property to La Mesita, but such matters have been resolved.

Mayor Smith expressed appreciation to Mr. Bouchie for the presentation.

2-b. Hear a presentation and discuss an update on the Strategic Branding Review process for the Arizona Museum for Youth.

Arizona Museum for Youth (AMY) Administrator Sunnee O'Rork recognized various Arts and Culture staff and members of the Arizona Museum for Youth Friends (AMYF) Board of Directors who were present in the audience.

Ms. O'Rork displayed a PowerPoint presentation (**See Attachment 2**) and reported that staff is currently halfway through the strategic branding review process for AMY. She explained that AMY, which was founded in 1978, is the original children's museum focused on art not only in Arizona, but also in the country. She pointed out that there is confusion with respect to what AMY actually offers to the public, which is one of the primary reasons for conducting the strategic branding review process. (See Page 2 of Attachment 2)

Ms. O'Rork briefly highlighted the three phases of the branding review process, as well as the consultants associated with each phase. (See Page 3 of Attachment 2)

Ms. O'Rork advised that although the research revealed that AMY could maintain the status quo, there are challenges/obstacles with respect to growth as it relates to the misinformation

concerning what AMY is as an institution. She noted that AMY engages children of all ages and remarked that 78% of the adults participate with the children at the museum. Ms. O'Rork added that the top three reasons that the public visits AMY include its exhibitions, Artville and ArtZone.

Ms. O'Rork said that the research also revealed that AMY's visitors experience cultural engagement, creative passion that connects with their childhood roots, and pass on such creativity and culture to their children. She noted, in addition, that these individuals also visit other museums, libraries and live performances. She further remarked that AMY attracts "curious and creative families who love to learn together."

Ms. O'Rork commented that because staff recognizes the importance of the iMesa initiative and "Building a Better Mesa," AMY is positioning its transformation to a "creative family" destination. She also noted that AMY is placing itself in the national spotlight by becoming a national museum of imagination and creativity.

Ms. O'Rork stated that the PowerPoint presentation includes numerous interview comments from AMY's visitors, which the Council can peruse at their leisure. (See Pages 8 through 10 of Attachment 2) She explained that what sets AMY apart from other children's museums is its high level of engagement with adults and the fact that it inspires imagination, supports creativity, innovative ideas and self-expression. She added that many of AMY's exhibitions (i.e., NASA-50 Years of Exploration, Extreme Pets) utilize the creative arts to explore science and technology.

Ms. O'Rork remarked that the research further revealed that AMY's target market is the "creative family", including "Ultra-Parents" who have a strong primary motivation for visiting museums. She pointed out that AMY's current ethnic participation is very "white" and stressed the importance of developing/expanding the Hispanic market of "creative families."

Discussion ensued relative to examples of a "creative family" (See Page 14 of Attachment 2); AMY's brand strategic objectives (See Page 15 of Attachment 2); that John Willie, owner of Creative Engine, has been chosen from a Request for Proposals (RFP) to work on Phase II of the strategic branding in order to align such branding with what is presented inside the museum; that Mr. Willie utilized crowdSPRING, a global design resource for logos, graphic design and naming; that approximately 600 designs were submitted with respect to AMY; that staff is currently in the process of narrowing down the number of submissions; and that staff will also solicit Council input in this regard.

Ms. O'Rork reviewed the next steps in the process (See Page 18 of Attachment 2) and indicated that staff recently spoke with Steve Carr, the Phase III consultant, who will assist staff and the AMYF Board of Directors in developing a marketing, communications and social media campaign. She explained that it was necessary to create criteria in order to meet the new brand promise and added that in early 2013, staff will conduct a press conference at the museum to unveil the new name and brand. Ms. O'Rork added that between May 26 and June 22, 2013, the museum will be closed so that minor renovations can be performed, in anticipation of a grand reopening in June 2013.

Ms. O'Rork concluded her presentation by briefly highlighting what is anticipated with the "AMY 2.0" expanded experience (See Page 20 of Attachment 2) which includes, but is not limited to: focusing on art, imagination, design, science and technology; supporting creativity; and redesigning ArtZone and ArtVille.

Councilmember Finter remarked that he was excited with the recent renovations and updates to AMY. He also thanked Ms. O'Rork and her staff for implementing innovative processes and "thinking outside the box" to ensure AMY's ongoing success.

Councilmember Richins noted that he and his family are frequent "customers" of the museum. He stated that he was hopeful that the new brand awareness would capture the attention of local families who were not previously aware of AMY's existence.

Councilmember Kavanaugh commented that museums are constantly in a state of change and searching for an audience, and noted that facilities that stay static will be closed. He also stated the opinion that staff's ongoing efforts with respect to the strategic branding review process at AMY are exceptional.

Ms. O'Rork acknowledged Councilmember Glover for currently serving on the AMYF Board of Directors.

Mayor Smith thanked Ms. O'Rork for the presentation.

3. Acknowledge receipt of minutes of various boards and committees.

3-a. Parks and Recreation Advisory Board meeting held July 11, 2012.

It was moved by Councilwoman Higgins, seconded by Councilmember Glover, that receipt of the above-listed minutes be acknowledged.

Mayor Smith declared the motion carried unanimously by those present.

4. Hear reports on meetings and/or conferences attended.

Councilmember Glover: District 4 Building Stronger Neighborhood Program Kickoff;
Benedictine University VIP Reception

Mayor Smith: Mesa United Way Kickoff Luncheon

5. Scheduling of meetings and general information.

This item was continued to a future Study Session.

6. Items from citizens present.

There were no items from citizens present.

7. Adjournment.

Without objection, the Study Session adjourned at 8:21 a.m.

SCOTT SMITH, MAYOR

ATTEST:

LINDA CROCKER, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 20th day of September, 2012. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

pag
(attachment – 2)



La Mesita Update September 20, 2012



Upcoming Project Timelines

- **October 18th :**
 - Draft equity closing documents due
 - Civil engineering and building permits due to allow construction to commence
- **November 1st**
 - Construction begins



Project Documents

- Development Agreement
- Loan Agreement



Development Agreement

- La Mesita must meet all requirements of Arizona Department of Housing
- City has awarded 30 project based housing vouchers
- City will loan \$500,000
- Must be done before Oct. 18th



Loan Document

- \$500k loan
- 20 yr. loan 0% interest
- Full payment due at the end of
year 20
- Must be done before Oct. 18th



Council Action

- Approval of Development Agreement and Loan Agreement
- Delegate authority to City Manager to modify documents
- Reserve right for agreements to have to come back to Council



Questions

Branding Project Update



Arizona's Original Children's Art Museum: Founded 1978

City of Mesa Council Presentation ~ September 20, 2012

Sunnee D. O'Rork

Youth Museum Administrator

Project Need:

◆ AMY Name Confusion:

- ✓ History of AZ ?
- ✓ Youth = Teen?
- ✓ ArtVille = preschool ?
- ✓ AZMNH - distinguish strategic difference
- ✓ Children's Museum of Phoenix - distinguish strategic difference
- ✓ Dated brand – 35 years old in 2013
- ✓ Audience data needed for future plan



◆ Children's Museum Churn:

- Audience base and membership in constant turnover
- Children's visitation peaks at 2-5 years of age
- Declines through age 9, then precipitous drop
- Most families visit children museums for a limited window... bracketed by the oldest child



page for the Future

PHASE I ~ Reach Advisors, James Chung & Susie Wilkenburg

Research Results: Quantitative & Qualitative Panel

PHASE II ~ John Willie, Creative Engine

Internal One-On-One Interviews: Brand Strategy

Primary Brand Name Identification

crowdSPRING- Logo/Brand Development

Branding Operations/ Program Plan

PHASE III ~ Steve Carr, Kur Carr Group, Inc. & Next Steps

Communications, Marketing & Social Media Campaign:

Staff & Board: Resources & Timeline

Reach Advisors: James Chung, President



- NY-based strategy, research/predictive analytics firm focused on emerging shifts in the external landscape
- Serves some of the nation's largest, most innovative organizations
- Recurring source for media: *The New York Times*, *The Wall Street Journal*, *NPR*, *NBC Nightly News* & many others
- Co-author of *Life Stages of the Museum Visitor*, 2009 – American Association of Museums Press
- AB and MBA degrees from Harvard

Research Revealed:

- ✓ Status quo: challenges are obstacles to growth
- ✓ Arizona Museum for Youth engages children of all ages
- ✓ 78% adults participate with children
- ✓ Separates from the rest artfully
- ✓ Exhibitions top reason for visit: love change, something new, real art/objects
- ✓ No. 2 reason: *ArtVile*; No. 3: *ArtZone*



Research Revealed:

➤ AMY's visitor experience: Cultural engagement and creative passion connects with childhood roots.

➤ Our audience: Passing **creativity and culture to their children** is vital.

Desired experience: **Creating artfully.**

➤ Our visitors visit :

➤ Other museums - 85% (Science, Art, Natural History)

➤ Libraries - 69%

➤ Live performances - 63%

➤ AMY: Attracts curious, creative families that love to learn together

➤ We're fun! National average 42% ~ AMY = 58%



Forward a Sustainable Future:



- ◆ **AMY:** Positioning transformation to a “creative family” destination for all to enjoy, rekindle memories, make new ones.
- ◆ **AMY:** The opportunity to place itself and the **City of Mesa** in the national spotlight by becoming a *National Museum of imagination and creativity*.
- ◆ **AMY:** Research provides the platform to create relevant, targeted brand messaging, and to utilize and track new-traditional media.

Interview Comments:



“AMY opens doors to imaginations every day!”

“AMY’s experience must meet and exceed expectations in order to develop ‘creative family’ advocates. These AMY advocates become key brand differentiators.”

“The brand imagery is most important to create audience expectations of the museum experience.”

“The AMY experience can turn on the mind like a flashlight to imagination, inspiration, creativity, innovative ideas and expression.”

“AMY is the experience of creating and expressing a creativity story.”

Interview Comments:

“AMY now has the opportunity to provide deeper learning of Art, Science, and Technology. A family environment can be created, with multi-level learning and creative doing.”



“AMY is a family place. An environment that nourishes the experience of touching the imagination, creativity, and learning. It provides an environment of understanding more about the roots of innovation.”

“Creativity is about exploring possibilities.”

“Innovation is the result of creativity.”

“Innovation is an outcome, and creativity is a process to the outcome.”

Interview Comments:

“Art” linkage with museum really narrows our scope. In research, we know that we want to broaden that scope to technology and science. Because creativity really has a lot of touch points in all three of those categories.”

“The word imagination to all of us was very interesting. It conjured up a lot of latitude in terms of art, science, technology, and imagination feeding into creativity. It’s interesting, because it probably links the three words that are important to us.”



Key Attributes-Differentiation

- ◆ What sets AMY apart from other children's museums: *higher level of engagement with adults.*
- ◆ It's much more common for adults to think of children's museums as being a place to come for the kids, not for themselves.
- ◆ For families visiting AMY...
content for kids and for adults.

The Brimhall Family enjoying the scratch art activity in Extreme Pets! Target Free Sunday August 4, 2012



Key Attributes-Differentiation

- ◆ Parents engage in the experience with their children. They're much more likely to want to return themselves, to **encourage repeat visits or encourage others to visit.**
- ◆ Asuncion Marshall, a visitor at AMY's Target Free Sunday, has been bringing daughter Abigail since she was 1 year old:
“ I love this museum because I can do things with my daughter. I have even come on my own. It is so much fun. We love how AMY engages both of us.”



Target Market: Creative Family

- ◆ The “creative family”: ultra curious folks, the curious moms.
- ◆ They look for learning in a lot of different ways.

- ◆ **ULTRA-PARENTS**: “Ultra-Fun Mom,” the “Ultra-Family-Time Mom,” and the “Ultra-Learning Mom.” **Moms & Dads** who have a strong primary motivation for visiting museums, “Ultra Curious Moms”
- ◆ Opportunity to develop and expand Hispanic market “creative families.” Currently, AMY ethnic participation is very “white.”



Creative Family: Things to Consider

- ◆ AMY engages “children of all ages.”
- ◆ What a creative family “looks like” and where they live.
- ◆ They do more than paint and draw; knit, music, computer...
- ◆ How the experience supports the development of imagination and self-expression.
- ◆ AMY is a community environment where children and parents can learn, express creativity as a family or individually.



How can we ramp this up?

Our Best Brand Strategic Objectives:

“I think key drivers driving the brand name is more the content of what the museum offers than the name itself. The brand name, I would say, is a part of the equation, but it's not necessarily going to be the full driver of the equation. It's what's that experience and what are people saying about that experience when they walk away from it” ~ Interviewee

- ◆ *A place our target audiences can see themselves or their peers visiting.*
- ◆ *A personality that is engaging, curious & frames an experience expectation.*
- ◆ *A brand they feel fits them.*
- ◆ *A brand based upon research data.*



Creative Engine: John Willie, Owner

- Over 25 years experience, including higher education brand marketing, experience in national/global packaged goods, grocery retailing, business-to-business, business-to-consumer, financial and durable goods categories.
- Thunderbird Graduate School of International Management - global brand, marketing director
- Undergraduate degree, University of Utah
- Graduate studies at Northwestern University



Creative ENGINE

- Chosen from RFP
- Strategic Thinker
- Data driven
- Known in Valley
- AZ SCI Tech Fest Logo



Design Resource: crowdSPRING

- ✓ Global design resource for logos, graphic design and naming.
- ✓ 300 graphic designers created 594 designs over a 4-week period.
- ✓ Designers from Europe, Japan, UK, Philippines, US & Brazil contributed.
- ✓ All designers signed confidential agreements.
- ✓ Selection process will narrow down to several, then 1, then undergo refinement
- ✓ Develop Brand Book during September/October

KT STEPS:

Image for the Future: Phase III-

Develop a Marketing, Communications & Social Media Campaign



- ❑ Steve Carr, President, The Kur Carr Group, Inc.
- ✓ 20-plus years experience as independent public relations practitioner
- ✓ 6 years corporate public relations experience (Pinnacle West Capital Corporation, Bank of America)
- ✓ 15 years experience as newspaper reporter, editor, radio news director
- ✓ 2-time Business in the Arts Honoree; Arts & Business Council of Greater Phoenix

Significant PR counsel to arts and culture:

- Phoenix Art Museum (*Monet at Giverny, Splendors of Ancient Egypt, Forbidden City*)
- Cirque du Soleil; Radio City Rockettes; Ballet Arizona; Phoenix Symphony; Actors Theatre
- Scottsdale Cultural Council; Phoenix Office of Arts and Culture; Arizona Citizens for the Arts
- Free Arts for Abused Children of Arizona; Sedona International Festival; Sedona Jazz on the Rocks
- Sedona Arts Festival

- ❑ Steve Wright, PIO Office, City of Mesa

Branding Operations/Program Plan

- ✓ Creating a Rubric/Criteria to meet New Brand Promise & Experience
- ✓ Finalize Timeline: Early 2013 Unveil New Name & Brand
- ✓ Plan for Transition: Close *May 26 – June 22, 2013* for minor renovations
- ✓ Grand re-opening June 2013

MY 2.0 Expanded Experience:

- ✓ *For your child & the child within you ...*
- ✓ Art, Imagination, Design, Science, Technology, Experience
- ✓ Supporting Creativity
- ✓ Redesigned ArtZone & Family Zone
- ✓ Enhanced ArtVille & New Exhibition
- ✓ More possibilities to create artfully
- ✓ Exterior & interior aligned to meet brand



Thank You Project Sponsors!

