Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Arts Center, One East Main Street, third floor, south Studios conference room, on July 24, 2014.

Members Present: Members Absent: Staff Present:

Nancy Aposhian Steve McCance David Dean Cindy Ornstein Rob Schultz
Dilworth Brinton, Jr. Robert Valverde Alyssa Yingling Sunnee O'Rork Tom Wilson
Merlin Ellis Dr. Robbi D. Venditti Jean Kaminski

Melissa Sue Johnson Karina Wilhelm

Dr. Robbi D. Venditti, Chair, called the meeting to order at 4:01 p.m.

Peggy Wilson

Approval of Minutes

Dr. Robbi D. Venditti called for any corrections to the Minutes of May 20, 2014. Robert Valverde asked for a correction under "Report on Conferences and/or Meetings/Performances Attended." He said he had mentioned that he saw Steve Gadd at the Musical Instrument Museum and he previously studied with Emilio Cruz at Mesa Arts Center.

Dilworth Brinton, Jr. made a motion to approve the minutes, with the corrections, and Peggy Wilson seconded. The Board members present unanimously approved the minutes of May 20, 2014. They will be posted on the City's website.

Public Comments: No members of the public were present.

Introduce New Board Member Steve McCance – Dr. Robbi D. Venditti:

Steve McCance has lived in Mesa 15-20 years, growing up in Scottsdale, transplanted from the Midwest. He served two terms each on The Library Advisory Board and the Historical Preservation Committee, and has a strong interest in preserving the history of the Mesa community. He is also interested in the arts and education and therefore serving on the Museum and Cultural Advisory Board is a good fit for him. He has been appointed by two governors to serve on two State Boards; worked for five State government agencies; two county departments, including head of forensic investigations for the Medical Examiner's Office; and three non-profits. The board welcomed Mr. McCance.

Take Action: Elect a Chair for FY14-15 – Dr. Robbi D. Venditti:

Dr. Robbi D. Venditti, chair, called for any nominations for chair; Peggy Wilson nominated Dr. Robbi D. Venditti to continue as chair for FY14-15. Dr. Venditti accepted the nomination. Dilworth Brinton, Jr. made a motion to elect Dr. Robbi D. Venditti as chair for FY14-15 and Peggy Wilson seconded. The Board members present unanimously elected Dr. Robbi D. Venditti to continue as chair.

Take Action: Elect a Vice-Chair for FY14-15 - Dr. Robbi D. Venditti:

Dr. Robbi D. Venditti, chair, called for any nominations for vice-chair; Dilworth Brinton, Jr. nominated Peggy Wilson to continue as vice-chair for FY14-15. Ms. Wilson accepted the nomination. Dilworth Brinton, Jr. made a motion to elect Peggy Wilson as vice-chair for FY14-15 and Robert Valverde seconded. The Board members present unanimously elected Peggy Wilson to continue as vice-chair for FY14-15.

Discuss and Consider: Creative Economy Fund Awards for 2014-2015 — Cindy Ornstein

Creative Economy Fund received 18 applications and had \$25,000 available for awards. As Dr. Robbi D. Venditti sat on the panel, Cindy Ornstein asked her to share her overview of the process, quality of the applicants, etc. Dr. Venditti stated that each applicant organization represented worthwhile programs and she would have liked all of them to receive some level of funding. There was a panel of three community representatives. Using a 1–5 rating scale, with 5 being excellent, 4 good, and 3 fair. Every question was scrutinized carefully and scored. Awards were based on a rating formula. Dr. Venditti added that the workshop for applicants seemed to pay off with many of them, given the high quality of the proposals. Cindy Ornstein added that the workshop, suggested at one of last year's Board meetings, was successful and many of the organizations that ended up applying were represented. A total of 18 people attended the workshop on the proposal requirements and process, and we plan to offer the workshop again next year. Ms. Ornstein said that they had hoped to provide 100% of the requested amount to the very highest rated proposals. But given the number of proposals that scored well, it seemed fairest to provide 90% funding as the highest award level, enabling more worthy organizations to receive support.

Merlin Ellis asked why some organizations requested more than others. Ms. Ornstein replied that the requested amount is based on the total amount of their rental fee for a specific theater and the number of performances they plan to present.

The maximum request is \$5,000, so although some organizations will spend much more than \$5,000 on MAC rental fees for multiple shows or events, that is the maximum they can request.

Several of the applicants were given information on the Mesa Arts Center Foundation ACES Program that helps with expenses for programs that offer an educational component as part of the program they are presenting. Organizations can apply to Creative Economy Fund and the ACES Program, but can only accept an award from one or the other in a given year.

Dilworth Brinton, Jr. noted that he was glad to see that Mesa Encore Theatre was granted an award; after 78 years, they remain the oldest community theater group in the Valley. Cindy Ornstein added that they are actually the oldest community theater organization in the State, and they had a successful season last year and are routinely selling out their shows and bringing in audiences to Mesa Arts Center.

The Board unanimously agreed to move forward with the recommendations and to proceed with notifying the applicants of the results.

Staff Reports

i.d.e.a. Museum – Sunnee O'Rork

- Attendance at the Museum has increased by 49% over last year at this time. Revenue has also increased, as more paying individuals are coming the re-branding has proved successful.
- The Museum is maintaining 2,000 plus family members. The membership drive in June generated 198 new memberships.
- At the last Target 3 for Free Sunday, 1,123 attended and 531 attended the Museum's Family Day as compared to the usual 200 300. This year, at the Family Day event, the Museum sponsored 160 HopeKids. They originally requested 100 admissions and then came back and asked for an additional 60. Not wanting to turn anyone away, Ms. O'Rork approached the Museum Board asking that each give \$25 toward the sponsorship, which they willingly did, some even giving more. It was a wonderful event.
- "Bon Voyage! Art Goes on Vacation" opened on Thursday, June 12, with 135 attending the VIP reception.
- The Museum hosted the Arizona Code Club (ACC) Summer Showcase in the HUB gallery for 165 attendees on June 5, featuring computer projects from children ages 6 to 14. Mayor Finter attended along with Kelly Smith, founder of ACC. The Museum is also working with Lego Mindstorm and HeatSync on introducing more technology at the Museum.
- This fiscal year, the Museum was awarded \$36,000 from the Arizona Commission on the Arts compared to \$22,000 received last fiscal year.
- Ms. O'Rork and Cindy Ornstein attended a meeting in support of the American Alliance of Museums bringing the annual conference to Phoenix in 2019, which would bring 5,000 to 7,000 people to Mesa from around the world.
- Jeffory Morris gave a guided tour to the Mesa Chamber's Young Professionals group through the Idea Source of Mesa on June 18; He also assisted with the facilitation of NEDCO's "Creative Placemaker Workshop" for artists held on June 21.
- Vicki Bundy, Accounting Specialist, is retiring from the Museum on August 1, and Gaylene Bekise, Administration Support Assistant I, is also leaving the Museum to pursue her master's degree. The positions will be posted on the city's website.
- Carmen Guerrero, previous Board chair, has termed out. Jennifer Duff, who was the vice-chair, was elected as the new chair. The new vice-chair is Elaine Morrison, Treasurer Kody Damron, Secretary Ellen Owens Karcsay, and new additions to the Board are: Hal Bass, Jennifer Clack, Andy Witts, and Josh Boyle.

Arizona Museum of Natural History – Cindy Ornstein and Rob Schultz for Tom Wilson

- Attendance at the Museum has been excellent this summer; consistently busy.
- The Museum was awarded, in their budget for this fiscal year, an allocation of funding to move forward with the design of a new façade feature for the Museum, to build a dinosaur breaking through the building's exterior wall.
- The Museum received approval from the Foundation Board to proceed with ordering three new dinosaurs for Dinosaur Mountain. The Museum is investigating what will be required to maintain them once installed before placing the order. These robotic creatures are manufactured in China, which has among the world's best animatronic builders. It was suggested that the museum ensure that there will be no toxic fumes from the materials used, given some past issues with compounds from China used in other products.
- Staff is working on a new exhibition that will feature some of the items Tom Wilson showed the Board at the May 20 meeting from the early Americas. The exhibition opens on September 26.

• Tom Wilson was elected to the Board of Arizona Citizens Action for the Arts – a state-wide advocacy group that works to increase the perception of the value of arts and culture and to communicate with the governor and state legislators and lead campaigns relating to arts and culture funding and community benefits.

<u>Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz</u>

- The Artspace Project is moving forward. A Memorandum of Understanding is completed between Artspace and the City of Mesa allowing Artspace exclusive negotiating rights for land development on the site selected (between 1st Ave. and 2nd Ave. off of Hibbert). Artspace representatives will be returning to interview architects for the project on August 19 and 20. We still need to complete fundraising/identification of the remaining pre-development costs (approximately \$400,000 \$450,000). Artspace will take the lead on additional fundraising with the private sector, and through housing and tax credits. Artspace will need to submit the Tax Credit application by March 2015.
- Arizona Commission on the Arts is gathering local Arts Agencies and/or cities with Public Art programs throughout the state in the third week of August to discuss the possibility of potential collaborations, the synergy between the Arts Commission, arts and culture organizations and cities, and how each might work with the others. Rob Schultz and Cindy Ornstein are attending.
- Fall class registration begins Friday, August 1. Summer classes were strong and Summer Arts Camp was the strongest ever. Staff felt marketing/visibility from promotions and increased overall awareness is responsible for some of the success. Summer O'Rork reported that the i.d.e.a. Museum also had a strong Summer Camp this year.
- Burnaby, British Columbia, one of Mesa's Sister Cities, invited Mesa to send a delegation to Burnaby to discuss
 mutually beneficial issues the first week of September; Mr. Schultz will be part of that delegation. Burnaby and Mesa
 conducted an international art exchange in which Burnaby high school art students sent artwork that is on exhibition
 at the i.d.e.a. Museum and Mesa high school art students sent artwork to Burnaby that is on exhibition at the
 Burnaby Public Library.

Dr. Robbi D. Venditti, chair, asked if there was any news on Light Rail. Mr. Schultz reported that at the last meeting with the Light Rail Public Art Coordinator, it was stated that Light Rail is ahead of schedule and that installation of the artwork would begin in October. Two more stations are planned with the expansion to Gilbert Road, and the committee will go through artist selection for those stations when the time comes.

Director's Report – Cindy Ornstein

Mesa Arts Center (MAC) had a good year even though attendance was a little down from last year. The main reason for the decrease was that attendance at MAC's festivals this year was down from the blockbuster numbers in FY12-13. However, visitation was still greater than the year prior to that, and MAC did exceed its revenue goal by over \$1,000,000 this fiscal year.

Mesa Arts Center received a grant from the Arizona Commission on the Arts for \$60,000, one of only three receiving the highest amount given to arts organizations for General Operating Support. i.d.e.a. Museum received \$36,000, and both awards represented significant increases over the prior year. Last year, i.d.e.a. Museum received \$22,000 and MAC received \$36,000 for a total of \$58,000; this year, i.d.e.a. Museum received, \$36,000 and MAC received \$60,000 for a total of \$96,000.

MAC is looking to grow its memberships, and a new membership brochure has been created. MAC has approximately 950 memberships, which is a record high. Members are the first to know about new shows and have the opportunity to purchase tickets before they go on sale to the general public; are invited to attend special receptions at Mesa Contemporary Arts Museum openings; are invited to attend special artist talks and behind-the-scenes tours in the museum and the theaters. They also receive discounts on classes and The Store, and are given free admission to such events as the Mesa Contemporary Arts Museum's 10×10 Benefit show.

Artplace Project – Shade Sculpture. Out of three finalists, Cecil Balmond, an internationally acclaimed artist, designer, engineer, architect, theoretician and writer, was selected as the artist to develop his shade sculpture concept, entitled "The Cloud." "The Cloud" will incorporate tensile fabric to match MAC's iconic existing sails, columns with trapeziums, and dichroic coated glass that will cast shadows of differing colors depending on the position of the sun. There will be soft seating under the sculpture to create a comfortable gathering environment. The shade sculpture will create enhanced pedestrian interest given its location opposite a major Light Rail station and across the street from Mesa's City Hall.

Mr. Balmond will develop his design to 50% completion, meeting with the community for feedback on the concept and to discuss ideas. There will be several opportunities for the community to attend meetings before the design is finalized. Once the conceptual design for expanding and enhancing Mesa Arts Center's north plaza is finished, that and the shade sculpture

illustrations will be used to generate interest in and support of a fundraising campaign for the sculpture and the North Plaza renovation.

The interactive artwork for the 21st Century Café Society Project is taking a new direction. Staff and the community will be working together with Montreal-based artists Daily Tous les Jours (DTLJ) on a new concept.

Ms. Ornstein received a fellowship from the Virginia G. Piper Charitable Trust that will enable her to travel to different cities to explore programs and practices that have helped sustain long-term community engagement, built stakeholder ownership, and embedded a value for deep and authentic engagement within those organizations, its staff, board, and the communities they serve. She will also explore the cultural ecosystems and infrastructure that supports the community work (this includes arts councils, arts and culture departments and cultural collaborations). She is particularly interested in organizations that have succeeded at creating a value and demand for authentic, sustained engagement among audiences and the community and that have sustained these values and practices over time and leadership changes. Her first visit will be to Minneapolis, MN, the last week of June 2014.

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

Dilworth Brinton, Jr. reported that Randy Vogel gave a tour for Rotary members, which was well received.

Melissa Sue Johnson said that she attended the opening of "Bon Voyage: Art Goes on Vacation" at the i.d.e.a. Museum.

Karina Wilhelm stated that she took her nieces and nephews to the Arizona Museum of Natural History. She also visited the Bellagio in Las Vegas.

Dr. Robbi D. Venditti, chair, said she completed her glass class this session.

Merlin Ellis reported that he went to the Meteor Crater Museum in Texas.

The next scheduled meeting date is September 25, 2014, 4:00 p.m.

There being no further business, the meeting adjourned at 5:30.

Respectfully submitted,

Cindy Ornstein, Director Arts and Culture Department

Cindy Ornstein

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Exhibit A

Creative Economy Fund Awards 2014-2015

Arizona Asian American Association:

"Asian Treasures – 20th Anniversary Arizona Asian Festival," November 8 & 9.

This event is a showcase for the traditional music, dance, and culinary arts representative of fifteen Asian and Pacific Island countries, using traditional dress, family customs and scenic displays to show the unique features of each country.

Requested Amount: \$1,800 Recommended Award: \$720

Arizona School for the Arts Annual Showcase:

This year, the school will be presenting their 20th Anniversary Showcase. The event will feature the year's work of 825 students (grades 5-12), the 35 teaching artist faculty, and this year, alumni who have gone on to professional careers will be invited to participate in the Showcase performance.

Requested Amount: \$5,000 Recommended Award: \$0

Ballet Etudes:

Ballet Etudes teaches classical ballet to children ages 2-18. The annual showcase gives students the opportunity to build confidence to perform in front of a live audience and experience what it would be like dancing with a professional company. Ballet Etudes training also helps many of the students gain scholarships to colleges and universities across the country.

Requested Amount: \$889 Recommended Award: \$0

Class 6 Theatre:

Class 6 Theatre's aim is to promote an alternative approach for student/group outreach that meets AZ learning standards, fits within an efficient time frame, and gives each group the opportunity to utilize pre-show information packets, post-show discussions and/or questionnaires, and workshops tailored to the size and experience of each group. Class 6 will be soliciting scripts from their school and education partners for new-works staged readings to foster creativity in students and artists.

Requested Amount: \$2,300 Recommended Award: \$920

Copperstar Repertory Company:

Copperstar will present four theatrical productions this year at Mesa Arts Center. These productions will include the work of more than 250 cast members (ages 6-85) and more than 500 volunteers; and will be enjoyed by over 9,000 audience members, providing educational student matinees, study guide and enrichment packets, guided tours of backstage, and Q & A sessions with the cast and production staff.

Requested Amount: \$5,000

CYT Phoenix (Christian Youth Theatre)

CYT will present a youth theater production over two weekends in May, and are currently seeking licensing for the Royal Shakespeare Company's musical version of "The Wizard of Oz." The experience will build next generational audiences introducing them to the impact of live theater. An audience Q & A is planned for the after-school show performance and one regular performance, and a study guide will be provided for the school performances.

Requested Amount: \$2,826 Recommended Award: \$0

East Valley Children's Theatre:

The winner of this year's East Valley Children's Theatre's Aspiring Playwriting Contest (which received over 48 entries from around the world) is a play by Drew Ignatowski of California called "Moonprince," and will be a part of East Valley Children's Theatre's productions for 2014-2015. The Playwright will be a guest of East Valley Children's Theatre for one weekend of the show and will hold a workshop with the kids in the cast, as well as a talk-back after the show with audience members discussing writing a play and the process involved.

Requested Amount: \$2,985 Recommended Award: \$2,700

Fine Arts Association of AZ:

Fine Arts Association is planning a theatrical dance-drama music presentation on an Indian epic called "Ramayana." An educational workshop is planned for the two days following the presentation.

Requested Amount: \$2,232 Recommended Award: \$0

Mesa Association of Hispanic Citizens:

Mesa Latino Town Hall has convened for more than a decade. This half-day conference brings together 300-plus Latino community members, elected officials, civic leaders, educators, students, and parents to discuss issues affecting the Latino community while celebrating its diversity and ways to create positive change. Workshops and culturally relevant art and/or music have been key elements of the event. Past Town Halls have benefited from a variety of Latino musical, dance, and dramatic performances.

Requested Amount: \$4,730 Recommended Award: \$1,892

Mesa Encore Theatre:

Mesa Encore Theatre will present six performances at Mesa Arts Center in their 78th season as a non-profit, volunteer theatre. The award would help defray venue costs; help enable the continued provision of an annual college scholarship; and provide quality theater that attracts, educates and appeals to the diverse age, education, ethnic, sexual, religious, and racial composition of the Mesa community and surrounding communities from which Mesa Encore Theatre draws its audience, members, cast, and crew. Senior pricing, early-bird season discounting, and special offers to local senior citizen residential communities and students are outreach activities that will be used to extend the presence of live theater to people of limited income in the community.

Requested Amount: \$5,000

Recommended Award: \$2,000

Metropolitan Youth Symphony:

The Classic and Solo Recital Series are an extension of Metropolitan Youth Symphony's Community Outreach program, designed to engage future and current youth musicians with the motivation to start or continue their music studies. Special invitations are extended to K-8 instrumental music programs, assisted living centers, senior centers and venues that attract winter visitors to enjoy symphonic music for free. The Concert Series provides an opportunity to feed the souls of residents through high quality music experiences. The Solo Recitals provide a venue for Metropolitan Youth Symphony members and private music teachers to have their students perform in a world-class venue and showcase their talents at no additional cost to them or their students.

Requested Amount: \$5,000 Recommended Award: \$2,000

Phoenix Boys Choir Association:

This holiday project would encompass an evening performance with the intent of performing a school show earlier in the day. All Phoenix Boys Choir members perform in this concert, with artists ranging from age 7 to the Masters Choir, who are Choir graduates, totaling approximately 150 performers. The Choir is accompanied by nine musicians.

Requested Amount: \$2,232 Recommended Award: \$0

Phoenix Symphony Association/The Phoenix Symphony:

The acclaimed and popular "Hallelujah" chorus highlights the Symphony's annual "Handel's Messiah," in full-length performance at Mesa Arts Center, attracting a diverse audience. 18 East Valley area musicians, who are members of the 66-member Symphony orchestra, present "Handel's Messiah," combined with the full chorus, to create a work of art that is at the heart of their repertoire and the high point of the season.

Requested Amount: \$4,464 Recommended Award: \$1,785

Red Note Foundation:

Red Note Foundation will present the "Celebration of Carols" at Mesa Arts Center. This is a free, non-ticketed performance sponsored by the Foundation. Musicians at all levels of expertise are invited to participate and provide mentorship, help, and support to one another. Participants come from all backgrounds and musical expertise (professionals, retired adults, and students from high schools and colleges throughout the East Valley).

Requested Amount: \$2,232 Recommended Award: \$0

Salt River Brass Band:

Salt River Brass is offering six concerts in the coming year at Mesa Arts Center. The Band is composed entirely of volunteer musicians from the community. To enhance the audience's experience, the conductor educates the audience by sharing the historical roots and modern relevance of each piece of music, and the engagements include lobby performances and youth engagement.

Requested Amount: \$5,000 Recommended Award: \$4,500

Southwest Shakespeare Company:

Southwest Shakespeare Company will present their season at Mesa Arts Center. This marks Southwest Shakespeare's 21st year of its celebrated Education Program in which schools come from all over the state to specially-arranged student performances to see Shakespeare productions at a reduced price. They also offer talk-back sessions with the cast after selected shows, backstage tours, workshops, touring shows to the schools, classes and seminars. Southwest Shakespeare has the most extensive outreach program for classic theater in the State.

Requested Amount: \$5,000 Recommended Award: \$4,500

Southwest Youth Symphony:

The Youth Symphony of the Southwest grew out of the demand and need for quality orchestral experience for youth. High school and college youth, up to the age of 21, have a first-rate orchestra experience to augment their personal musical development. The Youth Symphony will perform a series of five concerts at Mesa Arts Center, and all concerts include detailed audience narratives provided by Maestro Kellog, providing the audience a greater appreciation of the performance.

Requested Amount: \$5,000 Recommended Award: \$2,000

The Greater Phoenix Chapter SPEBSQSA, Inc. (Spirit of Phoenix):

The Spirit of Phoenix Chorus (barbershop chorus of approximately 65 singers) will perform at Mesa Arts Center along with a guest appearance by Vocal Spectrum, the 2006 International Quartet Champions. It is anticipated that they will make the International debut of an entirely new a cappella arrangement of the hit song "Defying Gravity" from the Broadway show "Wicked." The goal of the show is to bring awareness, appreciation and joy to the audience as they experience the original American art form of Barbershop.

Requested Amount: \$5,000 Recommended Award: \$2,000

Exhibit B

Ourselization (FRGIs in R. LI)				V 1 10	RECOMMENDED
Organization (FRC's in Bold)	Total Score	Rank	Total Request	X Award %	FUNDING
AZ Asian American Association	17.66667	10	\$1,800.00	0.4	\$720.00
AZ School for the Arts	14	17	\$5,000.00	0	\$0.00
Ballet Etudes	16	15	\$889.00	0	\$0.00
Class 6 Theatre	21.33333	5	\$2,300.00	0.4	\$920.00
Copperstar Repertory Co.	16.66667	12	\$5,000.00	0	\$0.00
Christian Youth Theater	16.33333	14	\$2,826.00	0	\$0.00
East Valley Children's Theatre	22.33333	3	\$3,000.00	0.9	\$2,700.00
Fine Arts Association of AZ	15	16	\$2,232.00	0	\$0.00
Mesa Assoc. of Hispanic Citizens	19.66667	7	\$4,730.00	0.4	\$1,892.00
Mesa Encore Theatre	21.66667	4	\$5,000.00	0.4	\$2,000.00
Metropolitan Youth Symphony	20.33333	6	\$5,000.00	0.4	\$2,000.00
Phoenix Boys Choir Association	16.66667	12	\$2,232.00	0	\$0.00
Phoenix Symphony Assoc.	19	9	\$4,464.00	0.4	\$1,785.60
Red Note Foundation	14	17	\$2,232.00	0	\$0.00
Salt River Brass	23	1	\$5,000.00	0.9	\$4,500.00
Southwest Shakespeare Company	22.66667	2	\$5,000.00	0.9	\$4,500.00
Symphony of the Southwest-Youth Div.	17	11	\$5,000.00	0.4	\$2,000.00
The Greater Phoenix Chapter SPEBSQSA	19.66667	7	\$5,000.00	0.4	\$2,000.00
RUBRIC: Five scores of up to 5 points	TOTAL REQUE	STED:	\$66,705.00		\$25,017.60
each for a maximum score of 25 points.	TOTAL IN CE I	FUND:	\$25,000.00		
Total Score 22-25 90% funding			Total Funding fo	or FRCs:	\$13,200.00
Total Score 17-21.9 40%			Total Funding, (Others:	\$11,817.60
Total Score 0-16.9 0% funding			TOTAL FUNDII	NG:	\$25,017.60