

## Museum and Cultural Advisory Board – Meeting Minutes

The Museum and Cultural Advisory Board met in a regular hybrid meeting via Zoom and at Mesa Arts Center on Thursday July 27, 2023.

### **Members Present:**

Kerry Lengel  
Annalisa Alvrus  
Colleen Byron  
Andre Miller  
Nick Willis  
Melvin Van Vorst  
Angela Buer  
Brad Peterson  
Greg DeSimone

### **Members Absent:**

Katelyn Armbruster

### **Staff Present:**

Cindy Ornstein  
Sarah Goedicke  
Jarrad Bittner  
Simon Tipene Adlam  
Illya Riske  
Randy Vogel  
Mandy Tripoli

Nick Willis called the meeting to order at 4:05pm.

**Public Comments:** There were no public comments.

### **Introduction of New Board Members and Update on Recent Board Resignation:**

Sarah Goedicke introduced new Board Member Andre Miller and informed the Board that Ivan Martinez recently emailed his resignation from the Board.

### **Take Action: Elect a Chair for FY 2023-2024 – Nick Willis:**

Melvin Van Vorst nominated Nick Willis for Chair and Greg DeSimone seconded. Nick Willis accepted the nomination. With no other nominations, the Board voted unanimously to appoint Nick Willis as Board Chair for FY24.

### **Take Action: Elect a Vice-Chair for FY 2023-2024 – Nick Willis:**

Nick Willis nominated Katelyn Armbruster for Vice-Chair and Melvin Van Vorst seconded. With no other nominations, the Board voted unanimously to appoint Katelyn Armbruster as Board Vice-Chair for FY24.

### **Approval of Minutes from the May 25 Meeting:**

Melvin Van Vorst moved to approve the minutes as written and Colleen Byron seconded. Board members voted unanimously to approve the minutes from May 25, and they will be posted on the city's website.

### **Update on Staff Report Format – Illya Riske:**

Illya Riske stated that he had discussed changing the way staff deliver reports to the board with Board Chair Nick Willis. Staff will now send over written reports before each meeting and the board will have a more in-depth presentation from department staff during each meeting. This will give the board more context and a deeper understanding of what is going on in Arts & Culture.

### **Presentation on i.d.e.a. Museum Renovation and Next Exhibit – Jarrad Bittner:**

Jarrad Bittner introduced Mike Goodwin, Exhibits Curator at i.d.e.a. Museum, and they gave a presentation (see **Exhibit A**) on the upcoming renovation and new exhibit at the museum. The goal is to make the museum world-class. The scope has changed due to greatly increased costs and they are focusing on how to maximize their 10,000 square feet and make it more functional without expanding the footprint of the museum.

Phase I and II together will cost approximately \$5 million, focusing on relocating staff offices to create more visitor space. This phase will spotlight architectural elements with a new entry and idea lab. Meta is the title sponsor for the idea Lab and the museum is exploring new partnerships with ASU. This new space will allow families to explore together and be a kind of maker space. Also included in this phase will be a new open art studio with explorative art and a functional physical experience.

Phase I and Phase II construction will begin in February 2024 with relocating staff offices and will have a minor one month closure for electrical work. Otherwise, these phases will not have a major impact on operations or availability to the public. The idea lab will be unveiled to the community in Fall 2024 in conjunction with a new exhibit. Phase III will begin in 2026.

Brad Peterson asked if there are any future plans to expand the footprint of the museum. Jarrad said they plan to better maximize the Atrium classroom, but there are no plans to expand the square footage of the indoor space at this time. However, there are some exterior spaces they plan to better utilize with funds from the next bond. Nick Willis asked if the museum hosts school trips and if this construction will affect their experience. Jarrad explained that they constantly change and update their experiences based on the current exhibits so that will continue, but this construction will not necessarily change those experiences. Staff are currently looking at ways to better integrate learning experiences that won't split families up in the museum. As part of this renovation, they are trying to make sure every space has programmatic opportunities for an entire family and have more imagination-based play experiences. Brad asked if this will increase museum capacity and Jarrad said yes, it will substantially increase their capacity. Nick asked if that will create a staffing challenge. Jarrad said that's a great question and they are having conversations with the city manager's office because as they increase attendance, they will need more staff to support those visitors. However, that will also increase revenue, which should offset the increased cost of additional staff.

Mike Goodwin introduced the concept of the next exhibit *Luminous: The Art of Light*. He said this is one of the most exciting exhibits he's been able to put together in his twenty years of working on museums across the valley. He showed a presentation (see **Exhibit B**) that introduced the artists and art forms being utilized in this exhibit. Elements include black light, neon, shadow play, bioluminescence, and prisms. Jarrad stated that it is amazing what Mike and his team have been able to produce on their budget and timeline. This exhibit will launch on September 28 and the board will receive an invitation to that event. Several artists and arts experiences will be featured in addition to the exhibit itself. Andre Miller asked about the inspiration behind the reading corner featuring a rainbow and Mike explained it's illustrating how prisms refract light and how the light spectrum works. Simon Tipene Adlam of Arizona Museum of Natural History explained that the illustration in the presentation is also how light refraction is represented in the scientific and academic communities. Mike also noted that it was inspired by Pink Floyd's Dark Side of the Moon album cover. Colleen Byron said she saw that influence and is very excited about this exhibit. Nick asked if the board will get a reminder email and Jarrad confirmed yes. Nick shared that he constantly hears positive remarks about the museum when he speaks with people who have visited.

#### **Discuss: Projects, Initiatives, or Presenters of Interest – Board Members:**

Nick Willis stated that sometime down the road we will have someone come speak about the neon light garden and asked if the board had anyone else they wanted to bring in for discussion or presentation. No other board members brought forward presenters of interest.

#### **Report on Conferences, Meetings, Events, or Performances Attended – Board Members:**

Brad Peterson and Nick Willis sat on the public art panel for the new city building and evaluated artists for two of the art opportunities in that building. This panel reviewed for the large art structure inside and the digital art piece. The committee culled the applicants down to the most realistic proposals and

then asked those artists to make a more detailed proposal. Nick said there were 72 different proposals to comb through.

Melvin Van Vorst asked about the Center Street murals by Shepard Fairey. Sarah Goedicke explained that MCA Curator Tiffany Fairall is working with that artist and that they did not have an official timeline yet and it is dependent upon the artist's schedule. The plan is to have this done in October, but Sarah did not know if anything had changed.

Brad Peterson also met with the Strategic Planning consultant group and said it went well and seeing their handouts was helpful. Jarrad Bittner stated Illya is leading this effort and the department received hundreds of community surveys, and Illya shared that staff update the board sometime this winter.

***The next scheduled meeting date is September 28, 2023 and will be a hybrid meeting on zoom and at the Arizona Museum of Natural History.***

There being no further business, Angela Buer moved to end the meeting and Brad Peterson seconded. The meeting adjourned at 4:50pm.

Respectfully submitted,

Illya Riske, Interim Director  
Arts and Culture Department



EXHIBIT A

# The BIG i.d.e.a.







# “Make the Museum World Class”

- WOW! Entry
- Six new interactive spaces and programming
  - i.d.e.a. Lab
  - i.d.e.a. Studio
  - Imagination Gallery
  - Design Gallery
  - Experience Gallery
  - Art Gallery
- Maximize public space
- Spotlight building architecture
- Update systems functionality
- Sensible and practical budget plan

# WOW! Entry



# idea lab

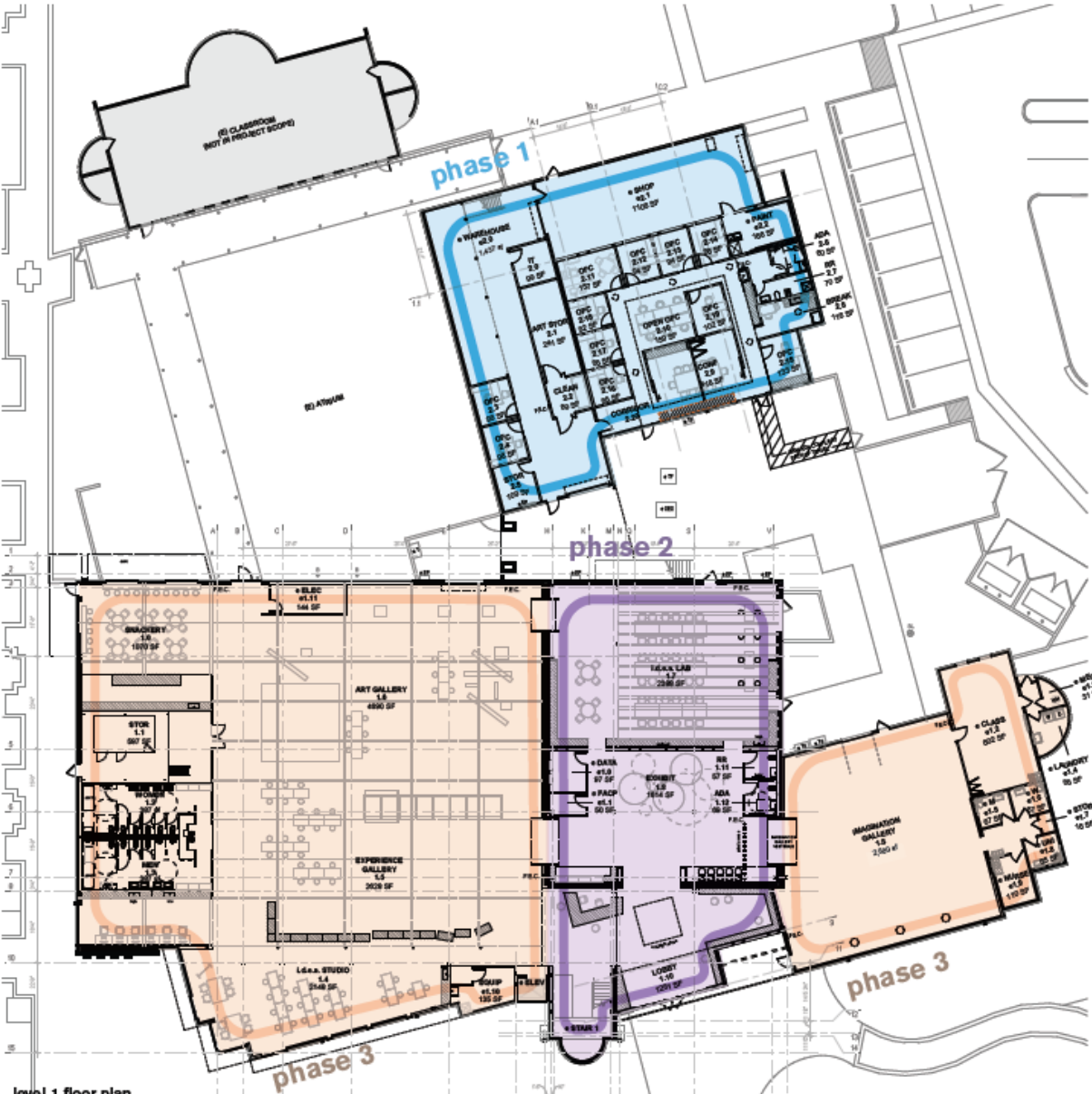




# Maximize Space - Spotlight Architecture



# Phased Plan/Layout



**Phase 1 Museum Support**

- New Offices
- Administrative Support Rooms
- Production Shop
- Storage

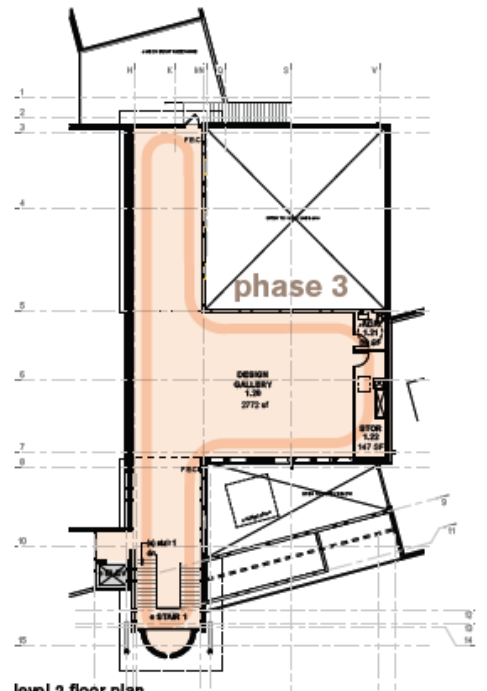
**Phase 2 Visitor Experience**

- New i.d.e.a. Lab
- New Exhibit
- Renovated Lobby
- Renovated single use Restrooms

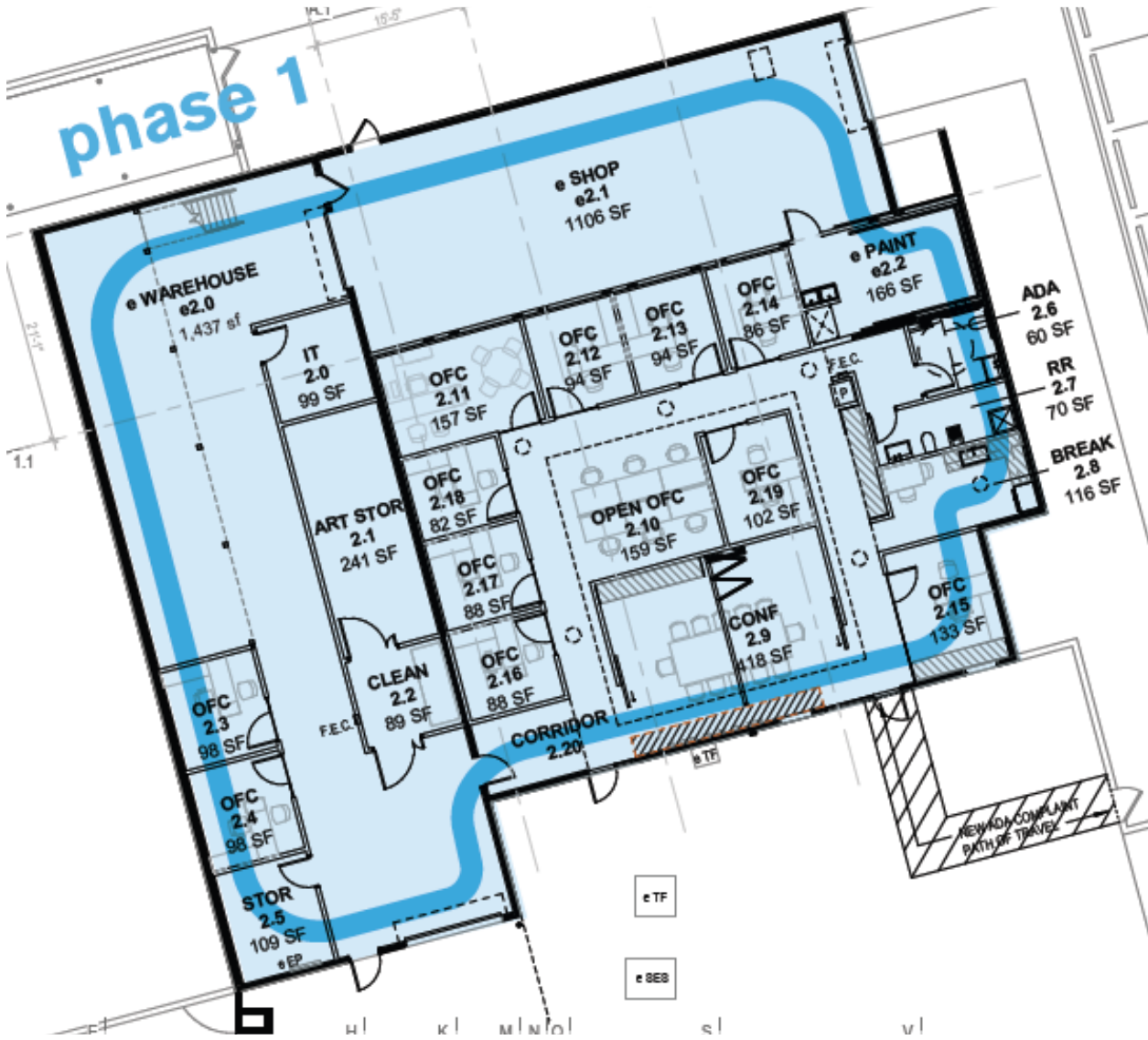
**Phase 3 Visitor Experience**

- Renovated Art Gallery, Experience Gallery, i.d.e.a. Studio, Imagination Gallery, Classroom, Snackery, Restrooms, and Level 2 Design Gallery

Note: the scope within each phase includes new mechanical and lighting systems, resolving code deficiencies, and deferred maintenance items.



# Phasing – Overall Cost (excluding exhibits/experiences \$5M)



## Phase 1 Museum Support

New Offices  
Administrative Support Rooms  
Production Shop  
Storage

**\$ 2.4M**

**Fall 2024**

## Phase 2 Visitor Experience

New i.d.e.a. Lab  
New Exhibit  
Renovated Lobby  
Renovated single use Restrooms

**\$3.6M**

**Fall 2024**

## Phase 3 Visitor Experience

Renovated Art Gallery, Experience Gallery, i.d.e.a. Studio, Imagination Gallery, Classroom, Snackery, Restrooms, and Level 2 Design Gallery

**\$8.0M+**  
**2026+**

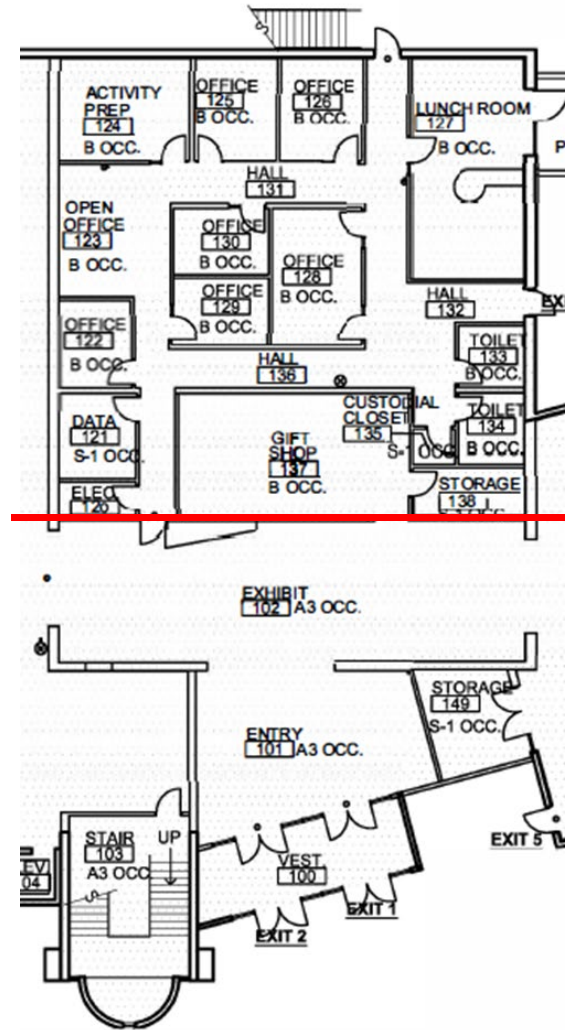
# Future Site Improvements

- Preliminary Costs
- Request to add to 2024 Bond (\$3M)
  - Atrium Classroom - \$500k
  - Atrium - \$750k
  - Exterior Exhibit Space & Exhibitory - \$1M
  - Employee Entry & Service Area - \$750k
- Future CIP (\$1M)
  - Parking Lot - \$750k
    - During closure (25/26 FY)
  - Streetscape - \$250k

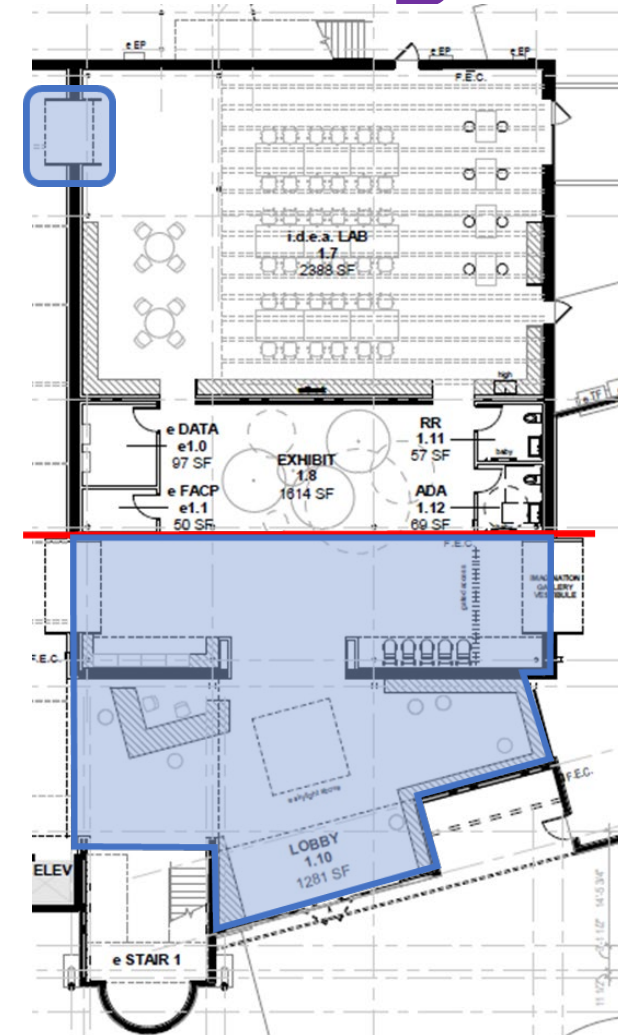


# Phase 2 Construction Sequencing

- Utilize funding through Foundation funds for exhibit components
- Impacts to the Museum
  - Closure of less than one month for demo, electrical and HVAC
  - Mondays will be utilized
- Redline
  - Limit of construction during open times



**EXISTING LOBBY & OFFICES**



**FUTURE LOBBY & OFFICES**

# Any Questions?



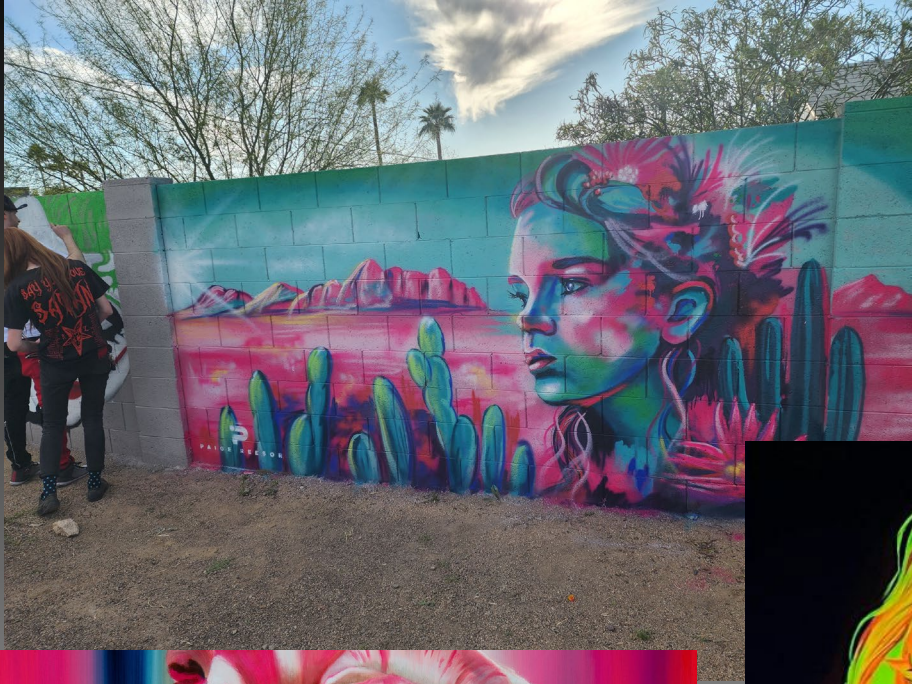
EXHIBIT B

A woman with her hair in two braids is smiling and posing with her arms outstretched. She is wearing a purple long-sleeved top, a blue skirt with white polka dots, and a green fanny pack. She has large, glowing, multi-layered wings that transition from purple to blue to white. Above her head is a glowing circular halo. The background is dark with horizontal wooden planks.

*LUMINOUS*  
*The Art of Light*



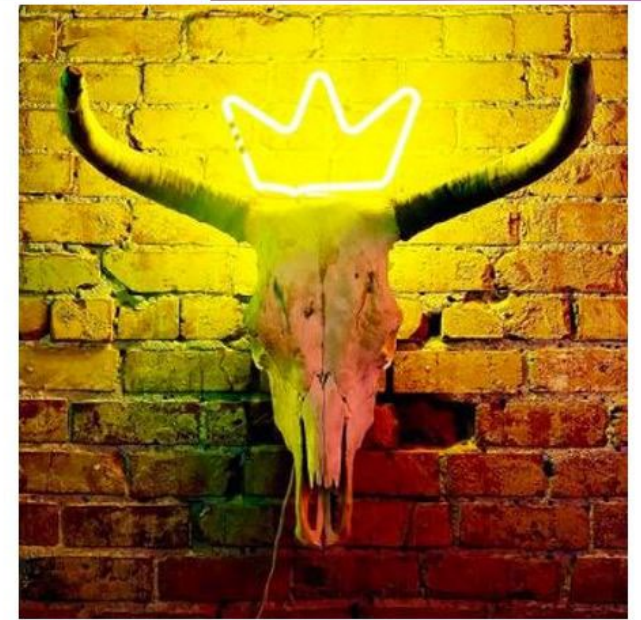
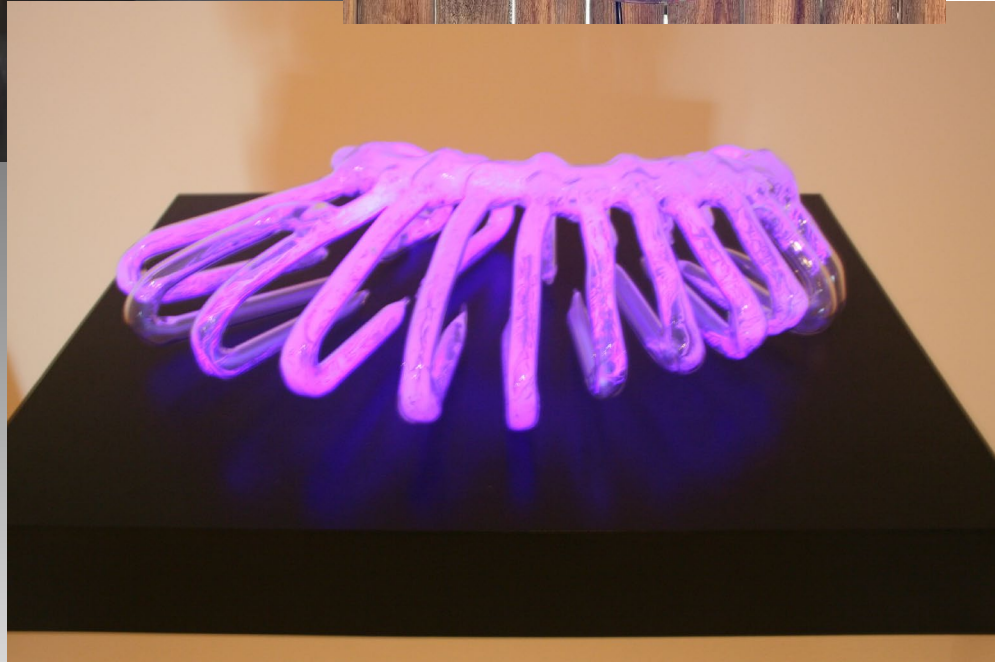
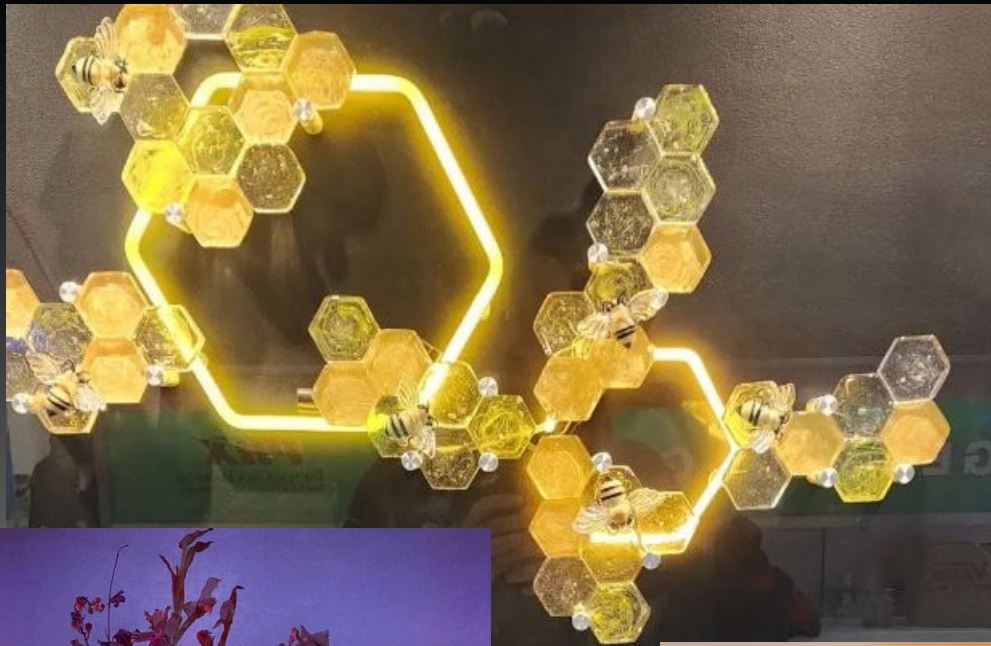


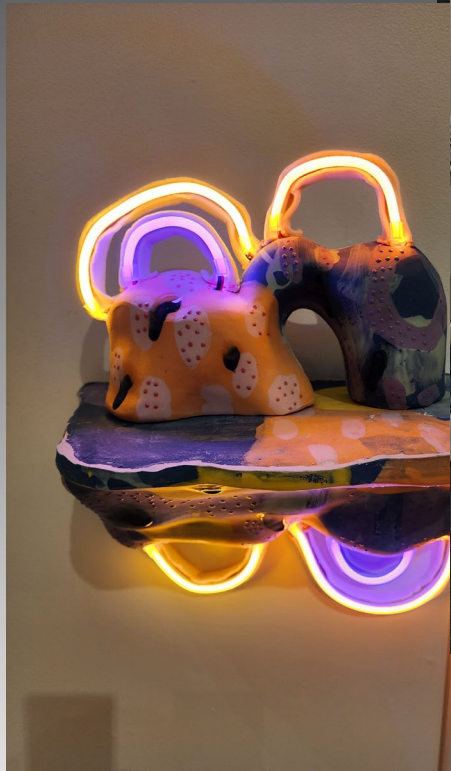




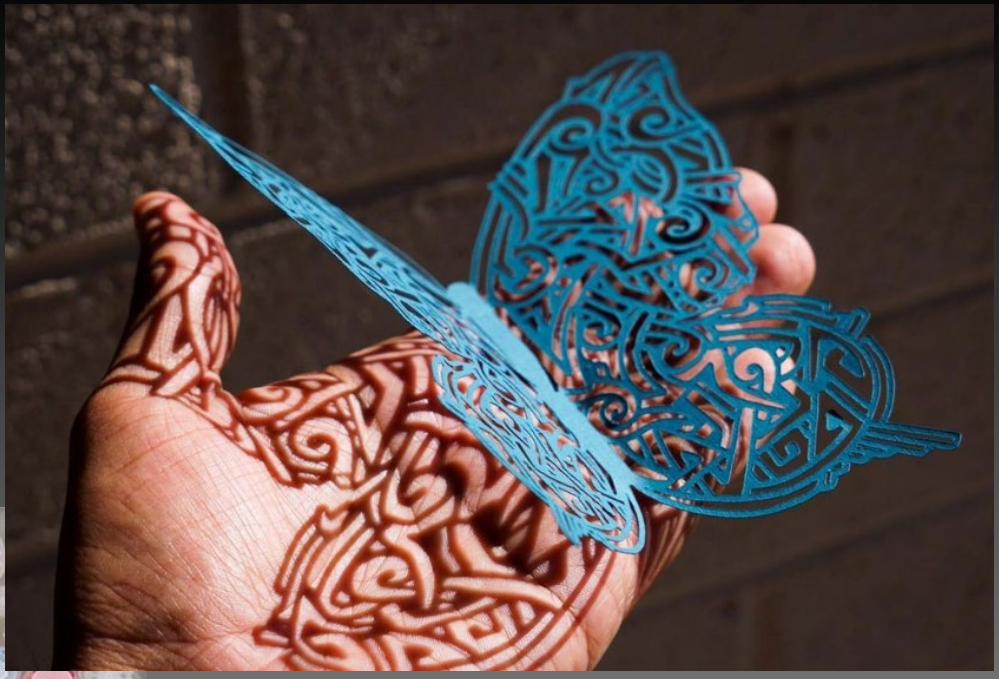


Roche









Kristin Milogos/Kenaim

*Actual Video/Piece Will Differ*







painting

blacklight  
art

photo

NEON

shadow  
play  
and art

Biomimetic room

quotes/  
inspiration

music

computation

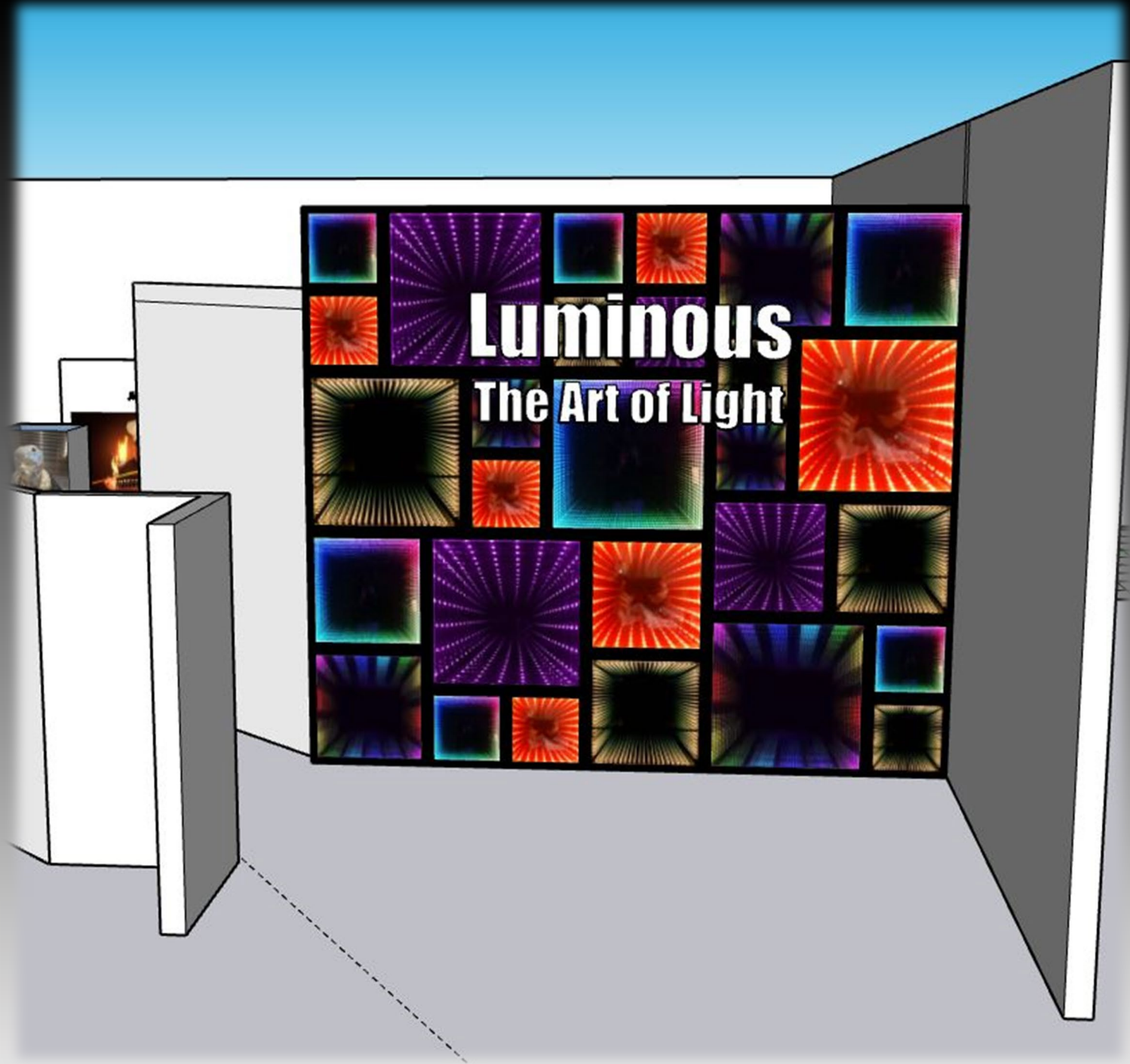
multimedia

reading area

the museum

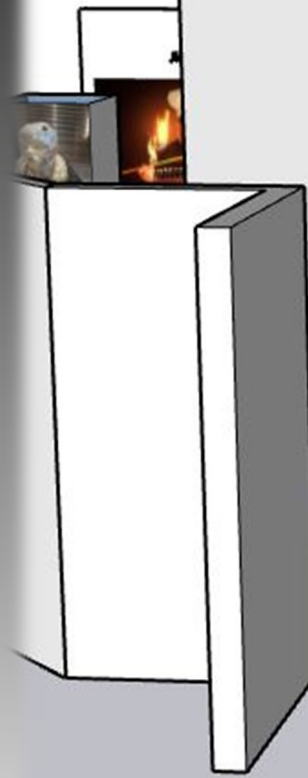
office

multimedia exhibit

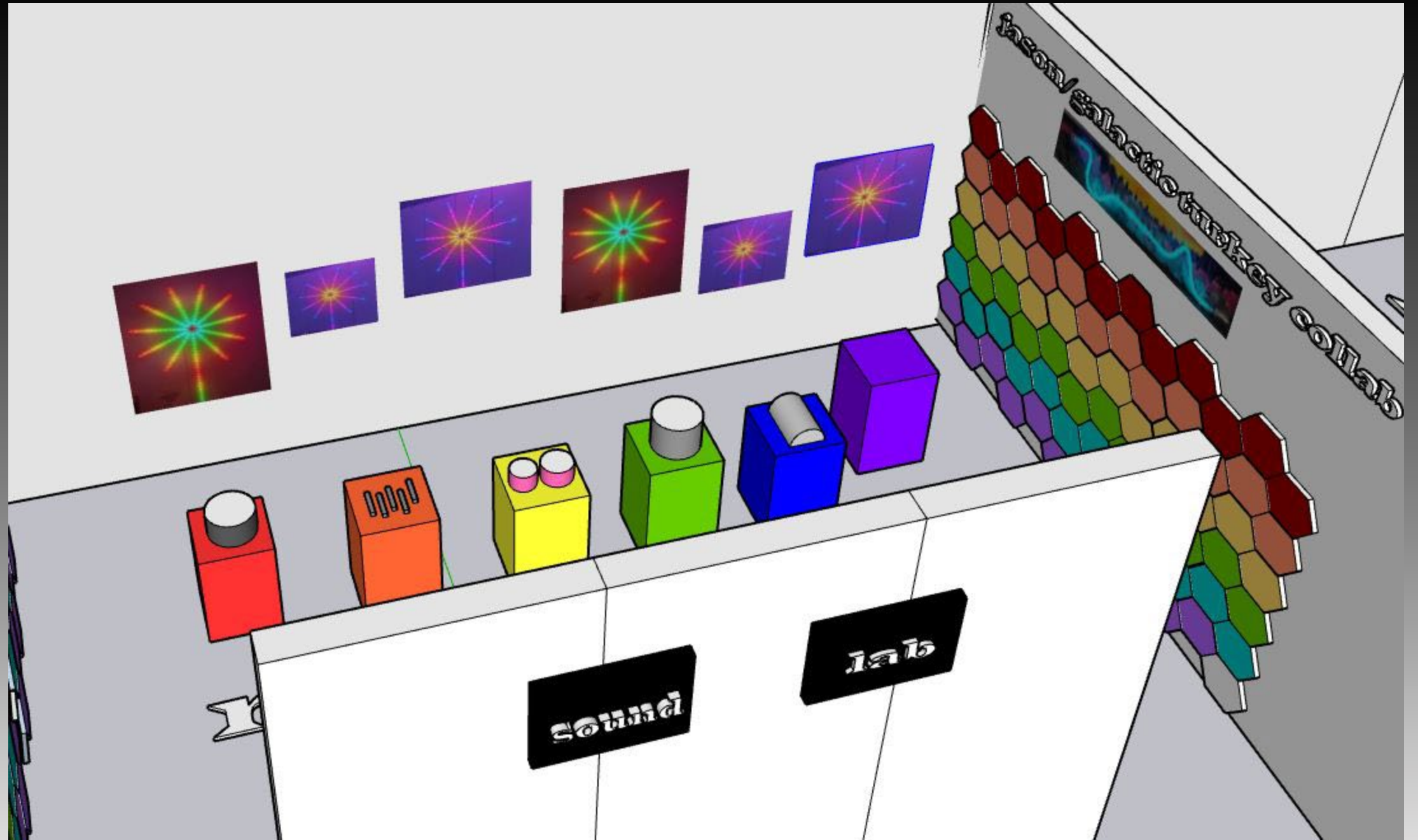


# Luminous

## The Art of Light



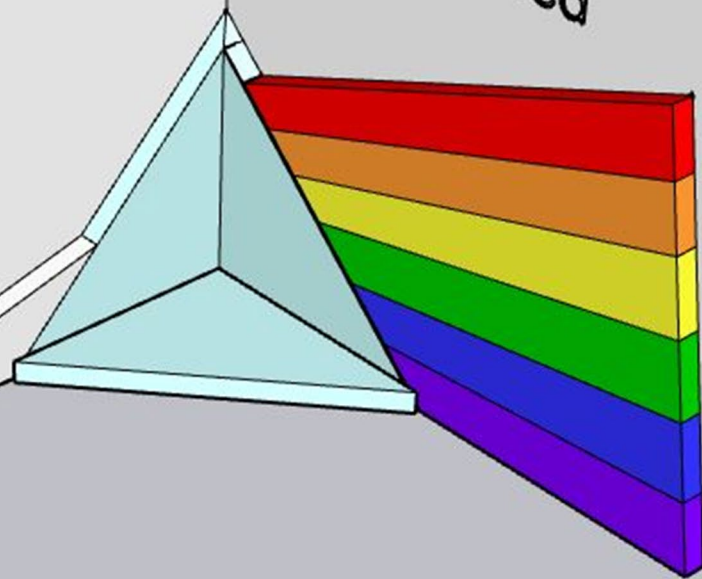




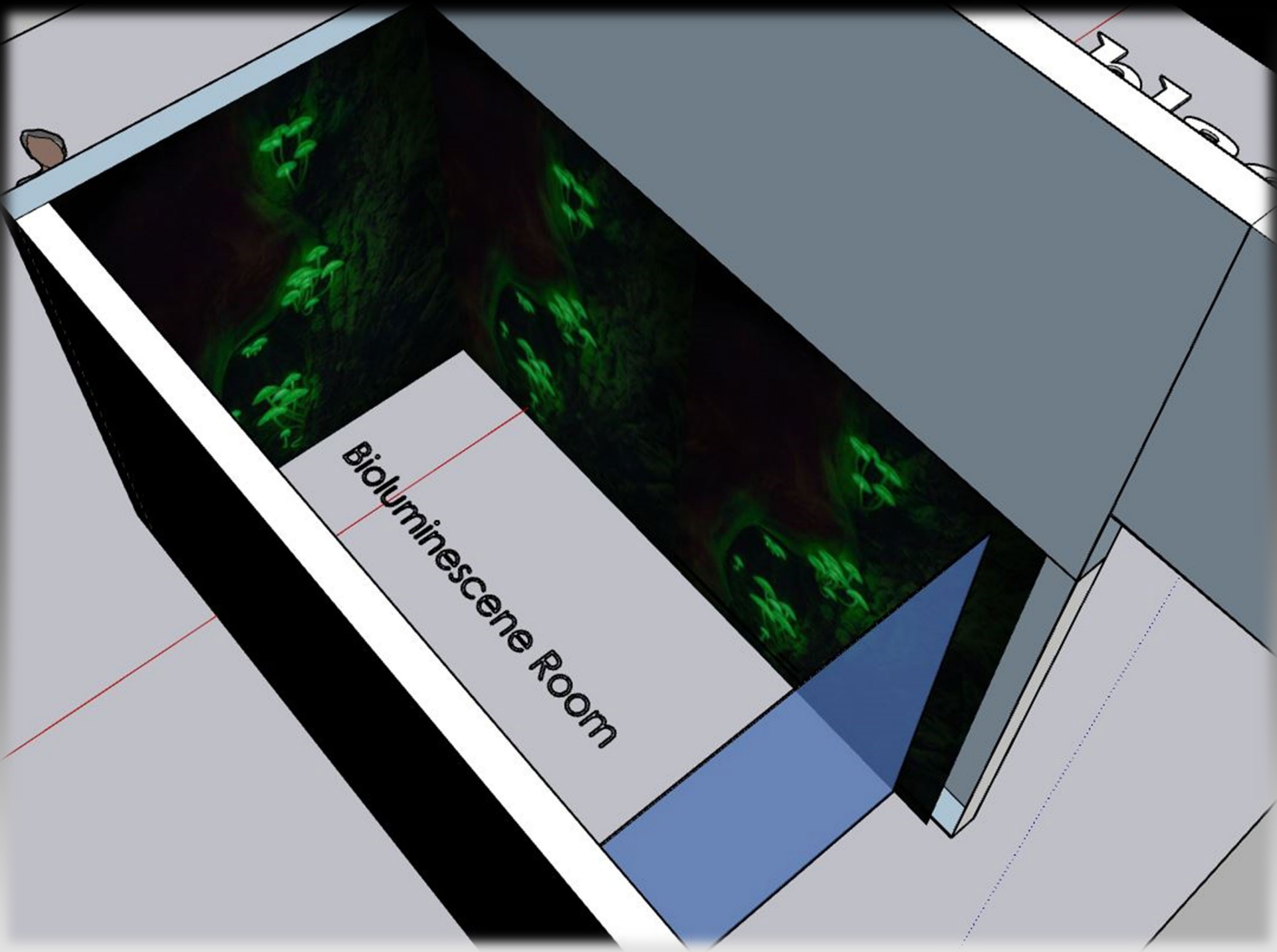
Tara Sharpe/  
Joe Hansen



Reading Area



quotes  
blocks



Bioluminescence Room



