

## **Museum and Cultural Advisory Board – Revised Meeting Minutes**

The Museum and Cultural Advisory Board met in a regular meeting at Mesa Arts Center, One East Main Street, Mesa, AZ, on May 24, 2018.

### **Members Present:**

Nancy Aposhian  
Dilworth Brinton, Jr.  
Gladys Contreras  
Dr. David Dean

Melissa Sue Johnson  
K. Alycia Perry  
Karina Wilhelm

### **Members Absent:**

Jocelyn Condon  
Michael Darr  
Benjamin Rundall  
Michelle Streeter

### **Staff Present:**

Rob Schultz      Tom Wilson  
Jean Kaminski

Gladys Contreras, Chair, called the meeting to order at 4:04 p.m.

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

### **Approval of Minutes**

Gladys Contreras, Chair, asked for any corrections/deletions to the minutes of January 25. There being none, Dilworth Brinton, Jr., made a motion to approve the minutes as written, and Dr. David Dean seconded the motion. The Board members present unanimously approved the January 25 minutes, and they will be posted on the City's website.

### **Information and Presentation – POSTPONED – i.d.e.a. Museum Gyroscope Site Plan – Sunnee O'Rork.**

Unfortunately, Sunnee O'Rork was ill and unable to attend the meeting. She will present the i.d.e.a. Museum's Site Plan at the next meeting in July.

### **Information – Summary of Awards for this Year's Creative Economy Fund – Gladys Contreras**

A summary of the 2018-2019 Creative Economy Fund awards were included in everyone's packet to review. Gladys Contreras, Chair, was a member of this year's panel and gave a short summary of the awards. See Exhibit A – Summary of Awards.

The four panelists, Gladys Contreras, Pam Slim, Ceri Jones Salahadyn, and Yvonne Martinez, met on Monday, May 14, to review the 2018-2019 Creative Economy Fund applications. There were 12 applicants this year, which is down from previous years; however, this year's applicants were stronger than other years. There were no new applicants this year. A Creative Economy Fund rating scale is used by the panelists to rate and rank each applicant. Total awards given was \$31,772.

Several applicants have stepped up their engagement initiatives with the community and audiences. Southwest Shakespeare Co. is going to do one of their performances as a Stop Action performance. The players will stop/freeze and a narrator will let the audience know what is happening in the play and answer any questions – this will go on throughout the play. Another organization communicates with their audience, and the community through surveys, emails, text notifications, newsletters, face-to-face meetings with parents of students in their organization, and volunteers for feedback on what they value and how the organization can help achieve the goal of better understanding what their audiences are wanting in a performance. One result they received was that they were too expensive, and they have adjusted that. Another was that some students couldn't afford instruments, so they initiated a program where the organization acquired instruments and students can borrow them. These initiatives give organizations additional point value in determining the final score for an award.

### **Staff Reports**

#### **i.d.e.a. Museum – Sunnee O'Rork**

- Mrs. O'Rork was ill and unable to attend.

#### **Arizona Museum of Natural History – Tom Wilson**

- The Museum's new exterior dinosaur façade is the newest addition to the Museum and was preiered on May 1, with Mayor Giles, the City Manager, and some Councilmembers speaking. Everything with the project went smoothly and there was a lot of media coverage. It is an iconic, exciting site to see.

Melissa Sue Anderson asked if any of the attendees at the American Alliance of Museums conference in Phoenix, in early May, were able to see the façade. Dr. Wilson responded that Mesa hosted an evening event for the conference that was a progressive dinner. They began at MAC with hors de oeuvres then to Arizona Museum of Natural History for the main course and finally to i.d.e.a. Museum for dessert. The facade was in place for the attendees to see.

Dr. Wilson shared an anecdote from one of his staff who was traveling in South Dakota and while in a bar of approximately 64 people he began talking with patrons who asked what he did. When he mentioned he worked for the City of Mesa at the Arizona Museum of Natural History, one person in the bar said, oh, that's the museum with the dinosaur coming out of the wall – amazing.

- Since Dr. Jerry Howard's retirement from the Museum after 26 years of service, the Museum conducted a national search for his replacement. They received 56 applications of which 26 were forwarded from HR. Out of those, six were selected to be interviewed and they found two strong candidates and two very strong candidates. Dr. Emily Early was selected. She holds a PhD in Anthropology from Yale and before coming to Arizona Museum of Natural History, she worked at the Smithsonian. Dr. Early has been working with the Museum for four years as an Associate Curator for the Museum and Mesa Grande and was the top candidate for the position.

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

- Held an opening reception for Fantastic Planet - the six inflatable sculptures that were placed in downtown Mesa on top of Milano's, the Federal Building, the i.d.e.a. Museum, and three at Mesa Arts Center. The exhibition was well received and was the US premier for the sculptures. They were deinstalled on Monday, May 14, and then were on their way to the Exploratorium in San Francisco; they will be exhibited inside there. Because of high winds, the sculptures had to be deflated twice during the two-week exhibition. The exhibition was up during several events at Mesa Arts Center (including the Members Preview and American Alliance of Museums evening party).
- Due to damage, the red and yellow glass panels on the north end of the MAC campus have been replaced; the water tables on the north and south ends of campus were removed, as they were irreparable.
- Registration for summer classes began on April 13 including Summer Arts Camp. Classes begin on June 4.
- Billy Jones, long-time manager of arts classes, retired on May 30. Laura Wilde was hired as his replacement and began working on May 14. Ms. Wilde served as an intern for MAC Engagement for approximately a year and moved on to the Phoenix Center for the Arts and then the Phoenix Art Museum; most recently she served as Executive Director at Xico Arts Organization in downtown Phoenix. Mesa Arts Center is happy to have her back with us.

Alycia Perry asked how the Fantastic Planet installation went. Mr. Schultz called it very successful. He spoke with a lot of people during the different events over the two weeks they were on display. He saw many of them with a map and walking in downtown taking them all in. Unfortunately, there were the two times they needed to be deflated because of winds, but they deflated in 10 min. and we were able to inflate again quickly when the winds died down.

Melissa Sue Johnson again raised the issue of no two-dimensional classes offered on Saturdays for younger children. Rob Schultz replied that we may have offered the class, but not enough people signed on, or possibly we couldn't find an instructor, but he will discuss the issue with Ms. Wilde and see if that is a possibility in the future.

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

Dilworth Brinton, Jr. commented that Randy Vogel did a nice presentation to the Rotary Club on the upcoming season.

As a gift to his wife for Christmas, they picked out several performances to attend at Mesa Arts Center. One of them was Boston Pops, which they enjoyed. He added that he has come to MAC several times for performances that he did not have a ticket for, but came to observe and see if there were any issues. He reported that he saw nothing, staff were helpful, and everyone seemed happy to be here. He added that staff and volunteers are doing a good job.

Alycia Perry reported that they attended the Mesa Contemporary Arts Opening Reception. They were surprised at the number and diversity of the crowd. They also went to the David Byrne performance and found it amazing from his performance to the staging, and they would like to see a lot more of that. She added the crowd was buzzing after the performance.

Dr. David Dean reported that he accompanied 42 honor students to seven countries in 14 days – it was amazing. One of the tours they took was an alternative walking tour of post-cold war Berlin, which was impressive. It has become a strange art/music community fostered by inviting people to come in as they create these signature pieces of art that are done on the sides of the buildings. They never know who the artist is - somewhat like graffiti art. The City is now working to conserve these communities, as it is an attraction; however, the town is trying to avoid that happening. Artists come from all over the world to create on the sides of the buildings – nothing is signed, and the work is done when there is no one around. Gladys Contreras, Chair, added that Phoenix has some of that as well where artists started creating art on a building and more artists came and embraced the area. It wasn't long when the City began commercializing the area by building condos and high rises around the artwork.

Melissa Sue Johnson reported that they saw Mesa Encore Theatre's "Beauty and the Beast." Her family enjoyed it.

Karina Wilhelm stated that they thought Fantastic Planet was awesome. Her children did not want to come but loved it when they saw it.

***The next scheduled meeting date is July 26 – Mesa Arts Center, south Studios conference room.***

There being no further business, the meeting adjourned at 4:35 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.

Cindy Ornstein, Director  
Arts and Culture Department

Exhibit A  
**Summary of Awards**

**Creative Economy Fund Awards  
2018 - 2019**

***Arizona Arts Academy***

Arizona Arts Academy is applying for two projects that coincide with two major Chinese holidays.

One is the Moon Festival celebration. For this performance, they will focus on Chinese Dance art. There are 56 ethnicity groups in China each having their own dance form and tradition. The performance will feature many styles of dances from the different regions. It will give the audience a refreshing experience of the vibrant colors of the costumes, unique music and movements, and provide an experience of their cultures.

The second is for Chinese New Year, the biggest holiday in China, and some Asian countries, with many traditions. During this performance, they will incorporate all things to do with celebrating the holiday using different art forms to bring these traditions to life on stage. There will be singing, dancing, instruments, acrobat, choir and much more immersing not only the Chinese audience, but also people of other ethnic backgrounds.

Eligible Rental Fee:	\$3,977
Recommended Award:	\$2,784

***CYT Phoenix – Christian Youth Theatre:***

CYT Phoenix will be performing the full Broadway production of *Beauty and the Beast* for a two-week run in May 2019. The public will experience the magic of this classic Disney tale, directed by a highly qualified and talented artistic team. This stage version includes all the wonderful songs written by Alan Menken and the late Howard Ashman, along with new songs by Mr. Menken and Tim Rice. The production will be filled with beautiful set design, costuming, and effects that will engage the entire family.

Eligible Rental Fee:	\$5,000
Recommended Award:	\$2,000

***East Valley Children's Theatre:***

The winner of this year's East Valley Children's Theatre's Aspiring Playwriting Contest (which received over 54 entries from around the world) is a play by Stacey Lane of Chicago, IL, titled *Camelot and Camelittle*, and will become a part of their 2018-2019 season. The creative experience that designers, directors, and young actors have being involved with a show for the very first time is astonishing. In addition to the experience of a live theatrical performance, there will be a workshop with the playwright for the cast and crew. EVCT again held a 10-minute play competition for high school students in which the top six submissions will get a stage reading of their work with verbal comments from the playwrights. The playwrights will also hold a special playwriting workshop for children ages 12-18 who are interested.

Eligible Rental Fee:	\$2,985.60
Recommended Award:	\$2,388

### ***Limelight Performing Arts:***

The grant award would fund two performances for Limelight Performing Arts.

1) *Mamma Mia* – Limelight will serve as the AZ community theater premiere. The show will draw audiences of all ages while providing a range of lead and featured roles and opportunities for stellar ensemble numbers giving performers a chance to shine.

2) *The Little Mermaid* – This show will be a hit for families, including many who enjoyed the movie, but perhaps have minimal experience enjoying live production. Limelight produced this show for MAC in 2013 and knew they would bring it back for their 10<sup>th</sup> season. They are offering a princess meet and greet class for preschoolers that include confidence-building and self-esteem activities along with opportunities for school groups to attend. They are also planning to provide discounts/comps to open the world of theater for children who cannot afford to pay.

Eligible Rental Fee:	\$5,000
Recommended Award:	\$2,750

### ***Metropolitan Youth Symphony:***

Metropolitan Youth Symphony is requesting support for their 2018-2019 Formal Concerts Series. Having completed their 36<sup>th</sup> Season, they are excited to continue to provide quality experiences for over 350 young instrumental musicians and their families. Each of the six large ensembles perform three formal evening performances, and Metropolitan Youth Symphony hosts eight formal recitals as part of the Recital Series. The recitals are free for participants and attendees, allowing young musicians the opportunity to expand their performance experience in the solo and small ensemble areas. The emphasis and artistic goals is not only to continue the engagement of the community, and generate excitement in the arts and our youth, but to show the benefits of arts collaboration by again engaging with East Valley Children's Theatre. It was a huge hit last year and an amazing experience for the musicians and the audience.

Eligible Rental Fee:	\$5,000
Recommended Award:	\$4,000

### ***Phoenix Children's Chorus:***

Phoenix Children's Chorus will be celebrating its 35<sup>th</sup> Anniversary Concert and Alumni Reunion on May 11, 2019. The 400-member chorus will be performing both matinee and evening concerts for the community, parents and patrons of Phoenix Children's Chorus in honor of this milestone. Prep, Cadet, Concert, Bravo, and Encore chorus' will each perform four songs that present a variety of styles, rhythms and complexities selected to match the skill level of choristers. There will also be three all chorus compositions and the finale featured the alumni choir who will join in performing "Why We Sing" under the direction of retiring Encore Director/Artistic Director, Ron Carpenter.

Eligible Rental Fee:	\$2,000
Recommended Award:	\$1,100

### ***Rogue Dance Theater, Inc.:***

Rogue Dance Theater, Inc. is requesting support for their production of *And Then There Were None*, the Agatha Christie novel that inspired the board game *Clue*. The songs are chosen carefully so that the lyrics combined visually with the choreography tell the full-length story. Each show has a specific sound that creates the continuity and flow. *And Then There Were None* will deliver a classy, dinner party feel using primarily orchestrations, violins, cellos, and come guitar.

Eligible Rental Fee:	\$2,500
Recommended Award:	\$1,750

### ***Salt River Brass:***

Salt River Brass Band will present six entertaining and educational performances for an estimated 6,000 community residents, featuring some of the Valley's top musicians led by highly regarded conductor, clinician and performer, Music Director Patrick Sheridan.

The Band, composed entirely of volunteer musicians, has thrilled audiences across the country, produced numerous recordings and presented outstanding soloists and ensembles to audiences.

Salt River Brass will feature the following six themed concerts in 2019: *That's Entertainment* will kick off their 31<sup>st</sup> season; *Windows of the World* will celebrate Veteran's Day; *Holiday Pops* will ring in the holidays with this Valley tradition; *Swinging on a Star* will melt the last of winter away with a jolt of hot swing; *Pictures at an Exhibition* will paint in glorious brass strokes with a grand exhibition of music based on artwork; and *On the Shoulders of Giants* will close the season paying tribute to the musical melting pot of the U.S. and the great American brass virtuosi whose legacy has provided the foundation for countless brass giants of today.

Eligible Rental Fee:	\$5,000
Recommended Award:	\$2,750

### ***Southwest Shakespeare Company:***

Southwest Shakespeare Co., as part of its 25th Jubilee Season, proposes to present four fully mounted theatrical works from the classical cannon. This year, they will present a fall and spring repertory, each presenting two works. Fall will feature *Pericles*, *Prince of Tyre*, Shakespeare's epic-romantic adventure of murder, betrayal and redemption, and just in time for Halloween on its 200<sup>th</sup> birthday, a new adaptation of Mary Shelley's *Frankenstein*. Spring will have the delightful *Taming of the Shrew*, featuring the new Producing Artistic Directors, Betsy Mugavero and Quinn Mattfield, as would-be-husband and wife, along with *As you Like it*, under the direction of Quinn Manifold.

Each of the repertories will be surrounded with activities and events to both elevate and educate the audiences in the language and nuance of the classic text and historical settings. A director's talk will be available to patrons who may be unfamiliar with the evening show or want insight to the productions take on a classic tale. The Stop Action Shakespeare and Flachman Seminars will round out the theater going evening with unique access to the process of making live theater from the first read to the final performance.

Eligible Rental Fee:	\$5,000
Recommended Award:	\$4,000

### ***Tempe Community Chorus:***

Tempe Community Chorus will perform twice in 2018-2019. The concerts will be directed by Cary Burns and accompanied by pianist Mary Sievert and drummer Ben Adams. Smaller groups from within the chorus perform in addition to the full group. Mr. Burns describes the goal as bringing people together through love of music.

Mr. Burns attempts to select music that is increasingly challenging to perform. He has added a cappella selections for the full chorus. The chorus's recently formed show committee has been working with Mr. Burns to add more choreographed movement and creative use of the full stage at the concerts.

Eligible Rental Fee:	\$5,000
Recommended Award:	\$2,750

### **The Phoenix Symphony:**

The Phoenix Symphony is requesting support for three productions: 1) *Handel's Messiah*, a holiday tradition at MAC that features a profound musical statement of the Christian faith that celebrates the life, death and resurrection of Jesus. They will once again perform the "Hallelujah" chorus alongside the Symphony's full 66-member orchestra, led by Music Director Tito Munoz; 2) *Cirque Ballet: Troupe Vertigo*, a theatrical circus company co-founded by /Cirque de Soleil veteran Aloysia Gavre, presents an eclectic mix of circus-dance-theater works that ignite imagination; and 3) The 9<sup>th</sup> Biannual Bosendorfer USASU International Piano Competition Finals will be proudly be hosted by The Phoenix Symphony. Close to 200 competitors are expected to perform.

Eligible Rental Fee:	\$5,000
Recommended Award:	\$3,500

### **Youth Symphony of the Southwest:**

The Youth Symphony of the Southwest was created to support and foster the highest quality of music education in AZ and to inspire and nurture the love of symphonic repertoire by offering hands-on experience to qualified students from high schools throughout the Valley through age 20. Under the expert baton of Cal Stewart Kellogg, the symphony continues to do what they do best. Four high quality concerts are planned to be presented to diverse audiences free of charge.

Eligible Rental Fee:	\$5,000
Recommended Award:	\$2,000