

Museum and Cultural Advisory Board – Meeting Minutes

The Museum and Cultural Advisory Board met in a regular hybrid meeting via Zoom and at the Old Council Upper Chambers on Thursday September 24, 2025.

Members Present:

Claudia Bloom
Katelyn Armbruster
Greg DeSimone
Jania Davis
Karen Rolston
Colleen Byron
Melvin Van Vorst
Annalisa Alvrus
Todd Hanle

Members Absent:

Brad Peterson
Angela Buer

Staff Present:

Illya Riske
Simon Tipene Adlam
Jarrad Bittner
Sarah Goedicke

Greg DeSimone called the meeting to order at 4:00pm.

Items from citizens present: There were no citizens present.

Approval of Minutes from the Regular July 24, 2025 meeting:

Karen Rolston moved to approve the minutes as written and Melvin Van Vorst seconded. Board members voted unanimously to approve the minutes from July 24, and they will be posted on the city's website.

Hear a Presentation on fee review process – Illya Riske, Acting Director of Arts & Culture:

Illya Riske explained the current fee review process that exists for determining fees across the department (**Exhibit A**). He also shared the current schedule of fees and charges, which is publicly available on the City's website (**Exhibit B**). This schedule sets the maximum amount for fees that the department is allowed to charge and lists the types of fees the department charges. Illya explained that the department would like to include the Board in the review process by having the Board review fee changes and act as a community voice. The Board would not vote on any approvals but instead provide feedback, ask questions, and make a recommendation from the community's perspective. Sarah Goedicke explained this process would be similar to the endorsement the Board has given to the Creative Economy Fund in the past. Staff will present proposals to the Board during the November meeting and would take proposals to Council in the spring. Karen Rolston asked if the Board could get a copy of the proposed changes prior to the next meeting and Illya stated that it can go out with the packets Sarah Goedicke sends out prior to the next meeting.

Melvin Van Vorst asked what industrial rates were as opposed to commercial rates and Illya said he would need to double check on that and let them know. Greg DeSimone asked if the department looks at comparables in the valley and Illya confirmed that the department looks at comparables when making requests. Melvin asked what an affiliate is and Illya explained that an affiliate is a resident company. Melvin also asked if the fees go into operating funds and Illya stated that most of this revenue goes toward the Arts & Culture fund. Colleen Byron stated she thinks this is a really good step to add transparency and also give additional weight to staff recommendations. Jania Davis asked how much free stuff or services this revenue supports. She stated it would be great to see the value to the

community in offset ticket prices for economic access. Illya said that is something staff can put together for a future presentation, as the department does offer a lot of free programming and reduced ticket options. Jarrad Bittner stated that about 30% of idea Museum's visitation is through accessibility programs. Greg stated getting a grasp on total impact would be helpful and Colleen stated maps would be helpful for engaging specific individuals. Illya stated Sarah Goedicke is working on impact maps and Simon stated that AZMNH does heat mapping.

Discuss: Board Review of idea Museum future experiences – Jarrad Bittner, idea Museum Administrator:

Jarrad Bittner stated that idea Museum is entering a slower couple months and the second renovation phase is anticipated to start in 18-24 months. During the first phase of renovation, the museum did a lot of community engagement work and plans to do so for this next phase of renovation. Jarrad would like to present that data to the Board with some recommendations to get feedback from the Board. The museum will do surveys and listening sessions to collect this data and will start this work within the next six months. Construction will probably start in summer 2027 and be completed for a grand reopening for idea Museum's 50th anniversary in 2028.

Jarrad said they just hired their new curator Melissa Martinez, who has been with the museum for a while and was selected out of a nationwide pool of candidates. The museum will be hiring two additional curatorial staff.

Upcoming Events – Volunteer or Participation Opportunities:

Sarah Goedicke reminded the Board that there are still volunteer opportunities for Dia de los Muertos and Relaxed Hour and Board members can contact her directly if the signup is full for something they are interested in. She then shared the flyer for Relaxed Hour and said Relaxed Hour is on both Saturday and Sunday this year in response to community feedback. Not listed on the flyer is that MABEL (Mobile Arts Based Engagement Lab) will be open for Relaxed Hour and this year will be the first full-campus experience for Relaxed Hour. Sarah shared that staff have reached out to local service organizations to let them know about the event and see if anyone plans to bring a busload of people to the event.

Development also asked Sarah to remind the Board of upcoming events Rock on the Rock at AZMNH on September 27, MAC's Gala the last week of February, and idea Museum's fundraiser in the spring. Simon Tipene Adlam shared details of the Rock on the Rock event.

Jarrad Bittner shared that idea Museum has a free admission event coming up on March 10. The museum has free evenings on the second Friday of each event month. Simon said on October 11, the MEAD Machine will be unveiled at Celebrate Mesa. He invited the Board to join in the ceremony.

Discuss projects or presenters of interest and report on events attended:

Karen Rolston complimented AZMNH's speaker series, noting it was very interesting and drew a crowd the evening she attended. Simon shared that next year's theme is Arizona Through Time.

Melvin Van Vorst attended the Mesa Contemporary Arts Museum opening earlier in September and said the line was all the way down the block.

The next scheduled meeting date is November 20, 2025, and will be a hybrid meeting on zoom and at Mesa Arts Center South Conference Room, 1 E Main St., Mesa, AZ, 85201.

Melvin Van Vorst made a motion to end the meeting and Todd Hanle seconded. There being no further business, the meeting adjourned at 4:46pm.

Respectfully submitted,

Illya Riske
Assistant Director of Arts and Culture



Department of Arts and Culture
September 25, 2025

MCAB Review of Fees and Charges







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Arts and Culture Fees and Charges

City Council Authorizes the Department to charge fees for:

- Space rental
- Labor
- Equipment rental
- Performances
- Ticket handling
- Museum admission
- MAC Studio art classes



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City of Mesa Schedule of Fees and Charges

Schedule of Fees and Charges			
Arts and Culture			
Arizona Museum of Natural History: 480-644-2200 Idea Museum: 480-644-4332 Mesa Arts Center: 480-644-6500			
Description of Services:	Fee:	Unit:	Revenue Code:
MESA ARTS CENTER			
RENTALS			
The Performing Arts Center Administrator is authorized to grant discounts or negotiate refunds, waive fees, or negotiate special pricing, including facility restoration fees. The Arts & Culture Director will review rates annually and based upon market and competition will be permitted to raise or lower rates no more than 5% annually. The 5% will be applicable after July 1, 2006.			
FACILITY USE FEES:			
Tom and Janet Ronda Theater:			1109-3179
Industrial Rate, Daily Plus Labor, FOH, and Box Office	\$4,722.00		
Commercial Rate Daily Plus Labor, FOH, and Box Office	\$3,792.00 vs. 5%***		
Non-Profit Rate, Daily plus Labor, FOH, and Box Office	\$2,808.00 vs. 5%***		
Affiliate Rate, Daily	\$1,620.00		
Virginia G. Figner Repertory Theater:			1109-3179
Industrial Rate, Daily Plus Labor, FOH, and Box Office	\$2,682.00		
Industrial Rate, Weekly	N/A		
Commercial Rate Daily Plus Labor, FOH, and Box Office	\$2,204.00 vs. 5%***		
Commercial Rate, Weekly Plus Labor, FOH, and Box Office	\$10,678.00		
Non-Profit Rate, Daily plus Labor, FOH, and Box Office	\$1,517.00		
Non-Profit Rate, Weekly plus Labor, FOH, and Box Office	\$8,136.00		
Affiliate Rate, Daily	\$988.00		
Affiliate Rate, Weekly	\$5,350.00		
Norberto Villalpando Playhouse:			1109-3179
Industrial Rate, Daily Plus Labor, FOH, and Box Office	\$1,405.00		
Industrial Rate, Weekly	N/A		
Commercial Rate Daily Plus Labor, FOH, and Box Office	\$1,057.00		
Commercial Rate, Weekly Plus Labor, FOH, and Box Office	\$4,095.00		
Non-Profit Rate, Daily plus Labor, FOH, and Box Office	\$728.00		
Non-Profit Rate, Weekly plus Labor, FOH, and Box Office	\$1,517.00		
Affiliate Rate, Daily	\$451.00		
Affiliate Rate, Weekly	\$1,860.00		

Importance of Transparency

Transparency in approved fees allows residents to see how their taxes and fees are spent, enhancing trust in local government.

Understanding Costs

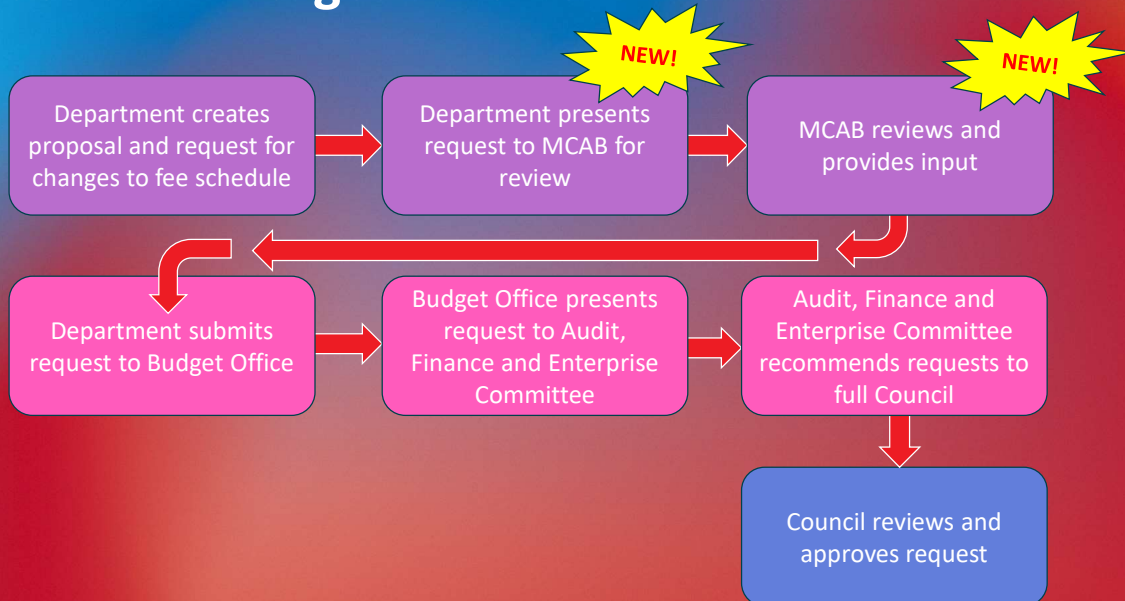
A clear compilation of fees helps residents and businesses understand the costs associated with various city services.

Promoting Accountability

By making fees visible, the city promotes accountability and ensures that funds are used effectively for community services.

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Fees and Charges – Review Process



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November MCAB Meeting: Proposed Agenda Item

Review Department's Request to
Modify Fees and Charges

