

Museum and Cultural Advisory Board – Revised Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at

Members Present:

Nancy Aposhian
Karina Wilhelm
Dilworth Brinton, Jr.
Jocelyn Condon
Gladys Contreras
Ivan Martinez
K. Alycia Perry
Michelle Streeter

Members Absent:

Melissa Sue Johnson
David Dean
Benjamin Rundall

Staff Present:

Cindy Ornstein
Rob Schultz
Sunnee O'Rork
Tom Wilson
Sarah Goedicke

Karina Wilhelm, Chair, called the meeting to order at 4:04 pm.

Public Comments: No members of the public were present.

Approval of Minutes from the July 26 Meeting: Karina Wilhelm

Karina Wilhelm, Chair, called for any corrections to the minutes of July 26. No one had corrections – Dilworth Brinton moved to approve the minutes and Alycia Perry seconded the motion. Board members voted unanimously to approve the minutes from July 26 as written and they will be posted on the city's website.

Introduction of New Board Members

Sarah Goedicke, Management Assistant: Cindy Ornstein asked to take a moment to introduce Sarah Goedicke, her new Management Assistant, who will be assisting with the Board. She explained that this role is different than the Administrative Assistant position previously held by Jean Kaminski, and that it was designed to have a person who can assist with various projects at Mesa Arts Center (MAC). Sarah Goedicke spoke on her most recent background and her education in the arts, with Cindy emphasizing that Sarah most recently comes from ASU.

Ivan Martinez: Originally from Venezuela, went to school in Iowa and got a degree in Marketing and Advertising. Ivan has had a 22-year career in newspapers, working for the Des Moines Register, a small paper in central Washington, the Seattle Times, and Arizona Republic/AZ Central. When the recession hit, he decided to open his own photography business and started working out of his home. In 2012, he rented space in Downtown and is currently on Centennial, across from the Marriott Hotel. He does a lot of work with City organizations and nonprofits, including work for i.d.e.a. Museum and Arizona Museum of Natural History (AzMNH). He also teaches photography part time. Ivan served on the museum board for two years and is very involved with the Chamber of Commerce, Rotary Club, and Downtown Mesa Association Board. Ivan is looking forward to helping out as much as he can on the Museum and Cultural Advisory Board.

Discussion: Preserving Old Mesa Signage – Jeff McVay, Downtown Transformation Manager

Jeff McVay is the Manager of Downtown Transformation with City of Mesa and has been involved with the preservation of old Mesa signage. He explained that Mesa has a long history of neon signage in Mesa, extending back to the 50s/60s and a lot of those signs are still out there. There is a concerted effort on the part of the Historic Preservation Board and the Preservation Foundation, and the city is helping as the signs become endangered.

Going back to the start of Light Rail construction in Mesa, we've been able to preserve four signs: Sally's Fabrics, Dairy Queen, Bill Johnson, and one he can't remember at the moment. These are all currently in storage, with the goal of seeking funding to rehabilitate and display them. It is challenging with current building codes to display them in alleys or on other buildings. On 9/26/2018 they were given permission to accept the donation of historic motel signs from Phoenix.

Jeff stated that they are trying to save as much neon signage as they can and feels that there is support from city leadership all the way down to employees. Jeff stated that they are seeking to create an identity around neon signage and are writing into development agreements that they put money aside for neon signage. This could really help draw new development to Mesa.

Staff Reports

i.d.e.a. Museum – Sunnee O'Rork

Sunnee reported that *ArtFul Play! Games and Toys* closed on Sept.9 with attendance at 29,338 for the exhibit (from June 15) exceeding the goal of 25,400 and revenue at \$85,326, also exceeding the goal of \$84,762. Membership income was

\$42,084. The VIP opening of Far Out: Our Solar System will be later in the evening on September 27, which debuts the virtual reality Oculus experience where visitors can explore space. Sunnee invited the Museum & Cultural Advisory Board to attend this reception.

i.d.e.a. has new board members and they have revised everything. The museum is also working with Lisa Stevenson, CPA and Kristin Kozar, CPA for FY 17-18 Board's Financial Review. Chelsea Marsh, Ana Bentancur and educator Sarah Matchette represented the museum at Phoenix Art Museum's Educator Resource Fair. Sarah presented workshops- "How to engage young children in art."

Sunnee and Jeffery Morris held a Strategy Meeting with Trevor Collon and Marc Ahlstrom with the City of Mesa Department of Engineering to discuss process/planning for future i.d.e.a. Museum Bond Improvements. They learned that it will be 1-2 years before construction would start, which gives the museum time to seek additional funding.

On 3/10/2019, i.d.e.a. will hold the second 4th Trimester Conference. Sunnee and Dena met with Jennie Bever and Sarah Clay to discuss/plan the conference, and they feel this is a very important event due to the importance of child development during the 4th trimester.

i.d.e.a. had some PBS placements/ads and continued growth on social media.

Michelle thanked Sunnee for the great VIP Imagine Behind the Scenes Tour because it was a great experience. Sunnee explained this is a mission tour and extended an invitation to all board members.

Arizona Museum of Natural History (AzMNH) – Tom Wilson

Tom is pleased to announce that AzMNH cracked the \$100,000 mark for the first time ever in July. In September, the museum had 3,200 people attend Museum Discovery Day and 3,700 people attend Smithsonian Day, bringing about \$4,300 into the store on Smithsonian Day. When asked what may have contributed to the higher attendance Tom stated that July is usually their strongest month, but a dinosaur movie was also released this summer.

Tom was notified on 9/21/2018 that the Gila River Indian Community awarded the museum \$30,000.

AzMNH is working on a new showing "75 Million Years BC" which focuses on Arizona landscapes from that time period. As part of this, they will have a group of dinosaurs bursting out of the wall. They got grant money together to hire an artist to create dinosaurs from the Triassic period for this display. The dinosaurs will be visible from about the chest up, which is both a space saver and money saver. Tom passed around examples of the artist's work. **See Exhibit A.** Because this artist is so fast, they have considered having him construct the tail and right leg for the dinosaur on the exterior wall to place inside.

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

Mesa Arts Center held a successful season kickoff event on the 14th, with the theme of "Get Jazzed" serving as a basis for a wide variety of jazz music, and five exhibitions of jazz-inspired artwork in Mesa Contemporary Arts Museum. We estimate 7,000 people attended, including over 2,000 in the Museum, and The Store had a great sales night of over \$1,700.

Last month, the Engagement Program hosted Educator Preview Night on August 16, with 295 teachers and staff representing 159 schools attending; the event introduces the teachers to all the programs offered by Engagement, and other programs at MAC, and encourages them to share the information with colleagues and students.

Last month, Rob and Cindy coordinated an evening "Welcome to the Neighborhood" event at MCAM for 28 artists from the new Mesa Artspace Lofts project. Good information was shared with the tenants, and they had the opportunity to meet MAC staff and teachers in the Studios program. We're going to follow up with a special tour of the MAC studios and other MAC spaces for the Artspace artists. The Grand Opening of Artspace is scheduled for January 23rd.

We're finalizing plans for our annual Día de los Muertos event, on October 27-28, 10am to 5pm on Saturday and noon to 5pm on Sunday. Mayor Giles and the Consul General of Mexico in Phoenix will be in attendance on Sunday, as will three Councilmembers. This year, we're closing Center Street between Main and 1st Avenue in order to add a classic car show, so we're expecting to surpass last year's attendance number of 20,000.

Director's Report – Cindy Ornstein

Please mark your calendars for the Artspace Grand Opening 1/23/2018 from 4-7 pm. We will make sure to send an invite out.

Ticket sales continue to go well for Performing Live! and we are currently at \$1,714,000. We have a much bigger season than usual, so we do have higher goals to reach but this is a good start. We have added a jazz series and collaborating with The Nash for Nash Nights at MAC. Cost for Nash Nights is \$20, or \$10 for members. MCA is also offering viewings of Ken Burns' "Jazz" on Thursday evenings this fall starting at 7pm for free.

Wonderful new efforts going on to build development efforts at Mesa Arts Center, particularly with business community. Mesa Arts Center Foundation (MACF) Business Engagement Committee is hosting a reception for the business community on 10/11/2018 with the mayor giving remarks on the exciting things happening with Downtown Mesa development. We hope to create new, and strengthen existing, relationships through this event. This is a cultivation effort and our goal is to increase sponsorship and to bring awareness to all sizes of businesses for opportunities to invest in Mesa Arts Center. We will also be announcing the kick-off of the Collective at this event, which is a new Creative Catalysts program that focuses on creative leadership. We will encourage the businesses at the event to have people apply for this program, which has a reasonable \$700 fee that includes an end-of-program retreat in Ajo. There are 24 spots available in this program and because it's the first year, participants will be integral in building it. We have amazing guest speakers planned for every session and are very excited about the curriculum.

At the last meeting, Cindy talked about Mesa Arts Center's application for the Water Public Art Challenge. We did apply, and we were notified that we passed the first stage of the process. We are still in the running, and there are a couple more judging phases to go through. We will be notified at an event on November 7, 2018.

We launched Arts in Mind a couple years ago, which is an extension of our Creative Aging Program that works with those suffering from Dementia. We discovered that there was a need for creative expression for caregivers, so we have created a Caregivers Art Sampler program. These are free events, with a series of 5 between October and February.

We are launching the next phase of the Mesa Prototyping Project by releasing the RFQ (Request for Qualifications) for artist teams to apply to lead artist residencies in the community. There are two residencies available – one is a joint residency at Mesa Urban Garden and Artspace and the other is a residency with Catholic Charities Care Campus (formerly CARE Partnership). We will send the RFQ to the board when it is released to artists. Residencies will lead up to a culminating event in April 2019, where the artwork created will be celebrated and displayed, and an RFP (Request for Proposals) will be issued for ten sites identified by the community as needing improvement. Anyone can apply for the RFP – they do not have to be artists.

Architects of Air will return to Mesa with their newest luminaria design, Albesila. We are partnering with Parks and Recreation to have this in Pioneer Park this time around. We previously held it in Mesa Arts Center's parking lot out of necessity but feel that the park will be a better space since they've done renovations and there is great space available. Albesila will be up from February 9 to February 17, which includes two weekends. It looks like a giant bounce-house inside but is a very different experience. The experience is exciting and serene, with ambient music inside. Volunteers will be inside to ensure people behave and to maintain order. This installation has an 80-person capacity and we will have timed tickets for 20 minutes each. Ticket prices are only set to go up by one dollar to \$6 per ticket. We will have some additional programming to supplement this experience, and the Festival Food Trucks plans to be onsite for the whole event.

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

Alycia Perry said she went to the Kick-Off Festival on September 14. She mentioned she saw a live feed on social media of and event with Zuill but stated there was no context for the event. Cindy explained that there was a Bach Pub Crawl on Monday Sept. 17 that went very well, and there was an Inside Out member reception this week as well. We had 164 attendees for the Pub Crawl. Alycia recommended more context in the future for digital communication so people know where and how they can continue to engage. Cindy said that they have discussed that and thanked Alycia for her comments because that feedback is very helpful.

Alycia Perry would like to make an introduction with a company called miniwiz, run by Arthur Huang and based out of Taipei. It's a company that works on sustainability projects by recycling material into raw elements used to make art pieces and fits into the new circular economy.

Alicia asked about plans to create a café on campus, as there is a need in Downtown Mesa right now. Cindy said there is no immediate plan for a café per se, but we do have a new Food & Beverage Manager who is experimenting with events that will eventually lead to some kind of regular offering. This will likely be a happy hour type of event, but we will also have some dinners this season. We would like to see a regular schedule of happy hour experiences that people can count on. We don't have a food service kitchen, which does limit us. The Food & Beverage Manager is currently building relationships with food trucks, caterers, and other vendors. Cindy does anticipate more restaurants coming to Downtown because of the development that is going on, some of which is mixed use space that has restaurant space built into their designs. ASU is also scheduled to be opening in 2021 and could already be driving development.

Karina shared that ASU Library has an art exhibit coming up. This is the 5th year for the Creative Cartography Student Art Exhibit, where students use maps to create artwork. She invited the Board to the opening reception on Thursday November 8 from 4-6pm in the Map and Geospatial Hub on ASU's Tempe Campus.

The next scheduled meeting date is November 15, 2018.

There being no further business, the meeting adjourned at 5:05pm

Respectfully submitted,

A handwritten signature in black ink that reads "Cindy Ornstein". The signature is written in a cursive, flowing style with a large, decorative flourish at the end of the name.

Cindy Ornstein, Director
Arts and Culture Department

EXHIBIT A



Early dinosaurs were
small, lightweight
creatures who walked
on 2 legs, and they
did not stray far from
this region for most
of the Triassic





Early dinosaurs were short, lightweight creatures who walked on 2 legs, and they did not stray far from this body shape for most of the Triassic