

## Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Arizona Museum of Natural History, 53 N. Macdonald Street, on November 19, 2015.

### Members Present:

Nancy Aposhian  
Dilworth Brinton, Jr.  
Gladys Contreras  
David Dean  
Merlin Ellis  
Melissa Sue Johnson

### Members Absent:

Michelle Streeter  
Dr. Robbi D. Venditti  
Karina Wilhelm  
Robert Valverde  
Alyssa Yingling

### Staff Present:

Rob Schultz  
Tom Wilson  
Jean Kaminski

Dilworth Brinton, Jr., Vice-Chair, called the meeting to order at 4:14 p.m.

### Approval of Minutes

Dilworth Brinton, Jr., Vice-Chair, called for any corrections to the minutes of September 24. Merlin Ellis noted that Karina Wilhelm's name was missing the "a" at the end. There being no further corrections, David Dean made a motion to approve the minutes of September 24, with the correction, and Melissa Sue Johnson seconded. The Board members present unanimously approved the minutes of September 24, and they will be posted on the City's website.

**Public Comments:** No members of the public were present.

### Introduction – Introduce New Board Member, Gladys Contreras – Dilworth Brinton, Jr.

Dilworth Brinton, Jr., Vice-Chair, introduced Gladys Contreras to the Board and asked her to share something about herself. Ms. Contreras is co-owner of Nebula Vaping on Main Street where they 3D print electronic cigarettes. She participates on the Downtown Mesa Association Board and also in Creative Catalysts, as well as in a smaller group who are working to bring more art and color to Main Street. She lives in District 4 and has been in Mesa for 13 years, transplanted from Chicago. Welcome!

### Staff Reports

#### i.d.e.a. Museum – Rob Schultz read from the report submitted by Sunnee O'Rork

- The opening reception for "All Aboard: Trains" exhibition on October 1 had over 250 people attend with Mesa Public Schools catering the event.
- The Museum hosted and provided a tour for the Central Arizona Museum Association with 30 – 40 in attendance – many of whom have never been to the i.d.e.a. Museum before.
- The Museum hosted their first "Super Sock Saturday" to promote the new sock policy in ArtVille. Visitors were encouraged to wear their favorite, colorful fun socks with the opportunity to create their own colorful socks in ArtVille.
- The Museum received their first \$25,000 check of the \$50,000 two-year award from the Gila River Indian Community Fund for the Museum's Access-for-All fund that provides free admission for children who cannot afford the admission fee.
- Jeffery Morris, Curator, was interviewed as part of his application to be a Virginia G. Piper Charitable Trust Piper Fellow – he has been selected as a Piper Fellow and his work will focus on fundraising strategies. Mr. Morris is the third to be selected in the Arts & Culture Department along with Cindy Ornstein and Sunnee O'Rork.
- Several staff attended the annual, Valley-wide Athena Luncheon at the Arizona Biltmore where Sunnee O'Rork was nominated and selected as one of the four 2015 finalists in the Public Sector.
- The Museum held their annual Strategic Planning Workshop for the Board and staff on November 7 at Mesa Community College's library along with a presentation in the Planetarium.

#### Arizona Museum of Natural History (AzMNH) – Tom Wilson

- The Museum's new website is up and running. The Museum was able to participate in the redevelopment of their website as part of the City's website initiative.
- In a related project, the Museum is working with Google to do 3D scans of the interior of the Museum and Mesa Grande that would then go on Google search platforms including Google maps and others. The Museum will be able to embed the 3D scans on their website and also in their social media. Google has done this with the Smithsonian Institution and also the Natural History Museum in London. AzMNH will be a model for Google when they present the program to other Museums to show what can be accomplished.

Merlin Ellis asked what happens when exhibitions are changed. Dr. Wilson responded that they will begin with the permanent exhibitions. There is a one-time cost, approximately \$5,000, and the Museum has grant money to cover the

cost. If they have a temporary exhibition that will be up for a longer period of time, Google would return to shoot it and switch it out for a relatively low cost. There are no maintenance costs involved.

- The Museum is working with ASU's Dr. Discovery learning program that will allow visitors to ask Dr. Discovery questions and receive answers at various sites in the Museum.
- On Saturday, November 14, Mesa Grande hosted Hemapik Day at Mesa Grande – the first major collaboration the Museum has had with the Salt River Pima Maricopa Indian Community.
- The Museum saw the best October in the last five years – 59,000 visitors.
- The Museum is developing a new interactive exhibition with the old dinosaurs that were removed from Dinosaur Mountain. It will be called Dino Zone and will include everything you ever wanted to know about dinosaurs. This exhibition will be very accessible for kids. The formal opening for Dino Zone will be after the first of the year.

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

- MAC saw the most successful Dia de Los Muertos event this year with approximately 18,000 attending the two day event; featured were artists, a Mercado, food vendors, and demonstrations. Sales were great for everyone concerned.
- MAC is partnering with the Arizona Commission on the Arts which received a three-year grant from the Piper Foundation to create a five-month long AZ Creative Aging Program Teaching Artists Professional Development Program. Training will begin in February and March – March training will take place at MAC teaching a cadre of artists to work with older adults interested in enhancing their lives through the arts.

Dilworth Brinton, Jr. asked if they are planning to work with the Mesa Senior Center. Mr. Schultz said that MAC has had a Creative Aging Program for four years working with this new program at Oakwood Creative Care and Fellowship Square. This new program will train more artists in how to do it.

- Daily tour les jours, of Montreal, artists and representatives were in Mesa to meet with City Engineers. Installation is slated to begin in mid-January and to be completed for final testing at this year's spark! Mesa's Festival of Creativity in March.

#### **Assistant Director's Report – Rob Schultz**

The Arts and Culture Department will once again participate in the national Arts & Economic Prosperity Project conducted by Americans for the Arts. They create a measurement for non-profit arts economic activity, including direct expenditures by arts organizations and money spent by visitors. The Project is conducted every five years and this is the third iteration. Mesa will be participating again this year along with other Valley cities.

In 2010 the total US impact of arts activity on the economy was \$135 billion – Mesa's part in that number was \$25.1 million. The data collected is used for arts advocacy. Mesa will receive a breakout of our own data. Information will be collected throughout 2016 with a final report expected in about a year-and-a-half after that.

MAC is partnering with NEDCO on an InFlux project this year – this is the fourth year for MAC's participation. Cities in the Valley chose temporary Public Art projects for vacant spaces in downtown areas. Approximately nine to ten cities are participating this year. They are relatively small budget projects – usually \$3,000 - \$4,000 per artist to create a temporary installation. The project activates urban spaces and assists young up-and-coming artists in getting public art experience. Museum and Cultural Advisory Board member Gladys Contreras sat on the panel to select this year's artist for Mesa. The work will be displayed downtown – the location has not been determined at this time. The art piece will be on display for approximately a year. This year's selected artist is Amanda Clayton from Tempe.

Merry Main Street will be held on November 27 through January 3. The hope is to attract patrons visiting the Temple lights to come downtown Mesa for more fun. Pioneer Park will have a "Food Truck Forest" and MAC will provide live entertainment through mid-December along with activities, art demos, etc. – something different each weekend. There will be an ice skating rink across the street from MAC opened nightly and during the day on weekends. Metro Light Rail will provide free transportation between Country Club and Mesa Drive stations during Merry Main Street activities.

Tom Wilson added that the Arizona Museum of Natural History is a cultural partner with National Geographic Live and is partnering with Mesa Arts Center and National Geographic Live during MAC's 10<sup>th</sup> year celebration.

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

Michelle Streeter is out of the country, but submitted the following report to the Board, read by Dilworth Brinton, Jr., Vice-Chair: "Visit Mesa just completed filming a video solely for the promotion of Downtown Mesa. Filming took place at ALL Museums, including the exterior of the Mesa Arts Center. The video will be used for national marketing of the destination. Visit Mesa commissioned an original song and score for the video, which features local talents Sara Robinson and Levi Waskom. A national campaign to launch the video and ignite views will begin at the start of the new year (Jan. 2016)."

Gladys Contreras reported that there were pop-up tattoo artists that six downtown businesses hosted during the Dia de los Muertos event at MAC. There was coverage on NCR, and Channels 3 and 5. She added that her go-to-spot for new, edgy entertainment is 93.3 – an alternative radio station.

Merlin Ellis brought his boy scouts to the Day of the Dead celebration and they enjoyed it, especially watching glass blowing. Mr. Ellis also visited the Cranbrook Art Museum in August and attended the Diana Krall performance, which he described as great! In December, he will attend a performance at Mesa Amphitheater for the first time and is looking forward to that experience.

Rob Schultz also distributed an e-mail he received from Americans for the Arts regarding a "Federal Education Rewrite adding arts into STEM," a bill to reform K-12 education. The joint House and Senate Conference Committee both approved and it now goes to the House and Senate for final approval. There is no opposition to the bill at this time – see Exhibit A.

At the meeting in September, Cindy Ornstein spoke about "Play Me, I'm Yours" project with Street Pianos. Rob Schultz distributed several documents outlining the Call for Pianos and the Sponsorship Solicitation Packet – See Exhibit B and C.

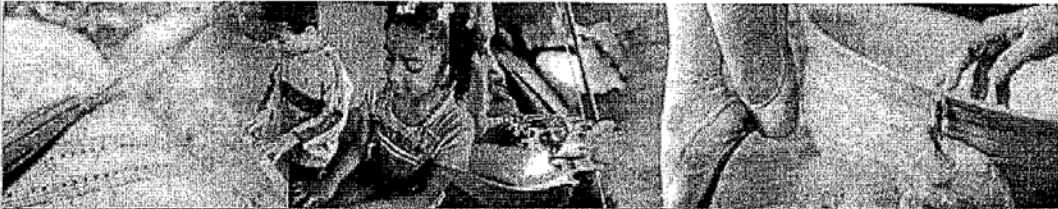
***The next scheduled meeting date is January 28, 2016, 4:00 p.m.***

There being no further business, the meeting adjourned at 4:55 p.m.

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 and title.

Cindy Ornstein, Director  
Arts and Culture Department



## ARTS ACTION NEWS

Dear Robert,

As you may know, congressional education leaders began a series of face-to-face meetings this week to hammer out remaining differences between House and Senate bills to reform K-12 education. The committee completed their work this afternoon.

In today's conference committee meeting, **arts education had a breakthrough moment**. U.S. Representative Suzanne Bonamici (D-OR) offered an amendment to integrate the arts into the nation's STEM (science, technology, engineering and math) programs. Rep. Bonamici, a co-chair of the Congressional STEAM Caucus, has tried to offer similar amendments in previous legislative efforts.

**Today, Rep. Bonamici's amendment to integrate the arts into STEM and promote a well-rounded education was approved unanimously.**

This amendment advances the status of the arts in the nation's K-12 education system impacting 100,000 schools, 3 million teachers and 50 million students.



Rep. Bonamici at today's meeting

This amendment's success comes on the heels of a Congressional STEAM Caucus event on Capitol Hill last week recognizing eight schools for their work to incorporate the arts along with STEM subjects.

There will be more legislative news to share on this Elementary & Secondary Education Act rewrite when the bill text is made available November 30th. Stay tuned for final votes as

soon as the first week of December, bringing a new federal K-12 education law to the next generation of students.

Thank you for your advocacy work over the past decade to get to this moment.



Presents

## *Play Me, I'm Yours*

### CALL FOR PIANOS

Do you have a piano not getting played and yearning for an exciting performance opportunity? Mesa Arts Center is looking for 20-24 playable pianos to use in the internationally recognized *Play Me, I'm Yours* public art event. **Consider donating your piano today and help bring art and music to the streets of Mesa, AZ.** Those wishing to contribute a piano to the project are encouraged to contact [streetpianos@mesaartscenter.com](mailto:streetpianos@mesaartscenter.com) or call 480-644-6621.

The Mesa Arts Center's presentation of *Play Me, I'm Yours* will kick off in February and run through early April. For six weeks the pianos will live in public spaces, available for the community to play and enjoy. **Engagement with the pianos will be exciting and diverse; professional pianists will play for the public, dancers will twirl next to onlookers, artists will showcase their talent and the community will be inspired.** Pianos donations are requested from throughout the greater Phoenix area. Piano donors will be recognized and honored for their contributions throughout the project with signage near their donated piano and recognition at VIP and public events. Piano experts will inspect each piano to ensure that it meets the project's playability standards, then artists will **transform the pianos into works of art.** Pianos will be weatherized and during the exhibition will be cared for, tuned, and covered during inclement weather.

Mesa will have over 20 playable and artistically enhanced pianos located in parks, public areas and community events. These pianos will invite the public to engage with, activate and play with others in their community. **Imagine the possibilities!**



*"Play Me, I'm Yours spreads the joy of the performing arts into the community, enabling people of all ages to let their inner creativity resonate and shine."*

*- Arts Center of Melbourne, Australia*



*"The Project was a huge success. The whole city seemed to get into the spirit of it and so many people, regardless of ability level...joined in on the events."*

*-Joe Sanderson of Boston, MA*



**For more information about Street Pianos and Mesa Arts Center please visit:**

[www.streetpianos.com](http://www.streetpianos.com)

[www.mesaartscenter.com](http://www.mesaartscenter.com)





*Presents*

## **Play Me, I'm Yours**

**Mesa, AZ**

**February 27, 2016 – April 9, 2016**

### **SPONSORSHIP PACKAGE**

This Sponsorship Package Includes:

- Play Me, I'm Yours Overview
- Sponsorship Opportunities
- Mesa Arts Center Fact Sheet

#### **Contact Information:**

Executive Director:

**Cindy Ornstein**

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**"Play Me, I'm Yours spreads the joy of the performing arts into the community, enabling people of all ages to let their inner creativity resonate and shine."**

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**"The Project was a huge success. The Whole city seemed to get into the spirit of it and so many people, regardless of ability level...joined in on the events"**

*-Joe Sanderson of Boston, MA*



**"The idea of taking an instrument that's most commonly associated with living rooms and big concert halls and putting it outside sort of captivates the imagination,"**

*-Rachel Fine, executive director of the Los Angeles Chamber Orchestra, CA*



## *Play Me, I'm Yours* Overview

### ABOUT STREET PIANOS

#### The Pianos

The Mesa Arts Center's presentation of *Play Me, I'm Yours* will kick off in February and run through early April. For six weeks the pianos will live in public spaces, available for the community to play and enjoy. **Professional pianists will play for the public, dancers will twirl next to onlookers, artists will showcase their talent and the community will be inspired.** Pianos will be donated by members of the greater Phoenix area. Piano experts will inspect each piano carefully to ensure that it meets the project's playability standards, then artists will **transform the pianos into works of art.** Mesa will have over 20 playable and artistically enhanced pianos located in parks, public areas and community events. These pianos will invite the public to engage with, activate and play with others in their community. Imagine the possibilities!

#### Media Coverage

*Play Me, I'm Yours* routinely **receives extensive coverage in printed, online and television media, and provides a fantastic opportunity for positive promotion and audience development.** Press coverage for *Play Me, I'm Yours* has appeared in *The New York Times*, *Vanity Fair*, *BBC News*, *The LA Times* and more!

#### The Artists

**Artists play an important role in this internationally recognized event.** Artists will work closely with local community groups to transform the pianos into works of art that inspire and engage the public as well as enhance and enliven their urban setting. The Artists will be recognized and honored for their contributions throughout the exhibition with signage, media information and recognition at VIP and public events.



### About Street Pianos:

Touring internationally since 2008, *Play Me, I'm Yours* is an artwork by British artist Luke Jerram. Reaching **over eight million people worldwide** – more than **1,400 pianos** have already been installed in **47 cities across the globe**, from New York to London, bearing the simple instruction “Play Me, I’m Yours” Located in public parks, bus shelters and train stations, markets and even on ferries the pianos are available for any member of the public to play and enjoy. Piano are personalized and enhanced by artists alongside local community groups.



The MAC Foundation will partner with MAC staff in the planning, fundraising and implementation for this event. For this project, MAC and the MAC Foundation will actively engage Mesa Public Schools, ASU, Mesa institutions of higher education and area community organizations as well as the under-40 community art activists involved in MAC's Creative Catalysts program.



## Sponsorship Opportunities

### Sponsorship Levels

#### Principal Sponsor - \$15,000 (one)

- Prominent logo recognition on:
  - Mesa [www.streetpianos.com](http://www.streetpianos.com) website
  - Large signage near each piano (20+)
  - Event advertising print materials including the Map & Guide, Souvenir Poster & press releases
- Company Name on the side of each piano (20+)
- Recognition signage at the VIP & Public Kickoff events
- 20 tickets to the VIP Premiere Party

#### Major Sponsors - \$7,500 (two)

- Prominent logo recognition on:
  - Mesa [www.streetpianos.com](http://www.streetpianos.com) website
  - Large signage near each piano (20+)
- Recognition signage at the VIP & Public Kickoff Event
- Acknowledgment in print materials including the Map & Guide & major signage near each piano (+20)
- 8 tickets to the VIP Premiere Party

#### Public Kickoff Sponsors - \$5,000 (two)

- Prominent logo recognition during Public Kickoff Event
- Verbal acknowledgement at the Public Kickoff Event
- Acknowledgment in the Map & Guide
- 8 tickets to the VIP Premiere Party

#### Piano Sponsors - \$2000 (20+)

- Acknowledgment in print materials including the Map & Guide
- Acknowledgment in the Map & Guide
- 4 Tickets to the VIP Premiere Party.



### Event Details

- **VIP Premiere Party** February 26, 2016
- **Public Kickoff Event** February 27, 2016
- Event will run for 6 weeks from **February 27 through April 9, 2016**
- Social Media Video Competition and impromptu community inspired events will take place 24/7 during the duration of the event!
- Estimated attendance for VIP and Kickoff events: **2,500 - 5,000 people**
- Estimated attendance for duration of event: **40,000- 50,000 people**

### About Mesa Arts Center:

Mesa Arts Center, owned and operated by the City of Mesa, is an architecturally stunning facility located in the heart of downtown Mesa. Arizona's largest arts center is home to four theaters, five art galleries, 14 art studios, and an artist cooperative gallery. The Mesa Arts Center mission is to inspire people through engaging arts experiences that are diverse, accessible, and relevant.