

Museum and Cultural Advisory Board – Revised Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the i.d.e.a. Museum, 150 W. Pepper Place, second floor conference room on July 27, 2017

Members Present:

Nancy Aposhian
Jocelyn Condon
Gladys Contreras
Michael Darr

Dr. David Dean
Michelle Streeter
Karina Wilhelm
Robert Valverde

Members Absent:

Dilworth Brinton, Jr.
Melissa Sue Johnson
Benjamin Rundall

Staff Present:

Cindy Ornstein
Natalie Lewis
Jean Kaminski

Public Comments: Laura Hyneman, Environmental Management and Sustainability Department, was present to observe. Mischelle Durkovic, Community Services Department, was present as an ambassador for Imagine Mesa.

Approval of Minutes:

Dilworth Brinton, Jr., Chair, was tied up in a meeting and was unable to be present. Gladys Contreras, Vice-Chair, presided over the meeting. She called the meeting to order at 4:01 p.m. Dr. David Dean made a motion to approve the minutes as written, and Jocelyn Condon seconded the motion. The Board members present unanimously approved the minutes of May 18, and they will be posted on the City's website.

Take Action: Elect a Chair for FY17-18 – Dilworth Brinton, Jr.

Gladys Contreras, Vice-Chair, asked for nominations for Chair for FY17-18. Karina Wilhelm nominated Gladys Contreras, and she accepted the nomination. Gladys Contreras nominated Dilworth Brinton, Jr. (he was absent, but had informed the Board, through Jean Kaminski, Admin. Support Assistant, that if nominated, he would accept). There were no more nominations. The Board members present voted anonymously. The result was a 5-3 vote in favor of Gladys Contreras, and she will serve as Chair for FY17-18.

Take Action: Elect a Vice-Chair for FY17-18 – Dilworth Brinton, Jr.

Gladys Contreras, Vice-Chair, asked for nominations for Vice-Chair for FY17-18. Gladys Contreras nominated Karina Wilhelm, and she accepted the nomination. Karina Wilhelm nominated Dilworth Brinton, Jr., (again he accepted via phone through Jean Kaminski, Admin. Support Assistant). There were no more nominations. The result was a 7-1 vote in favor of Karina Wilhelm, and she will serve as Vice-Chair for FY17-18.

Hear a Presentation on the City's Digital Community Engagement Campaign, Imagine Mesa Mischelle Durkovic

Mischelle Durkovic introduced Deputy City Manager Natalie Lewis who was there to observe. Michelle presented Mesa's new initiative, Imagine Mesa. See Exhibit A.

Mesa City Council asked staff to develop a digital means to help those who live, work and play in Mesa present ideas to make Mesa a better place to live. On June 29, the City launched Imagine Mesa, a fun digital forum that allows idea sharing and on-line collaboration. The website is user friendly and can be viewed on a phone, tablet, or personal computer. The idea was to use an on-line platform that stakeholders are familiar with and one that makes it easy to operate.

The brand was designed to communicate an inspiring message and visuals, along with a diverse communications strategy, all of which are incorporated into the website and social media to encourage participation of ideas. Analysis will be done to track interaction such as user experience, active user demographics, and which ideas are getting the most views. Ms. Durkovic reported that the Play section, which includes arts and culture, has the most traffic at this time.

The next two months will provide an opportunity to reach those community members that have never engaged with the City of Mesa previously. The campaign was launched on June 29 and will go through October 31. The visual software the City is using is called Neighborland, a platform that has been used by over 200 cities, universities and non-profits to reach their broad and diverse audiences.

There are five forums: Mesa at Play; Mesa at Home; Mesa at Work; Mesa Leading Innovation; and Mesa's Green Future that are reflective of City Council's strategic priorities. Ideas submitted could include how to use services more effectively or a suggested specific project for the community.

The forum, Imagine Mesa at Play, can include ideas for public spaces, trails, entertainment, and arts and culture. City staff will be monitoring the site and provide information/resources as needed and/or requested.

If you want to just view ideas, you do not have to log onto the site, but can scroll through the ideas that are there. If you want to submit, support an idea, or comment on an existing idea, you do need to sign in to either Facebook, Twitter, or Google to access the site. Or, you can create an account in Neighborland that will ask you two questions: do you live, work and/or visit Mesa, and what is your zip code.

There is an effort to reach the Spanish speaking community for their input as well. With a simple click, text on Imagine Mesa will be translated into Spanish and several other languages. Once you click the button, the videos will be close captioned in Spanish.

Imagine Mesa digital outreach will include digital banner ads and videos on various websites, such as local news media websites.

The City is using their marketing tools to promote Imagine Mesa and get the word out. These tools include ambassadors like Ms. Durkovic that go out and inform Advisory Boards and Committees about the Program.

Some ideas might be able to be achievable with existing resources, but other more complicated ideas may require additional resources, partnerships and stakeholder support for them to become a reality.

A Council-appointed Committee has been formed to evaluate and prioritize ideas. The team members and what their role is are listed on the home page of the Imagine Mesa webpage under "committee." Their recommendations will be brought to City Council in January 2018. This is the beginning stage of listening to community ideas that will help shape Mesa's future. Ms. Durkovic asked the Board for their assistance and support in getting the word out to the community to visit Image Mesa website and share their ideas.

Natalie Lewis shared that many cities are moving to digital means of communicating with their citizens and Mesa is shifting that way as well. This is a way citizens can communicate to City Council what they feel is important to the community. She encouraged the Board members to visit the site and share their ideas and perspective, not only from the Board's perspective, but from their individual perspective as well.

Cindy Ornstein added that in acting as a proponent to encourage people to go on the site and share their ideas, especially if that is regarding arts and culture, that arts and culture doesn't need to just live in Mesa at Play, but there could be arts and culture activities that could live under Innovation, Mesa at Home, or other forums where it would impact the community.

This is live until October 31 so ideas that are possible for the fiscal year 2018-2019 can be worked into the City's budget. Ms. Ornstein added that some ideas may be short term and some longer term, which might require planning and additional resources for the future.

Gladys Contreras asked if the Board was in favor of supporting this effort. The Board members present unanimously agreed to support the effort.

Michelle Streeter asked if you can only go into one forum. Ms. Durkovic said you can only do one at a time, but you can go into any of them at any given time.

Presentations, Information and Feedback: Present Two Possible Planned Capital Projects – Cindy Ornstein

The first project is being presented to get The Board's feedback and other stakeholders on whether it is a good idea to proceed and hopefully present to City Council in the near future. Laura Hyneman from the Environmental Management and Sustainability Department was present and has been the lead on this project. It was Environmental Management and Sustainability Department's idea to have more solar canopies in Mesa that conserve energy and provide shade for parking. The Department scored plans for a number of sites in the City, and the City Manager was supportive of having a solar canopy at Mesa Arts Center (MAC) because of the impact and high visibility at MAC. The idea was further developed – See Exhibit B.

A solar canopy/parasol would be constructed over the south parking lot that would provide shaded parking for 102 spaces and a shaded plaza for events. The sustainability benefits are that this structure would produce approximately 30% of the electricity used by MAC per year. The energy produced would not come to MAC, but would go into the City grid to share. While the solar canopy has an environmental benefit, and makes an environmental statement, MAC is excited about the benefit to patrons such as shaded parking; a more usable event space, which is in essence an expansion of our programmatic footprint; and the statement it makes as you approach Mesa Arts Center, giving the impression that there is

something special in this space. One end of the parking lot was left open for larger installations such as a large inflatable sculpture like Amococo, a large temporary stage, a big top event, etc., which would not fit under the canopy.

The canopy is pictured in a light beige color that would give an open airy feel and would match the building directly behind where it would be, but this is in concept form and not a final design. There are four double-column panels that are the inverters which convert the solar energy. Two inverters are at the entrance and we hope to use them to mount digital signage and the other two could be used for banners.

LED lighting was designed to disappear into the structure and not make a statement. The panels are constructed so that some light will come through. MAC did request a few other add-ons to the structure, one being, on the east end, a steel grid that we can use to hang theatrical lighting. This addition would have several advantages, 1) if we put a large temporary stage on the east lot, the lighting grid would allow us to light that stage and would save a large sum of money over renting a temporary truss, as well as being used to light theatrical performances under the east side of the canopy. The reason for placing the grid on the east end is because there are often performances on the south lawn and this would enable us to have performances in both spaces that would be far enough apart to avoid sound pollution.

The fourth and fifth to the last slide lists the cost of the extra features, which will be approximately \$12,000 annually for 25 years. The City of Mesa will not build the structure. The company that builds the structure owns the canopy and takes responsibility for its maintenance under a 25-year contract. The way the company makes their money, is they sell the energy back to the City at a premium. This makes a structure like this more affordable and at the same time the City knows what the cost is up front and has no responsibility for construction or maintenance.

The two digital signs are not included in the plan and would be approximately an additional \$100,000 - \$150,000, depending on size. Also, the parking lot surface would be changed; the islands would be removed and an upgraded, colored surface would be laid creating a feeling of a plaza rather than a parking lot. These costs would need to be covered by MAC through restoration funds for capital purposes or possibly seek a donor to underwrite the cost. The digital signs could be added after construction and would not hold up construction.

The last two slides show the draft schedule. It is an ambitious schedule, and the reason is because construction costs are increasing, and to get it done in a timely manner and lock in a good rate, timing is a consideration. Assuming City Council likes the idea and supports it, it needs to go through the protocol for approvals and we hope to go back to Council for final approval sometime near the end of the year with construction beginning in the April – July time-frame; the reason for waiting until at least April is that MAC's season is still in full swing in March and construction would be too disruptive to MAC's programming.

Nancy Aposhian asked if there were other cities that have solar canopies. Ms. Ornstein replied that there are cities all over the country and Mesa has some, including at the Red Mountain Library. ASU has successfully used solar canopies for years, and Natalie Lewis added that Empire on Country Club Drive also has one. Ms. Aposhian also asked what the savings to MAC would be if we did not move forward with this project. Ms. Ornstein responded that we do not get any direct benefit because MAC does not get the electricity, it goes to the City of Mesa into the grid that is shared by everyone. For MAC, we would be responsible for the \$12,000 a year and whatever is spent on the parking lot and the digital signage. MAC would be the owner of the signage and responsible for maintenance of the parking lot and the digital signage.

Michael Streeter added that she sees this as a new event space. She saw a lot of examples of this at the Eccles Center in Salt Lake City where they used a canopy structure as a parking lot and gathering space for events.

Gladys Contreras asked if the concept of the company building and owning the structure is something that the City has used previously? Laura Hyneman said, yes, the City currently has a solar installation under a Solar Service Agreement or Power Purchase Agreement with another company called Solar City, and it has been working well.

The Board was asked if they are in agreement as it relates to concept and what it would do for Mesa Arts Center. The Board members present unanimously agreed that this is an excellent, innovative idea and may inspire other cities to follow our lead.

The second presentation is regarding a potential Capital Improvement project for the Metalworking Terrace and gas line improvements. See Exhibit C.

Due to current Code and Industrial Safety Standards, improvements are required on the metalworking and glass terrace if we are to continue our foundry work. These include a canopy over the terrace to protect the equipment from the elements, improvements to gas line valves, two furnaces, and the relocation of electrical panels. Most of these changes are easy to

accomplish. The larger project, and the only one that will have an aesthetic impact, is the addition of a canopy over the metalworking terrace; the glass terrace an existing canopy over their gas line area.

The original design drawings for MAC included a metal canopy on the Metals Terrace; however, it was listed as alternate #6, and as often happens, the alternates do not always get funded. If we are able to identify funds for the project, the original design will be used, but was designed with a slatted roof which would be changed to a solid rooftop.

To continue offering foundry work on the Metal Terrace, these improvements are necessary. The total costs for this project include design, new gas line vales, a foundry furnace, relocation of electrical panels, canopy fabrication, installments and project management, is \$250,000.

If we move forward with the project, we will seek funding and the remaining cost could come from the MAC Restoration Fund which does have a designated Studio fund. We need to determine if it is feasible to proceed.

Ms. Ornstein asked the Board for feedback on the aesthetics of adding a covered canopy to the Metals Terrace. The Board members present agreed this would be an excellent improvement on the terrace.

Staff Reports

i.d.e.a. Museum – Sunnee O’Rork was unable to attend – Cindy Ornstein Reported for Ms. O’Rork

- The Museum has finished the Phase I assessment of the Agile Project that looked at capacity building and future development of the Museum. They have submitted the first funding request (eligible for up to \$250,000) for switching their front desk software to AudienceView (the program that MAC uses for ticketing and class sales), an upgrade for QuickBooks, and the Bloomerang platform to support their development efforts.
- Staff Agile team members attended the second cohort session led by the person at Piper Trust who is leading the Agile Program.
- The Museum has successfully rolled out a national program, Museums for All, in which a EBT and WIC card holder (lower income persons) can go to the Museum for \$3. Arizona Museum of Natural History may consider joining the program as well. The program has 240 museums nationwide currently participating.
- “My Favorite Monster” successfully opened on June 15 and among the attendees were Mayor Giles and Vice-Mayor Luna.
- Family Day took place at the Museum of July 24 with 1,438 attending. They were forced to give refunds because of the long lines that didn’t get to see Daniel The Tiger, even though Daniel the Tiger stayed longer than planned.

Arizona Museum of Natural History – Tom Wilson was unable to attend – Cindy Ornstein Reported for Tom Wilson

- The dinosaur façade is moving along, and the Museum has received commitments for additional funding. The Museum put out an RFQ to fabricate the dinosaur and received several great proposals. The Museum hired one of the leading paleontology art firms in the country – the firm that created the famous dinosaurs at the Indianapolis Children’s Museum that has dinosaurs breaking out of the building and a giant Apatosaurus at the entry looking into the atrium of the building. The façade is planned to be completed by late April or early May.

Director’s Report – Cindy Ornstein

- The Arts and Culture Department ended the fiscal year well with expenses under budget and income over budget.
- Regarding Performing Live ticket sales, as of this morning (27 days into the fiscal year; however, many shows went on sale earlier in April and May) there are over 850,000 tickets sold.
- Class registrations are going well with an increase in class registrations.
- Event Services did an amazing job with rentals last fiscal year – a tremendous increase over the projected budget numbers for revenue. Event Services does have expenses associated with their budget; however, the increase represents community ownership and use of the facilities.
- Cindy Ornstein distributed a flyer (See Exhibit D) on the upcoming Prototype Festival on November 17 and 18 describing the festival and pictures of six of the prototypes. There will be an opportunity for the public to tell us which prototypes they are interested in seeing developed further. All 20 prototypes are on the website – <http://www.mesaartscenter.com/index.php/events/main-street-prototyping-festival>. This is a great opportunity for the public to let Mesa know what type of activities and experiences they want in downtown that would activate and connect spaces to make it more of a destination and a place where they would spend more time. This works beautifully hand-in-hand with the Imagine Mesa project. Imagine Mesa invites people to envision ideas of what they want in downtown Mesa and the Prototype Festival has artists, designers, architects, and students bringing their ideas forward of how to do things the community has said they wanted. This is the hands-on version of

Imagine Mesa in that it is another way to engage the community and allow them to have a say in what the future of our city might look like.

Mesa Arts Center is cross-promoting with the description of the Prototyping Festival on the Imagine Mesa website and Mesa Arts Center is promoting Imagine Mesa on the website, as well as on the Main Street Prototype Festival page with a link to the Imagine Mesa site.

The first image on the flyer is from a group of young architects and the second is from the landscape architectural firm, Cowell Shelor, who are also the designers of the 1st Ave. Streetscape.

- This year's Education Preview Night is being done in a different way. Rather than one night, this year there will be three separate evenings that will focus on different areas each night. The first is tonight, July 27, and is an open house with drop-in activities and the Board is invited to drop in following the meeting.

Ms. Ornstein ended by saying that in the future, staff is looking at ways in which the Board can act as ambassadors in conjunction with the Prototyping Festival in November and Fantastic Planet in May.

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

Robert Valerde reported that he began participating in Vet Tix, an organization that provides tickets to events at a nominal fee. Through the organization, which enabled him to take his children to see Medieval Mayhem in Pinetop and his sister to see Earth, Wind, and Fire. Both events were thoroughly enjoyed.

Karina Wilhelm's family enjoyed a road trip to Yellowstone in July. On the way home, they stopped in Ogden, UT, and visited Ogden Eccles Dinosaur Park – a park with large dinosaur replicas – it was a fun place to visit.

Ms. Wilhelm asked if any Saturday children's arts classes have been added to the fall schedule. Ms. Ornstein replied that Billy Jones will be retiring next spring and we will be conducting a national search to replace his position. Before he retires, staff is doing an audit on classes and want to examine the programs that will provide a leg up to the person who will be replacing Mr. Jones. Ms. Ornstein said that we would be trying new things once the new person is on board and she will relay the idea of offering more Saturday youth classes.

Ms. Wilhelm works at ASU in the Maps and Geospatial Hub, and she will be conducting tours in the fall on historic maps of Arizona and historic aerial photography. Everyone is invited to attend.

Nancy Aposhian took her nephew and son to the two Museum openings, spending four hours at each one. She and the kids found it to be lots of fun.

Jocelyn Condon reported that they were in New York City this summer and noticed that in the Times Square area, traffic has been reduced. Instead of having a lot of lanes they have set up tables, benches, planters, etc., and people are spending time relaxing and enjoying what is going on around them. Cindy Ornstein added that this was an initiative of Mayor Bloomberg and was incorporated at squares and intersections across the city to make the city feel more pedestrian friendly. She added that MAC would like to add more seating areas in the future and in the downtown public areas as well.

Dr. David Dean suggested putting that on Imagine Mesa. Cindy Ornstein added Ms. Condon could add a picture she took at Times Square to her suggestion.

The next scheduled meeting date is

There being no further business, the meeting adjourned at 5:47

Respectfully submitted,



Cindy Ornstein, Director, Arts and Culture Department