

Museum and Cultural Advisory Board – Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting via Zoom video conference on Thursday May 28, 2020.

Members Present:

Ivan Martinez
Melissa Sue Johnson
Ronna Green
K. Alycia Perry
Michelle Streeter
Angela Buer
Jocelyn Condon

Members Absent:

David Dean
Tara Phelps
Nick Willis

Staff Present:

Rob Schultz
Sarah Goedicke
Cindy Ornstein
Sunnee O'Rork
Dr. Tom Wilson
Illya Riske
Randy Vogel

Melissa Sue Johnson moved to start the meeting and K. Alycia Perry seconded. Melissa Sue Johnson called the meeting to order at 4:18pm.

Public Comments: No members of the public were present.

Approval of Minutes from the March 26 Meeting:

No corrections, K. Alycia Perry moved to approve the minutes as written and Angela Buer seconded. Board members voted unanimously to approve the minutes from May 28, and they will be posted on the city's website.

Director's Report – Cindy Ornstein

Cindy Ornstein requested to give a department overview before the staff reports. Dr. Tom Wilson is retiring and his last day is May 29, 2020. Alison Stoltman will act as interim Museum Administrator. Rob Schultz also announced his retirement as of July 17. This will be his last Board meeting. The department has been planning for reopening, tentatively scheduled for fall 2020. We do not have an official reopening date yet, but are planning for a phased reopening between October and January. Staff is working very hard, informing themselves of the global situation, and learning about what other industry colleagues are doing. We are learning more about what we need to do to implement new cleaning procedures and deliver programming digitally.

We're also dealing with the financial impact of the current situation. Arts & culture has laid off about 23 part time and 7 full time staff. We hope that most of those people can be rehired for the phased reopening. The City of Mesa anticipates tighter budgets for the next few years due to lost sales tax revenue and has asked all departments to identify 10% in cost reductions, except Public Safety who has been asked to identify 5% in cost reductions. These will not be implemented right away, but rather rolled out as needed.

Due to federal CARES funds received by the City of Mesa, 13 staff originally identified for a reduction in workforce were reassigned to Mesa CARES assignments. This is a win-win because the city is meeting community needs while keeping staff employed longer, with those staff salaries being covered by CARES funds. The city is currently in a hiring freeze so it is currently unclear how long Alison Stoltman will act as interim Museum Administrator for AzMNH.

Thanks to citizen efforts in contacting City Council, support of Councilmembers, and support from the City Manager's Office, the city has created a plan for some of the Small Business Reemergence funds to be set aside for MAC's Founding Resident companies.

Staff Reports

Arizona Museum of Natural History (AzMNH) – Dr. Tom Wilson

Alison Stoltman discussed the various online programming the museum is working on to reach as large an audience as possible. She shared some screen shots of what the museum has done – see **Exhibit A**. They met with the Superintendent of Instruction to learn more about how AzMNH could support teachers. For the past few years, the focus has been on more hands-on activities and manipulatives, but the museum is now reevaluating that. The museum is researching other ways to keep and create manipulatives that don't involve using hands (using a foot pedal, for example). Education and Exhibitions staff are looking into alternatives and cleaning protocols for reopening.

i.d.e.a. Museum – Sunnee O’Rork

Sunnee O’Rork showed the Board i.d.e.a. Museum’s website and digital engagement efforts – see **Exhibit B**. The museum started doing online activities on social media, much like AzMNH. The museum is also putting social media activities on their website. There is also content from other websites, including content on how to deal with COVID as a parent and how to talk to children about COVID shared on i.d.e.a.’s website. The museum is working on a mechanism to allow people to upload and share their art with us. i.d.e.a. Museum is also working to utilize exhibition artists as much as possible. The city of Mesa is purchasing equipment to aid in creating online streaming content and the museum is working with the IT Department to utilize those tools.

Much like AzMNH, i.d.e.a. is researching alternatives to the hands-on activities. Staff is working very hard to keep and create interactives and activities for reopening. The museum also plans to offer previews for member families in order to gain feedback. Staff have been hard at work obtaining grant funding for operations costs, including an award from Kroger. i.d.e.a. Museum participated in American Museum Association survey efforts and learning from other museums to find that “sweet spot” of capacity upon reopening.

Exhibition Coordinator Rex Witte is retiring June 21, 2020 after 16 years and will return on contract basis.

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

Mesa Contemporary Arts has been doing a lot of planning and has worked with artists to reschedule our spring and summer 2021 exhibitions. The Store has been closed since campus closed and is planning the usual deep cleaning in August, with a plan to reopen in October with MAC’s phased reopening.

Cindy asked Randy Vogel to update the Board on theaters and conversations from the field. Randy stated that MAC will reopen the theaters when the CDC, City, and State say it’s safe to have large gatherings again. MAC is looking at how people will gather, distancing, handling lines, etc. Randy felt he’d booked the best season he’s ever booked for this 2020-2021 before the pandemic. This has provided an opportunity to look at what and how we program for the theaters. MAC will present an interactive magic show in June online through Zoom. MAC is looking at hybrid options where a live performance can also be purchased for home viewing, in addition to live in the theaters and online content.

Cindy shared MAC’s new online portal called “Connect with MAC” See **Exhibit C**. This is broken down into “Watch,” “Try,” and “Resources.” “Watch” has videos, “Try” has art activities to do at home, and “Resources” has resources and opportunities for artists and arts organizations such as grants and links to i.d.e.a. Museum’s and AzMNH’s websites.

Cindy reintroduced MABEL to the Board (Mobile Art Based Engagement Lab) and stated that the team is working on take away art kits and other activities. MABEL is a small trailer that can be used for pop-up or scheduled engagement in the community. This is in line with our goal to make Arts & Culture a set of community resources, not just buildings.

K. Alycia Perry asked how people have been engaging with Arts & Culture online content. Sunnee O’Rork said i.d.e.a. has high open rate for emails, but other content has had lower engagement. This may be because parents feel inundated right now. Resources on talking to kids about COVID and how to cope have been opened more. Alison Stoltman said their social media manager will do some analysis at the end of May to see how those connections are going. Overall, AzMNH has had good online engagement but surveys do show that parents are burnt out with screen time and they are looking for activities for their kids to do. Cindy Ornstein said MAC has seen mixed engagement as well and MAC is trying to make short videos considering people are feeling burnt out. Studios students have expressed interest in live online classes until they can return to physical classes.

K. Alycia asked about online concerts and performances. Randy Vogel explained that the problem is monetizing those experiences. Many artists are offering free performances online, so the experience must be special enough for people to want to pay money for it.

Discuss any Projects, Initiatives, or Presenters of Interest – Board Members

No projects, initiatives, or presenters of interest to discuss.

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

Melissa Sue Johnson watched YouTube streaming of Andrew Lloyd Webber’s “The Show Must Go On” where he presented one of his works for free for 48 hours. She is excited that MAC is exploring opportunities for online performances.

Ivan mentioned that in this moment we've seen an explosion of the creative process. People that are not very into it are finding ways to be creative – puzzles, games, painting, learning music. This is a wonderful revelation because it validates the work of Arts & Culture. The amount of creativity pouring onto social media is overwhelming and beautiful and he's felt a bit like a little kid at play. Cindy agreed and thinks that there will be more experimentation as people are more willing to try new things. Randy Vogel mentioned that the Harlem Renaissance came after the Spanish Flu.

The next scheduled meeting date is July 23, 2020 via Zoom video conference.

There being no further business, Ivan Martinez moved to end the meeting and K. Alycia Perry seconded. The meeting adjourned at 5:31pm.

Respectfully submitted,

A handwritten signature in black ink that reads "Cindy Ornstein". The signature is written in a cursive, flowing style with a long, sweeping underline that extends to the left.

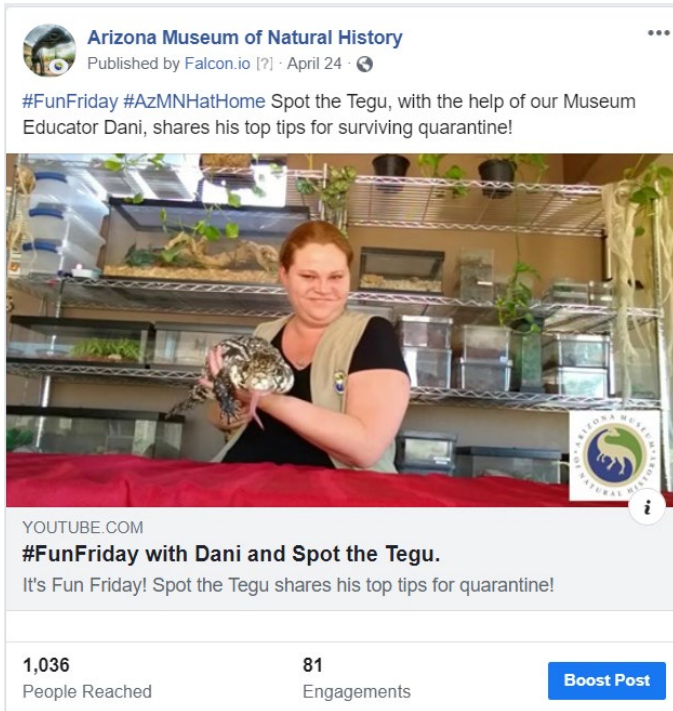
Cindy Ornstein, Director
Arts and Culture Department

EXHIBIT A

Examples of FaceBook posts by the arizona Museum of Natural History

Designed to cover the a wide range in age level, interest and interaction

- Educator Danielle Vernon in her Serpentarium



Arizona Museum of Natural History Published by Falcon.io [?] · April 24 · 🌐

#FunFriday #AzMNHatHome Spot the Tegu, with the help of our Museum Educator Dani, shares his top tips for surviving quarantine!

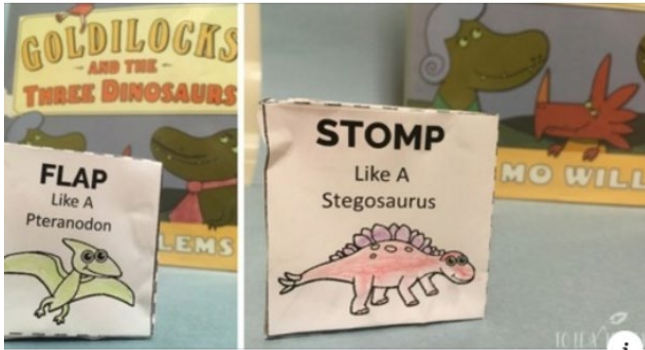
YOUTUBE.COM
#FunFriday with Dani and Spot the Tegu.
It's Fun Friday! Spot the Tegu shares his top tips for quarantine!

1,036 People Reached 81 Engagements [Boost Post](#)

- Weekend posts are directed for our younger audience. They include activities, crafts and we are adding an author series with one of our local authors and volunteer of the AZMNH Molly Idle.

Arizona Museum of Natural History
Published by Falcon.io [?] · May 16 at 9:00 AM · 🌐

#WeekendofWonder Visit the Creative Little Explorers blog for a free prehistoric themed movement cube. This fun activity starts as a craft and then turns into a game that encourages moving like your favorite dinosaur, pterosaur or marine reptile!



CREATIVELITTLEEXPLORERS.COM
Roll a Dinosaur Movement Game - Creative Little Explorers
As it starts to get colder out and we are outside less often, I decided it's a...

917
People Reached

19
Engagements

Boost Post

Arizona Museum of Natural History
Published by Falcon.io [?] · May 9 at 9:00 AM · 🌐

#WeekendofWonder Mother's Day is TOMORROW! If you are looking for a fun dino themed gift you can make at home, look no further! Emmymade's YouTube video shows you step-by-step how to make homemade dino bath bombs.



YOUTUBE.COM
How to Make Surprise Fizzy Dinosaur Eggs - Bath Bomb Recipe

1,064
People Reached

26
Engagements

Boost Post

Paleontology Department have an ongoing geology field trip



#MeetTheScientist Episode 3: Dr. Bob takes us on another geological field trip in Arizona.



#MeetTheScientist Episode 3: Dr. Bob takes us on another geological field trip in Arizona.

Behind the Scenes videos are trending



Happy Dinosaur Day from AzMNH

UCurate series are question / answer posts by our collections staff. The focus is on curation of collections. This series encourages a deeper level of participation and is a fun learning format that we are looking at adapting for our teacher resources.

First post poses a question and encourages participants to conduct some research

#UCurate Some of our collections are ALIVE! 🐞 Say hi to Rooney, an animal that our Natural History Collections Manager, Gavin has referred to as "the Tom Hanks of the arachnid world."

👉
What kind of animal do you think this is? Maybe he looks a bit like something you might be more familiar with. If so, what does he remind you of?

👉
Look at the pair of long, thin legs he holds in front of him. What do you think he does with those? How about that whiplike tail? What do those men...
[See More](#)

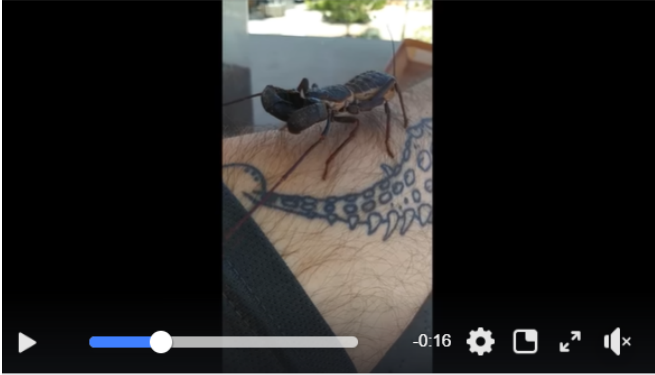


Second Post is a video explanation

#UCurate Welcome back! Here are the answers to Monday's #UCurate post.

👉
Rooney is a vinegaroon, "*Mastigoproctus giganteus*", the only species of vinegaroon in the United States. If you aren't familiar with vinegaroons, they might remind you of scorpions; in fact, they're also often called whip scorpions. Although they are arachnids—the category of animals that includes spiders, scorpions, mites, and other animals—vinegaroons belong to their own distinct group.

Vinegaroons us... [See More](#)



1,730
People Reached

134
Engagements

[Boost Post](#)

EXHIBIT B



i.d.e.a. Museum at home

Add some fun at home while we are temporarily closed with some creative ideas from our Museum staff, volunteers and other supporters.

Create now!



Early Learning

Skill builders for little ones.

Learn



Imagination

Pretend play activities.

Imagine



Design

Building and design.

Design



Experience

Reading, acting activities.

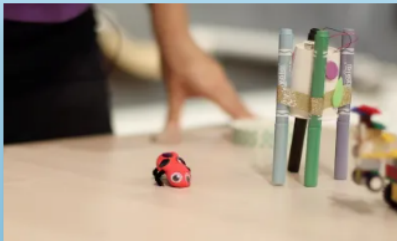
Experience



Art

All the creative stuff.

Create



Buzz Bots

Chelsea - our Museum Education Assistant who oversees a variety of programs - shares a classic i.d.e.a. Museum activity offered during the Father's Day Tinkershop. This Buzz Bot incorporates creativity, building and simple circuits. Let's get started!

Materials: Small...

[read more](#)



DIY Musical Instruments

Create musical instruments

Tap into your musical side. All you need are recycled materials from home plus some glue, maybe some rubber bands and imagination. Start your artful projects by collecting materials from around your house to create an instrument. Some object you could use include:...

[read more](#)



MuseumWeek: Textured artwork

It's MuseumWeek (May 11-17), and we're celebrating by looking back at some of our favorite artworks and activities at the museum. We love having changing art exhibits in the Whiteman Family Exhibition Gallery because it gives us an opportunity to share so many...

[read more](#)

EXHIBIT C

CONNECT WITH MAC

CREATE, ENGAGE AND DISCOVER WITH MESA ARTS CENTER.

WATCH

WATCH

View art demonstrations, museum exhibition tours and more

TRY

TRY

Find a variety of arts activities for all ages you can try at home. No experience required!

RESOURCES

RESOURCES

Find resources for other arts and educational experiences, or funding support, from local and national partner organizations.

WATCH

View art demonstrations, museum exhibition tours and more.

Art Studio demos ▾

Exhibition tours ▾

MABEL teasers ▾

But wait, there's more! ▾

SHARE:   

TRY

Find a variety of arts activities for all ages you can try at home. No experience required!

Mesa Family Take Out Night + Together in the Desert ▾

Creative Aging videos ▾

Writing prompts ▾

Flowers and their Pollinator Friends art activity ▾

Printmaking Activity: relief prints ▾

Snail Mail Project ▾

SHARE:   