

Museum and Cultural Advisory Board – Meeting Minutes

The Museum and Cultural Advisory Board met in a regular hybrid meeting via Zoom and at i.d.e.a. Museum on Thursday March 28, 2024.

Members Present:

Karen Rolston
Annalisa Alvrus
Colleen Byron
Katelyn Armbruster
Nick Willis
Melvin Van Vorst
Angela Buer
Brad Peterson
Greg DeSimone

Members Absent:

Staff Present:

Richard Parison, Jr.
Illya Riske
Jarrad Bittner
Simon Tipene Adlam
Mandy Tripoli
Randy Vogel
Sarah Goedicke

Nick Willis called the meeting to order at 4:03pm.

Items from citizens present: There were no members of the public present.

Introduction of new Director of Arts & Culture Richard M. Parison, Jr: New Director of Arts & Culture Richard Parison, Jr. introduced himself to the board.

Hear, discuss, and provide advice on update report from Director Richard M. Parison, Jr., including programmatic, operational, and administrative items from Arts and Culture:

Richard reminded the board of upcoming events. The last Art in the Park event is at Augusta Ranch March 28, 2024, from 5-7pm. The public art piece created during the Art in the Park series will go in the new city hall building when it is completed. Mesa Contemporary Arts Museum's summer opening on May 10, 2024, with the member preview starting at 6pm and the public opening starting at 7pm. The public art piece created during the Art in the Park series will go in the new city hall building when it is completed. Richard also updated the board on the strategic planning process – the staff portion of the process has wrapped, and drafts are now being worked on. When that draft is complete, staff will share it with the board. Simon Tipene Adlam also shared that at 6pm on March 28, 2024, the Arizona Museum of Natural History is presenting the fourth of six in their speaker series, taking place at the Mesa Main Public Library.

Colleen Byron asked about the open Development Director role and Richard stated that would be posted soon.

Nick Willis asked about the State of the Arts and Business in Mesa event on May 8, 2024. Richard gave a brief background on the Arts & Economic Prosperity Study and results, and invited Sarah Goedicke to give more details on the event in May. Sarah Explained that in addition to revealing Mesa's study results to the community, this event will serve as an opportunity to connect the business and arts and culture communities in Mesa to encourage future collaborations and development.

Approval of minutes from the regular November 16, 2023, Meeting: Melvin Van Vorst moved to approve the minutes as written, and Greg DeSimone seconded. Board members voted unanimously to approve the minutes from November 16, and they will be posted on the city's website.

Approval of minutes from the regular January 25, 2024, Meeting: Colleen Byron moved to approve the minutes as written, and Brad Peterson seconded. Board members voted unanimously to approve the minutes from January 25, and they will be posted on the city's website.

Hear, discuss, and provide advice on current neon sign garden located at The Post, update from Vic Linoff: Vic Linoff gave a history of the neon sign movement in Mesa and explained the resources that are needed to restore neon signs. The Mesa Historical Foundation did a survey of all the neon signs on Main Street in 2017, citing about 80 signs in total. The City of Mesa provides storage yard space, help with permitting and technical aspects, as well as some funding to assist with this project. The neon sign garden is still in the conceptual phase.

Katelyn Armbruster asked who is restoring the signs, what other partners the Mesa Historical Foundation has, and if they have planned any educational components. Vic stated that the foundation works with local and regional restorers, but they can't restore them too far in advance of installing them. He also stated that the City of Mesa has been a great supporter of their mission.

Colleen Byron asked if there were any handouts or images. Vic shared some images (**Exhibit A**) with the board. Colleen also asked if the location of the garden has been confirmed and Vic stated that they are still in discussion regarding location.

Hear, discuss, and provide feedback on update report on the i.d.e.a. Museum from Jarrad Bittner, including programmatic, operational, and administrative items from i.d.e.a. Museum in Arts and Culture: Jarrad Bittner, joined by Mike Goodwin and Traci Quinn, shared some updates (**Exhibit B**) on i.d.e.a. Museum's construction starting in summer 2024 and the next exhibit planned for October 2024. Construction on the i.d.e.a. Lab and new office space will begin in June 2024 and Jarrad shared concept photos (Exhibit B). Mike Goodwin shared updates on six exterior art pieces being installed between March 2024 and July 2024, including murals, interactive pinwheels, repairs to the musical instruments, and a new interior mural. Mike also shared that the upcoming exhibit will be Joyride: Art on Wheels and showed some example photos of work from artists that will be included in the exhibit.

Current events summary including report on events attended: Karen Rolston

Adjourn: There being no further business, Greg DeSimone moved to end the meeting and Karen Rolston seconded. The meeting ended at 5:08pm.

The next scheduled meeting date is May 23, 2024, and will be a hybrid meeting on zoom and at Mesa Arts Center.

Respectfully submitted,

Richard Parison, Jr.
Director of Arts & Culture

EXHIBIT A

Threatened Signs		Lost Signs		
City	Business Name	Address	Side of Street	Type of Sign
Tempe	Watson Flowers	2525 West Main	South side	
Mesa	La Mesita (The Skelley's)	2254 West Main	North side	
Mesa	Cibola Mobile Home Park	2249 West Main	South side	
Mesa	Groggy's Bar	2207 West Main	South side	
Mesa	Del Rio Motel	2200 West Main	North side	
Mesa	Pioneer Drive-In Theater 1950?-1985	2165 West Main	South side	
Mesa	Village Motel	2130 West Main	North side	
Mesa	Roadrunner Motel	2066 West Main	North side	
Mesa	Tri-City Inn Motel	1504 West Main	North side	
Mesa	Plainsman Motel	1338 West Main	North side	
Mesa	Cloverdale Motel (now Regency Motel)	1302 West Main	North side	
Mesa	Hiway Host	1260 West Main	North side	
Mesa	El Morocco Lodge	1226 West Main	North side	
Mesa	Trava-Leer	936 West Main	North side	
Mesa	MCC / Landmark Restaurant	809 West Main	South side	
Mesa	El Capitan Lodge	24 North Pew	North side	
Mesa	Darner Motors	837 West Main	South side	
Mesa	Kiva Lodge	668 West Main	North side	
Mesa	Feed Bag Restaurant (Dingus McKnees)	554 West Main	North Side	
Mesa	Guerrero-Lindsay	525 West Main	South side	
Mesa	San Jo Motel	524 West Main	North Side	
Mesa	Lost Dutchman Comfort Lodge	560 S Country Club	West Side	
Mesa	El Charro Restaurant	105 N Country Club	East side	
Mesa	Electric Sign Specialists	456 N Country Club	West Side	
Mesa	Floating Lotus Yoga	202 West Main	North side	
Mesa	Gunnell's Jewelers	113 West Main	South Side	
Mesa	Mesa Typewriter Exchange	30 S MacDonald	West Side	
Mesa	Lamb's Shoe Repair	28 S MacDonald	West Side	
Mesa	Bank of America (neon cactus in front)	63 West Main	South Side	
Mesa	Milano's Music	45 West Main	North side	
Mesa	Mango's Mexican Cafe	44 West Main	North side	
Mesa	Signs	1065 S Center	East side	
Mesa	Maricopa Inn Motel (demolished)	3 East Main	South side	
Mesa	Copa Lounge	3 East Main	North side	
Mesa	Guggy's Restaurant (demolished)	3 East Main	South side	
Mesa	Winter Garden Motel	131 East Main	South side	
Mesa	Sun Valley Motel	144 East Main	North side	
Mesa	Marquee Drive-In (Closed)	216 East Main	North side	
Mesa	Dairy Queen	603 East Main	South side	
Mesa	Mil-Mar-Dor Motel	659 East Main	South side	
Mesa	El Rancho Motel	719 East Main	South side	
Mesa	Flor de Michoacan	734 East Main	North side	
Mesa	Ham Bone	903 East Main	South side	
Mesa	Pat's Cyclery (Closed)	929 East Main	South side	
Mesa	Matta's Restaurant	932 East Main	North side	
Mesa	Bill Johnson's	950 East Main	North side	
Mesa	Citrus Paradise Motel	1045 East Main	South side	
Mesa	Plantation House / Sally's Fabrics / Paul Perry's Smorgee	1235 East Main	South side	
Mesa	Frontier	1307 East Main	South side	

Mesa	Profesional Playground Installers	1548 East Main	North side	
Mesa	Shady Grove Trailer Park	1561 East Main	South side	
Mesa	Apache Motel & Apartments	1859 East Main	South side	
Mesa	Sands Drive-in Theatre (gone)	2245 East Main	South side	
Mesa	Cibola Mobile Home Park	2249 East Main	South side	
Mesa	Deserama Mobile Ranch	2434 East Main	North side	
Mesa	Sunland	2602 East Main	North side	
Mesa	Starlite	2906 East Main	North side	
Mesa	Maricopa / Nutmeg Motel (1958)	3247 East Main	South side	
Mesa	Hi Jolly Date Gardens	4500 East Main	North side	
Mesa	X-B Trailer Ranch	5200 East Main	North side	
Mesa	Centebar Motel	5402 East Main	North side	
Mesa	Westernaire	5414 East Main	North side	
Mesa	Velda Rose Motel	5700 East Main	North side	
Mesa	Velda Rose Drive-In	103 South Recker Rd	SW side	
Mesa	Buckhorn Baths	5900 East Main	South side	
Mesa	Fountain Motel	6240 East Main	North side	
Mesa	Desert Lodge (closed)	6246 East Main	North side	
Mesa	Holiday Motel	6444 East Main	North Side	
Mesa	Trails West Motel	6502 East Main	North side	
Mesa	Motel Desert Wells			
Mesa	Circle RB Lodge	6547 East Main	South side	
Mesa	Citrus Paradise Motel	6800 East Main	North side	
Mesa	Falcon Plaza		South side	
Mesa	Broadview Motel	8008 East Main	North side	
Mesa	East Mesa Inn	8019 East Main	South side	
Mesa	Desert Rose Motel	8924 E Apache Trail		
Mesa	Desert Baths	7 miles east of Mesa		
Mesa	Mesa Verde Motel	7 miles east of Mesa		

Year Built	Existing?	Operating	Image?
	no	no	yes
	no	no	
	yes	no	yes
	yes	yes	yes
	yes	yes	yes
	no	no	
	no	no	
	yes	yes	yes
	yes	yes	yes
	yes	yes	yes
	yes	yes	yes
	yes	yes	yes
	no	no	
	yes	yes	yes
	no	no	
	yes	yes	yes
	no	no	
	yes	yes	yes
	no	no	
	no	no	
	no	no	
	no	no	
	yes	yes	yes
	yes	yes	yes
	yes	yes	yes
	yes	unknown	yes
	yes	n/a	yes
	yes	n/a	yes
	yes	yes	yes
	yes	unknown	yes
	yes	yes	yes
	no	no	
	no	no	
	no	no	
	no	no	
	no	no	
	no	no	
	no	no	yes
	yes	yes	
	no	no	
	no	no	
	yes	yes	
	yes	yes	
	no	no	
	no	no	
	yes	unknown	
	no	no	
	yes	no	
	yes	yes	

	no	no	
	yes	no	
	no	no	
	no	no	
	no	no	
	yes	yes	
	yes	yes	
	yes	yes	
	no	no	
	no	no	
	yes	yes	
	no	no	
	yes	yes	
	no	no	
	no	no	
	yes	yes	
	yes	yes	
	yes	no	
	yes	yes	
	yes	yes	
	Unknown	unknown	
	yes	unknown	
	no	no	
	yes	yes	
	yes	yes	
	yes	unknown	
	yes	no	

Notes
Sign exists and is in the parking lot of the property. The mounting was damaged in a storm in August 2014.
No neon.
Sign has undergone extensive changes.
Now Green Acres RV Park II
Est. removal 2008-2009
Sign replaced by stucco/plastic sign
Backlit plastic sign
Est. removal 2015-2016
Est. removal 2014-2015
Only MOTEL lights up.
Est. removal 2011
Not a lit sign. Uses historic sign structure but painted over for yoga business.
Painted sign
Painted sign
Temporary installation. Influx.
Est. erection mid-late 2000s.
Est. removal 2011-2013
Sign possibly of recent vintage.
Needs repair
May be in a private collection in Utah.
Restaurant is Closed. Endangered
Needs repair.

Painted over original sign.
Not usually lit, needs some repair.
Needs repair
Neon palms don't light up.
Plastic sign?
Sign may be of more recent vintage.
Painted over



Watson's
FLOWERS
Ford

S
I
G
N
S

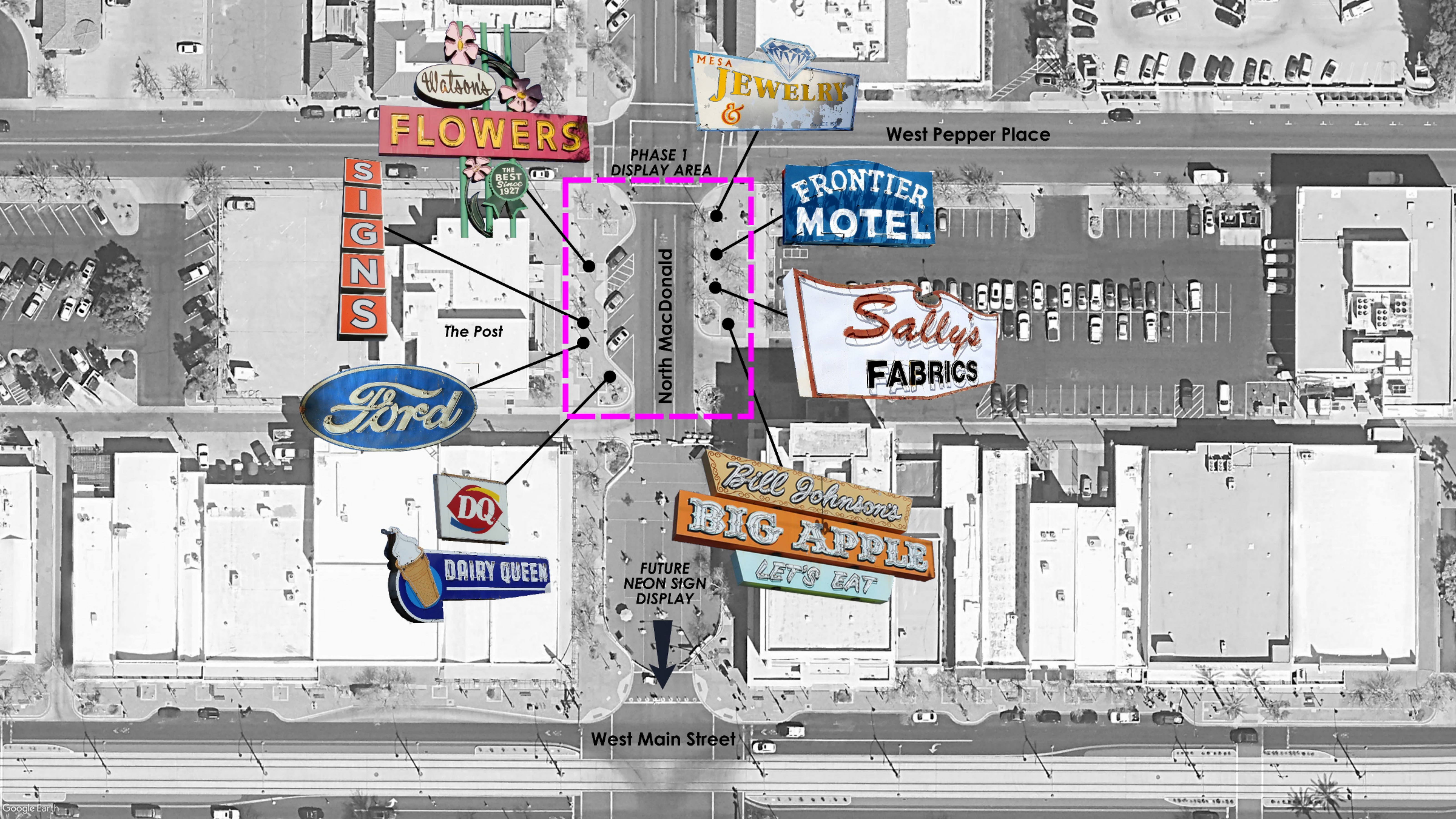
DQ
DAIRY QUEEN

FRONTIER
MOTEL

Sally's
FABRICS

Bill Johnson's
BIG APPLE
LET'S EAT





Watson's
FLOWERS

MESA
JEWELRY
&

West Pepper Place

PHASE 1
DISPLAY AREA

S
I
G
N
S

THE BEST
Since
1927

The Post

Ford

DQ

DAIRY QUEEN

North MacDonald

FRONTIER
MOTEL

Sally's
FABRICS

FUTURE
NEON SIGN
DISPLAY

West Main Street

Bill Johnson's
BIG APPLE
LET'S EAT

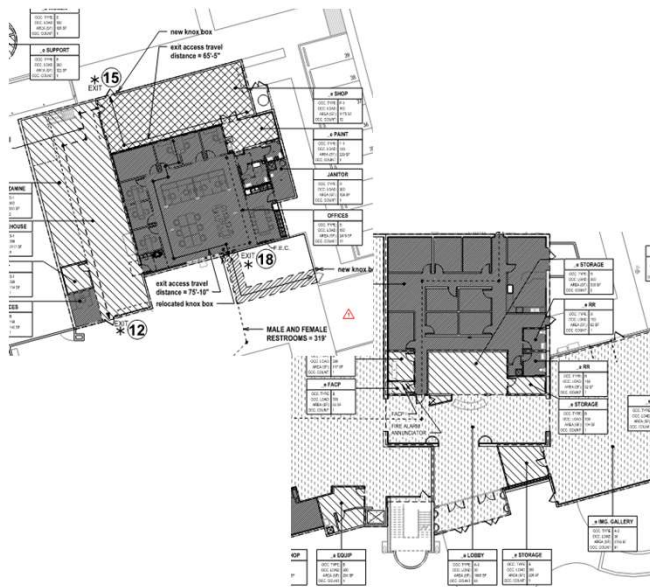
i.d.e.a. Museum Renovation, Public Art, and Exhibition Update

**Mike Goodwin, i.d.e.a. Museum
Art/Experience Curator**

Jarrad Bittner, i.d.e.a. Museum Director



1



Renovation Update

- Construction starting in May/June
- idea Lab launching Fall 2024
- New office space open Fall 2024

2



3



4



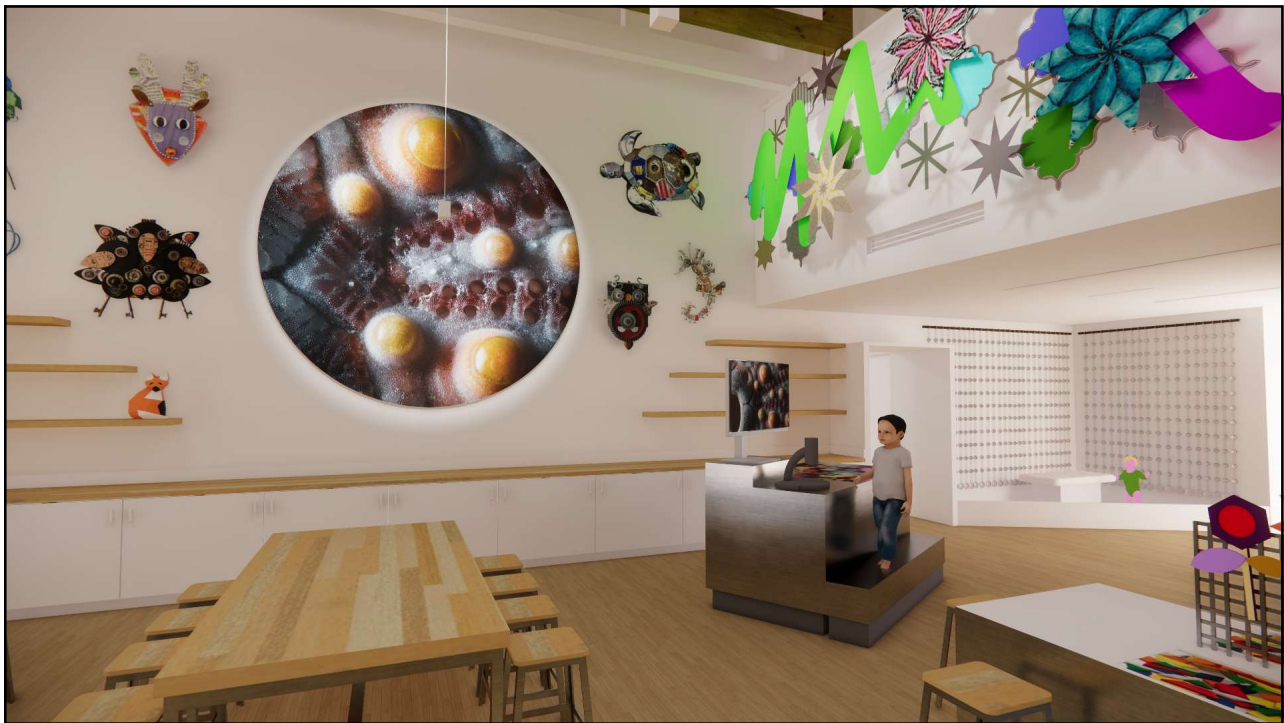
5



6



7



8





Upcoming Experiences and Public Art Projects

- Community Collaboration Mural - March
- Pinwheels – April
- Mural on Robson – April/May
- Musical Instruments – May
- Draw Alive – June/July
- New Interior Mural – June/July




9



10

Office Mural



idea
MUSEUM

mesa-az

11

Wheels Exhibit – Fall 2024



idea
MUSEUM

mesa-az

12