

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the i.d.e.a. Museum, 150 W. Pepper Place, Mesa, AZ on July 23, 2015.

Members Present:

Nancy Aposhian	Melissa Sue Johnson
Dilworth Brinton, Jr.	Michelle Streeter
David Dean	Karina Wilhelm
Merlin Ellis	Alyssa Yingling

Members Absent:

Steven McCance
Dr. Robbi D. Venditti
Robert Valverde

Staff Present:

Cindy Ornstein	Rob Schultz
Tom Wilson	Sunnee O'Rork
Jean Kaminski	

Dr. Robbi D. Venditti, Chair, was unable to attend the meeting. Karina Wilhelm served as facilitator for the meeting. Ms. Wilhelm called the meeting to order at 4:00 p.m.

Approval of Minutes

Karina Wilhelm asked if there were any changes to the minutes of May 28. David Dean said that his wife's name was misspelled; she was present at the meeting to observe. Her name is Marian Dean and not Melissa. With the correction noted, Dilworth Brinton, Jr. made a motion to approve the minutes of May 28, and Melissa Sue Johnson seconded the motion. The Board members present unanimously approved. The minutes will be posted on the City's website.

Public Comments: No members of the public were present.

Introduction: New Board Member, Michelle Streeter – Dr. Robbi D. Venditti

Karina Wilhelm introduced new Board member Michelle Streeter. Ms. Streeter worked at Mesa Arts Center several years ago. She is currently the vice-president of Communications at Visit Mesa. She has served on the iMesa Committee under Mayor Scott Smith and also replaced Robert Brinton's position, after his passing in 2011, on the Mesa Historical Museum Board representing Visit Mesa doing promotion for the Museum.

Take Action – Elect a Chair for FY2015-2016 – Dr. Robbi D. Venditti

Karina Wilhelm called for nominations to elect a chair for FY15-16. Dilworth Brinton, Jr. nominated Dr. Robbi D. Venditti. Dr. Venditti was unable to attend the meeting, but had stated earlier that she would accept, if nominated. There were no other nominations. Dilworth Brinton, Jr. made a motion to elect Dr. Robbi D. Venditti as chair for FY15-16, and David Dean seconded the motion. Board Members present unanimously voted Dr. Robbi D. Venditti as chair for FY15-16.

Take Action – Elect a Vice-Chair for FY2015-2016 – Dr. Robbi D. Venditti

Karina Wilhelm called for nominations to elect a vice-chair for FY15-16. David Dean nominated Dilworth Brinton, Jr., and he accepted the nomination. David Dean made a motion, and Karina Wilhelm seconded the motion. Board Members present unanimously voted Dilworth Brinton, Jr., as vice-chair for FY15-16.

Present and Consider: Two Board Members Needed to Volunteer for Panel to Review National Geographic Live Ticket Waivers and bus Subsidies – Rob Schultz

Rob Schultz distributed a document (see Exhibit A) explaining the process and agenda for reviewing applications for a waiver to pay for busses and tickets for students to attend a National Geographic Live school performance. The panel consists of staff and two volunteers from the Museum and Cultural Advisory Board who review on the following criteria:

- applicant must be a Title 1 school;
- applicant must commit to attending the show and arranging appropriate transportation;
- applicant must provide context for how this show will link to school curriculum;
- and applicant must not exceed the 1-15 chaperone/student ratio.

Mr. Schultz asked if anyone would be interested in volunteering. Alyssa Yingling and Nancy Aposhian volunteered for the August 10 meeting from 1 – 4 p.m. at Mesa Arts Center. Mandy Tripoli will send a follow up e-mail with more detail prior to the meeting date.

Staff Reports

i.d.e.a. Museum – Sunnee O'Rork

- Attendance at the i.d.e.a. Museum for FY14-15 was just under 105,000 exceeding targets and expectations for the first full year as the i.d.e.a. Museum.
- i.d.e.a. Museum educators, volunteers, and interns presented the Museums Art and Literacy program, ArtFul Tales Experience, for children and families at four Mesa Public Libraries.

- Education staff attended the Early Childhood Summit at Mesa Convention Center.
- Corrine Brooks, honorary Board member, forgave the remaining \$5,000 loan and asked the funds be added to the Micah Brooks Fund which allows children with mental and physical challenges to visit the Museum. Now that Target is no longer sponsoring Free Sunday's at the Museums, the Museums are going to a quarterly free Sunday at this time, this will help the i.d.e.a. Museum offset those costs for the first quarterly free Sunday in September.
- The Gila River Indian Community Fund has granted the i.d.e.a. Museum \$50,000 (\$25,000 in FY2016 and \$25,000 in FY2017) for the *Access for All No Barriers to Learning Fund* which will provide school tours, bus transportation and admission to the Museum for Title I students and partially support the quarterly Free Sundays as well.
- Due to the Board and staff meeting the conditions of the \$50,000 loan John Whiteman forgave for the transformation of the Arizona Museum for Youth to the i.d.e.a. Museum, the loan is paid off and the Board is now completely debt free.
- Board members Ivan Martinez and Joseph Swaba have stepped down from the Museum's Board leaving three open positions at this time.
- The Museum has submitted their branding materials to the American Alliance of Museum's Annual Publication Awards Competition.
- Museum staff provided a tour to the Women's Networking Group of Mesa Chamber; held an Art Masterpieces Day and attendees were given a tour; and provided a tour for Mesa Sisters Cities Group.
- The Museum has two Visitor Services staff beginning in early July and are beginning work on hiring for two Gallery Educators vacancies, as well as filling Desiree Adair's Office Assistant position; she is moving out of state.
- Marketing Director, Latonya Jordan-Smith, has resigned and will be leaving the Museum as of August 5. The Museum will be doing a full search to fill her position.
- The i.d.e.a. Museum was notified that they will be receiving a \$20,000 grant from the Arizona Commission on the Arts for the exhibition program.
- Sunnee O'Rork shared a document created for the current "Once Upon a Time" exhibition called "Gallery Quest." Visitors go on a quest to help the Fairy Godmother find her eight enchanted objects and on the quest they will learn about fairy tales, fables, myths and legends.
- The Museum has story time Tuesday through Sunday at 1:30 p.m. in ArtVille. Anyone who would like to come is welcome to choose their favorite fairy tale to read to the children.
- The upcoming exhibition is titled "All Aboard," and is all about trains. Because the Light Rail opening was moved up to August, the exhibition will not be ready for the opening; however, the Museum will be participating in the Light Rail Opening.

Note: Sunnee O'Rork did not have her volunteer numbers readily available for the meeting, but submitted them to report that the i.d.e.a. Museum had 1,782 opportunities for volunteers who gave volunteer hours of 6,008 for a value to the City of \$136,248.44.

Arizona Museum of Natural History (AzMNH)– Tom Wilson

- Closing up this fiscal year at AzMNH, participation for FY14-15 was 123,574 and revenue totaled \$748,665, significantly more than last year. For the month of July 2014 there were 10,924 participants and revenue was \$65,153. As of July 23, 2015, the Museum has had 8,660 visitors bringing in \$72,541 with one more week remaining to add to the July numbers – off to a good start for FY15-16.
- Featured exhibitions in FY14-15 were Dinosaur Mountain and Cultures of the Ancient Americas. Coming in FY15-16 is
 - Dinosaurs 101 (Dinosaur Petting Zoo);
 - The First Americans (transformation of the Cultures of the Ancient Americas exhibition to the bigger gallery);
 - Cretaceous Arizona (looking at the dinosaurs, flora and fauna in Arizona approximately 9M years ago);
 - A new Dinosaur Breakout Façade in the front of the Museum.
- The Museum is having success with their social media; on Facebook they have approximately 12,000 followers.
- In the last couple of years, the Museum received approximately \$1.5M donated collections.
- Recent Grants received by the Museum are:

○ Bureau of Land Management I	\$25,750
○ Bureau of Land Management II	\$16,000
○ Salt River Pima-Maricopa Indian Community	\$49,947
○ Gila River Indian Community (2014-2016)	\$89,050
○ Intel	\$30,000
○ Giles W. and Elise G. Mead Foundation	\$56,000
○ National Geographic Society (Fiscal Agent ASU)	\$30,000
○ The Phil & Lynn Johnson Family Charitable Fund	\$ 5,000
Totaling	\$301,747

- Capital Improvement Projects at the Museum include the expansion of Mesa Grande Parking Lot & Trail Improvements (\$27,000-money is in hand); Mesa Grande Security System (\$13,000); this will be a pilot project that the Police Department is interested in to perhaps become a model for the City of Mesa; and upgrades to the Museum's current security system (\$80,000).
- A few examples of partnerships with the Museum include:
 - ASU – Optically Stimulated Luminescence (OSL) a method that allows the Museum to date prehistoric canals (grant money from National Geographic Live and the National Science Foundation);
 - ASU – Dr. Discovery Project – Electronically Enhanced Information via Smartphone or device;
 - and Maricopa County Education Service Agency for a USDA grant to provide virtual reality learning for kids who would not be able to come to the Museum. Kids would be able to use their I-phone or a cardboard headset (something Google is coming out with) that enables them to see the Museum exhibitions as if they were at the Museum.

Note: Tom Wilson did not have final volunteer numbers for FY14-15, but submitted them to report that the Museum volunteers contributed 18,024 hours, the equivalent of 8.7 FTEs for a value to the City of \$415,813.

Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- Art classes were strong in FY14-15; number of students increased by 4 percent (%) with 5,600 students registering; kudos to Billy Jones, Education Coordinator.
- Number of classes that made (had enough enrollment to move forward) in FY14-15 was 685, an 8% increase over last year.
- The Education Outreach Office has changed their name to Engagement Office at MAC with Mandy Tripoli as head of Engagement and Renee Salazar as the Engagement Coordinator; Engagement better defines what the Office does in the community – it is not just outreach. This past year was a good year for them as well, serving 44,000 students versus 40,000 in FY13-14, and 215 schools served versus 198 in FY13-14.
- Rob Schultz, Mandy Buscas, and Renee Salazar traveled to New York City last week to attend aesthetic education training at Lincoln Center. Rob Schultz met with a colleague from Americans for the Arts Art's Education Council who runs the Lincoln Center immersion program and allowed them to attend some teaching artist training as well. All in all, it was a great, valuable experience for the MAC team.

Director's Report – Cindy Ornstein

Cindy Ornstein will report participation final numbers at the September meeting. At this point, the number of visits for MAC was over 450,000 – biggest year ever two years ago was 458,000, so it is hopeful that we get very close to that number this year as well.

The theater rental area at MAC did amazing in FY14-15 bringing in more business meetings, receptions, graduations, weddings, corporate meetings, etc. It was a large year of offerings for Performing Live as well.

Ultimately, the Arts & Culture Department would like to find a sponsor to fund Free Sundays again, but we are not in that position right now. A sponsor would receive recognition letting the public know that they have brought something special back that will enhance the community.

Now that Nancy Wolter, Development Director, retired as of June 1, a national search to fill the position has been launched. Ms. Wolter is able to continue in a contracted role during the interim and will work to acclimate the new Director through the end of this year.

Mesa Arts Center was able to obtain a \$30,000 sponsorship from Crescent Crown Distribution for the Season Kickoff Event on September 11, on top of the money they already give as a significant corporate member.

Mesa Arts Center will have a lot happening on campus for the Light Rail opening on August 22 that includes artist demonstrations, art activities, performances, a presence outside from the Store Coop (the Store will be closed at that time to prepare for the Season Kickoff Opening on September 11); however, Mesa Contemporary Arts Museum will not be available, as there summer maintenance will be on-going to prepare for five new exhibitions for the Season Kickoff Event. There will be a festival environment around each of the four new stations in downtown and a number of Arts and Culture staff have been involved in that planning.

Painted footprints will be installed for the Light Rail Opening from two Stations leading to our venues. From the Center Street Station will be dinosaur footprints leading to the Arizona Museum of Natural History and from the Country Club Station there will be human parent/child footprints leading to the i.d.e.a. Museum – a sort of way finding for visitors to follow and see where it leads from Light Rail.

Arts and Culture will be funding a Light Rail train wrap that will appear on both sides of one of the cars and will be on the car for two months. Our hope is that our request to have it on the train that will carry the dignitaries on opening day is granted. Ribbon cutting activity will take place on the north end of MAC campus. The public festival will be from 9 – noon and visitors will see several large dinosaurs out – one at Center and one at Macdonald, as well as a booth with activity and story book characters at the Country Club Station.

MAC is doing some refurbishing on campus:

- fix the light boxes in front of Mesa Contemporary Arts Museum, and
- fix the tiles across from the Museum by the north side entrance to the north Studios building.

The Light Rail opening has been a catalyst to push the idea of community engagement further along. There will be new things to look at downtown; a temporary mural project to be installed by the tall colonnades; projects organized by NEDCO and Downtown Mesa Association with some city planning people for a Downtown Mesa Laboratory that will short-term prototype projects that will allow people to try and test new things to see how they are received before putting a lot of money into a project that is of little interest to people. The first project will be sidewalk and streetscape beautification and will focus on downtown Mesa's visual appeal. Potential strategies range from adding art installations, murals and landscaping to update the design of colonnades. The Downtown Mesa Laboratory, or D-Lab as it is referred to, has been well received and supported by City Council. The success of the projects will enable the City to be more competitive for grants to enhance and grow the downtown area.

We are approaching the culmination of the Artplace project. The Alliance Pavilion is in place and the Shade Sculpture has been designed and will one day be installed. The next piece to be completed, paid for by the \$300,000 Artplace grant, is the *Musical Shadows* interactive designed by Daily tous le Jours who brought a prototype to spark! this spring. We are hoping to unveil *Musical Shadows* in a public event on December 8. The work will be imbedded in the pavement with sensors and nearby speakers. When your shadow crosses the sensors it will make a sound – could be musical, animal, human voices; the sounds will change from time to time.

More Creative Placemaking events are being planned for this fall. One that is being explored is on Creative Economy – a new field where Economists have done work on quantifying the things that are affected by our economy and show the impact of creative work on a national financial picture – quantifying for profit and non-profit organizations and in some case scenarios where the creative activity happens not in an arts or culture area.

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

Dilworth Brinton, Jr., was in Payson where arts people came in to talk about things they will be doing next year at the Flagstaff annual festival. He also attended the July 4th celebration in Mesa and visited the car show with his son, which they enjoyed and found interesting. Mr. Brinton visited the Bradbury Science Museum in Los Alamos, MN and said it was wonderful.

Karina Wilhelm took her children to see "Once Upon A Time" where they had a great time and especially loved the hands on activities.

Melissa Sue Johnson attended the opening of "Once Upon A Time" and said she enjoyed it so much that she didn't get to see it all in one visit. She did see two former students and their parents at the opening who were volunteering that evening. There were praising the i.d.e.a. Museums volunteer coordinator and program. She especially loved the black light room.

David Dean attended three nights of the Miss Arizona and Miss Teen Arizona pageant at Mesa Arts Center – he was asked by a student to help her through the Miss Teen Arizona part of the pageant. He said there was a good vibe throughout the pageant and it brought in diversity and some new visitors. He also had a student who volunteers at the i.d.e.a. Museum who is interested in Museum administration and asked Sunnee O'Rork to encourage her to continue volunteering beyond the summer months.

Michelle Streeter reported that on July 5 a photographer from *Sunset Magazine* come to Mesa and visited Mesa Arts Center. A writer from the magazine was here in March, visited MAC and took a class, and is writing an article that will focus on Downtown Mesa and the art work along Light Rail. The article will appear as an editorial in the October issue.

Alyssa Yingling stated that she has been busy with her new job at the Diocese of Phoenix. Cindy Ornstein asked, if we sent our new Fieldtrip brochure to her, would she be able to distribute them at the parochial schools. Ms. Yingling said she would be happy to get them out to the schools.

The next scheduled meeting date is September 24, 4 p.m.

There being no further business, the meeting portion adjourned at 5:05 p.m. Sunnee O'Rork brought a group project for the Board members and they built a castle from blocks the i.d.e.a. Museum had for their recent "Build It" exhibition. The castle included a flags, a prince, a draw bridge, and dragoon, it was very impressive.

Respectfully submitted,

A handwritten signature in cursive script that reads "Cindy Ornstein". The signature is written in black ink and is positioned above the printed name.

Cindy Ornstein, Director
Arts and Culture Department

PERFORMING LIVE | MESA CONTEMPORARY ARTS | ART STUDIOS



Ticket/Bus Waiver Application Review
Monday, August 10th, 1-4PM

1-1:15 – Welcome and Review of Criteria

Ticket/Bus Waiver Application Review Criteria

- Applicant must be a Title 1 School.
- Applicant must commit to attending the show and arranging appropriate transportation.
- Applicant must provide context for how this show will link to school curriculum.
- Applicant must not exceed the 1:15 chaperone/student ration.

1:15-1:45 – Individual Review of Applicants and Individual Ranking

Rankings

- 1=Not Recommended
- 2=Slightly Recommended
- 3= Recommended
- 4=Highly Recommended

You should consider the applicants ask for tickets and bus subsidy as a whole.

Please no half (1.5 rankings) whole numbers only

1:45-2:00 – Submit rankings

2-3:30 – Review of top rankings and group discussion of applicants

3:30-4 – Final Review and discussion, adjourn!