

Museum and Cultural Advisory Board – Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting via Zoom video conference on Thursday March 26, 2020.

Members Present:

Ivan Martinez
Melissa Sue Johnson
Ronna Green
K. Alycia Perry
Nick Willis
Angela Buer
Jocelyn Condon
Michelle Streeter
Tara Phelps

Members Absent:

David Dean
Dilworth Brinton, Jr.

Staff Present:

Rob Schultz
Sarah Goedicke
Cindy Ornstein
Sunnee O'Rork
Dr. Tom Wilson
Illya Riske

Melissa Sue Johnson moved to start the meeting and Angel Buer seconded. Melissa Sue Johnson called the meeting to order at 4:02pm.

Public Comments: No members of the public were present.

Approval of Minutes from the January 23 Meeting:

No corrections, Michelle Streeter moved to approve the minutes as written and Jocelyn Condon seconded. Board members voted unanimously to approve the minutes from January 23, and they will be posted on the city's website.

Public Art Strategies/ASU@MCC art opportunities – Jake Pinholster, Founding Director, ASU@Mesa City Center and Associate Dean, Enterprise Design and Operations, ASU

Jake Pinholster gave a quick overview of ASU@MCC for the Board. The 118,000 square foot facility is scheduled to open in January 2022. It will focus on emerging media technologies and how they impact the world. Students will study game design, experience design, and other media. The focus is on real world applications. This is a chance for arts to lead the way in improving peoples' lives culturally, aesthetically, experientially, and making pragmatic improvements to peoples' lives.

There will be a massive undergraduate film program moving into this facility. In addition, there will be three new graduate degrees focusing on different elements of extended/augmented/virtual reality technologies and the application of those in the real and virtual world. They will have folks from Arts, design, film, dance, theater, and arts media engineering and beyond.

They are already starting to work on ways to engage the community, including building new partnerships. Examples include the Spark Youth Media Festival with Mesa Arts Center, movie screenings in the park, movie screenings in the building, immersive experiences, exhibits in the i.d.e.a. Museum, projection mapping festivals, and opportunities to engage in long-term collaborative projects in the community around themes emerging from their community conversations. The three themes that have floated to the top so far are homelessness, teen suicide, overall nature of belonging.

The building itself has a large exhibition lobby, two movie theaters that will be the nicest in Arizona from an audio/video standpoint, a large Blackbox theater that will be the enhanced immersion studio, fabrication labs and community meeting rooms, and an 80 foot screen on the exterior of the building that will be used for movies in the park, which is sloped amphitheater style. The plaza has a shade structure and serve as an event area, and utilities are all planned so that it can be a useful event space.

Partnership conversations have already begun with Mesa Community Schools, Mesa Arts & Culture, and most of the organizations listed on slide 7 of Exhibit A attached. These partnerships will be fundamentally integrated with the curriculum for the programs at this facility. A list of example collaborations can be found on slide 9 of Exhibit A attached.

Jake would love to hear from the Board any recommendations that they should be talking to about partnerships for community needs. Particularly, they would like to know about any Mesa based food vendors that could create a concept for the café in the facility.

Take Action: Decide whether to form a Subcommittee or Working Team

Sarah Goedicke explained the difference between a subcommittee and a working team. The main difference is that the subcommittee is as formal as the Board and would have to follow the same guidelines as the Board administratively (posting agendas and minutes, public comments, etc.). The City Attorney's office suggested a working team, which doesn't have the administrative requirements as a subcommittee and gives the Board much more freedom in their work. The working team would have 1-2 people working on their respective assignments and they would report back to the Board on those assignments. The subcommittee can be no more than five because it must remain smaller than a quorum for the regular Board meetings. The working team doesn't have a limit, but the City Attorney's office recommended 1-2 people per action item.

Ivan Martinez stated the Board should go with a working team because it sounds more flexible and they can get working on things right away and Nick Willis agreed. Nick also stated that he thinks the extra administrative work by staff seems untenable for the subcommittee. Angela Buer agreed with those sentiments. The Board voted unanimously to create a working team for their public art research project.

Nick Willis took the lead on organizing this group and Sarah will assist as staff liaison. He identified three areas that the Board should research: 1. Administration of a public art program, 2. Public art that is currently in the city and what future public art would look like, and 3. What makes public art effective. Nick volunteered to look into public art administration, Angela volunteered to take on existing and future public art, and Ivan volunteered to help with whatever is needed. Ivan asked who previously volunteered to be part of the working team and Sarah said about half of the Board but did not have the list in front of her at the moment.

Cindy Ornstein recommended that Rob Schultz would be a great resource due to his background in public art. Rob stated that it would be good for the Board to review the Master Plan and decide whether there should be a new Master Plan. The original Master Plan is 23-24 years old. Cindy recommended looking at public art in the broadest sense – permanent work, temporary work, and performances. Angela asked if there is a list of the current works and Rob said yes and he will share that list with the Board. Cindy mentioned that DMA also manages some public art in addition to what the City of Mesa has. Sarah or Nick will follow up with an email.

K. Alycia Perry would also like the Board to consider inclusivity and what that means – how can multiple ethnicities be represented accurately and genuinely. She recommended asking about that in a direct way.

Staff Reports

i.d.e.a. Museum – Sunnee O'Rork

Before the closure, i.d.e.a. Museum had a wonderful 4th Trimester event and had a lot of success with school tours. In February, about 1350 people attend during Southwest Maker Fest. i.d.e.a. hosted the South Mountain Community College Storytelling Institute for the opening of the *Art of the Story* exhibit, which had an extremely successful opening. Tony Duncan and Violet Duncan presenting a dance and story as part of the event, and a Cree elder gave a blessing at the beginning of the event. PlinkPlunkPlunk, in collaboration with ASU (theater for the very young), was very special and everyone enjoyed it over the three performances. Jeffery Morris met with city Engineering to review the site plan for the Downtown Kiosk pilot project but unsure if that will continue as scheduled. One will be placed outside i.d.e.a. Museum.

As soon as the closure seemed imminent, i.d.e.a. Museum asked Councilmember Luna to read *Little Red Hen* and on March 20 the museum started putting content out on Facebook. That content has been well-received and content ranges from reading of stories to different activities and sharing activities. This content is also going on i.d.e.a. Museum's website.

i.d.e.a. sent an informational email to members on how to talk to kids about the virus and letting them know the museum is thinking about them. The team is working on new programming and looking at how to extend *The Art of the Story*. The robot exhibit that was in planning is now affected. ASU students were creating robots that create art but they are unsure if that will happen as originally envisioned.

The fundraiser has been postponed, but the Board is looking at rescheduling to the fall and the Foundation is looking to support the museum in other ways

Arizona Museum of Natural History (AzMNH) – Dr. Tom Wilson

AzMNH was going gangbusters before closing. The work on the 75,000,000 BC exhibit was going well and they were looking forward to opening that by end of the fiscal year. School visits and regular visitation was strong. Late last month

AzMNH had their Volunteer Appreciation Breakfast event, one of the best ever. AzMNH had already been planning for and working on a virtual museum and it's part of their strategic plan. AzMNH is paying particular attention to keeping their 200+ volunteers engaged with the museum and created a Facebook group for staff and volunteers. The focus right now is to make sure engagement continues.

Dr. Tom Wilson is very proud of AzMNH's Facebook page, which does have a lot of the museum's collection on it. The page has a worldwide reach with about 35,000 Facebook followers, and the museum looks to make an already strong social media presence even stronger. The museum is looking at virtual reality tours but that is in its infancy right now. Currently focusing on creating videos to post online.

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

With new structure, Rob Schultz no longer oversees Art Studio Program or Volunteer Program but can give an update on what the museum is doing. Mesa Contemporary Art Museum staff were very proactive with the closure and came up with a plan for the exhibitions. The current exhibitions will stay through the summer and the artists are fine with that plan. There is not a big impact on their exhibition schedule, and they are in good shape. The Cannupa Hanska Luger project has been postponed (was originally scheduled for this summer). Once they have a reopening date, Tiffany Fairall, museum Curator, will reach out to those artists.

Director's Report – Cindy Ornstein

All Arts & Culture institutions are currently officially closed through April 30, but if the City Council Study Session on March 26 had discussion about next steps and extension of closures. The department has been asked to give scenarios for 6-, 9-, and 12-month closures (reopening October 1, 2020, January 1, 2021, and April 1, 2021). The city's preferred scenario is the 6-month closure, reopening October 1, but it is hard to know for certain what the next steps are. Leadership is trying to keep staff as informed as possible. Cindy Ornstein stated they can say with certainty that they will be closed longer than April 30, but don't yet have word on what they can publicly announce for that extension. There is a lot of administrative work involved with being closed, with cancelled performances and classes, and notifications. Libraries, recreation centers, the Convention Center, and Mesa Amphitheatre are also closed right now, so those departments will also be affected by any decisions made around closures. Before the closure, Arts & Culture was having an extremely successful winter, including museum admissions and large shows.

The Mesa Arts Center's Volunteer Appreciation Dinner went very well. The Studios were able to cancel before the new session started. The Mesa Prototyping Festival was postponed and will be rescheduled once the city has a reopening date.

Discuss any Projects, Initiatives, or Presenters of Interest – Board Members

Angela Buer brought up the example of the Cowboy Museum's Twitter account to illustrate that the organizations should focus on putting what they can online and ramp up social media presence. Cindy confirmed that all the institutions are focusing on online content and resources right now to provide services and create affinity for the institutions.

Melissa asked if any artwork is on sale online and Cindy stated not at this point and unsure if that could be set up for the future. Dr. Tom Wilson has been working on an online presence for their collection for some time. K. Alycia Perry asked if MAC looked into livestreaming music where it could be monetized. Cindy stated they are exploring that, but there is a lot that goes into it. Currently looking at free events to stay connected with audiences. The department shares the concern for musicians who are out of work. Michelle Streeter said it's been a hard time for the tourism world too, as everything they advertise is closed.

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

Nick Willis joined some Mesa Arts Center staff in a tour of Alice Cooper's Solid Rock Teen center in Phoenix. They are excited to come to Mesa and grateful that we visited.

The next scheduled meeting date is May 28, 2020 via Zoom video conference.

There being no further business, Melissa Sue Johnson moved to end the meeting and Ivan Martinez seconded. The meeting adjourned at 5:33pm.

Respectfully submitted,

Cindy Ornstein

Cindy Ornstein, Director
Arts and Culture Department

EXHIBIT A

ASU @ Mesa City Center

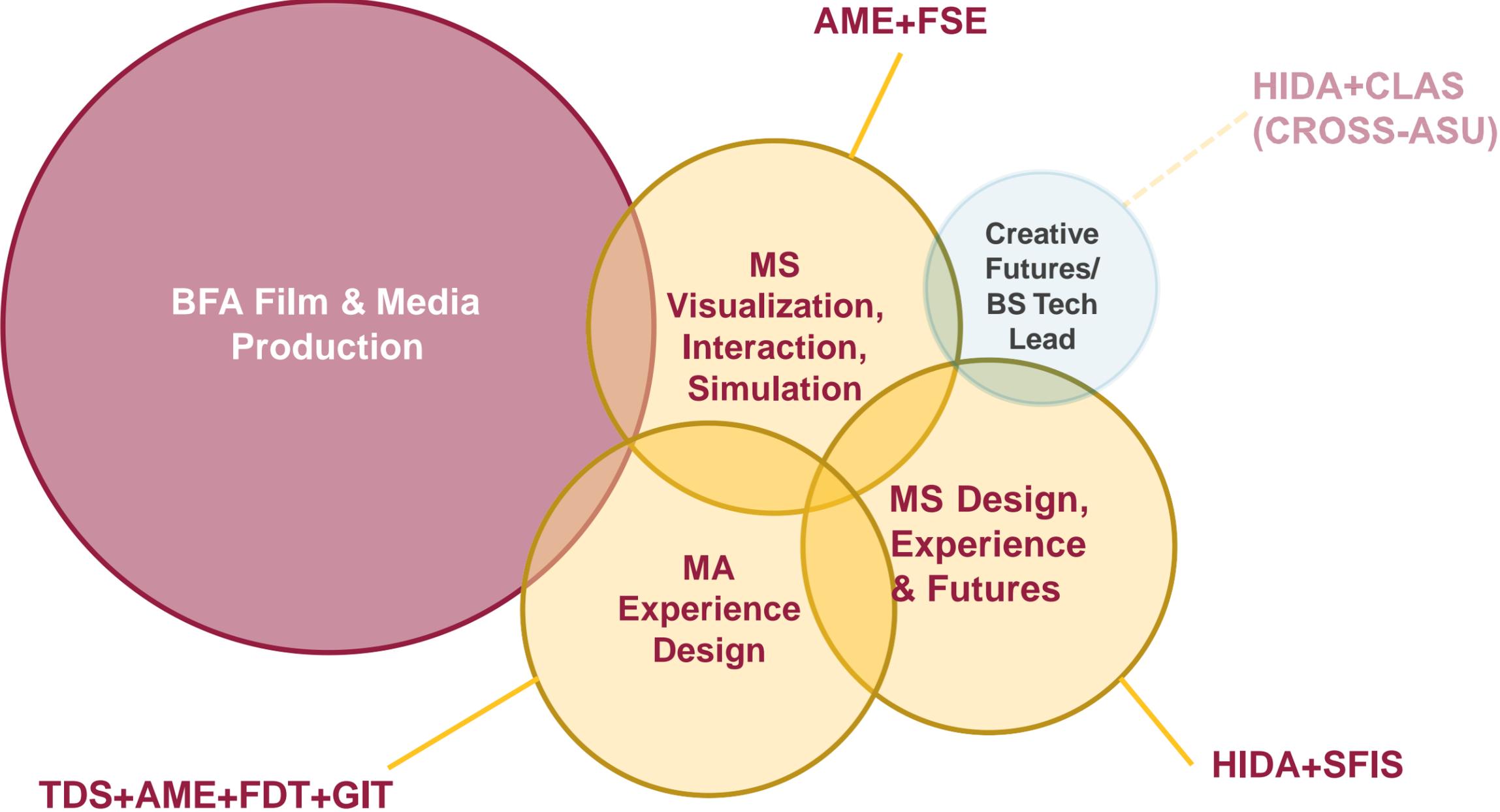
Update
March 2020



Mission

To create a world-class center at the leading edge of media technologies and practices that brings students, faculty, community and industry together to design, visualize and explore **transformative, imaginative futures.**

Curricular Programs



Community Engagement



Collaborative projects

Special events/festivals

Youth/continuing education

Frequent movie screenings

Community space use

**Venture
incubation/collaboration**

Immersive experiences

Public Spaces



Screenings/movie theatres

Café

Exhibition/gallery

Performances

Collaboration/Ideation

Community Meeting/Education

Special Events

Engagement

Industry

Venture development
Reverse internships
Corporate sabbaticals
Sponsored projects
Consortium laboratory
FilmSpark/LA connection
Facility use
Creative Agency

Community

Public events
Community futuring
Mesa Arts Center
Natural History Museum
i.d.e.a. museum
Mesa Public Schools
eSports
Workshops/camps
EPICS, DAC, NGSC, PSA

Academy

Cross-university programs
BS in Tech Leadership
E+I
MCCCD/Mesa CC
EPICS
Next Gen Service Corps
Design and Arts Corps
PLUS Alliance
University networks

**How do we ensure
curriculum, research and
engagement are
fundamentally integrated?**

Example Collaborations

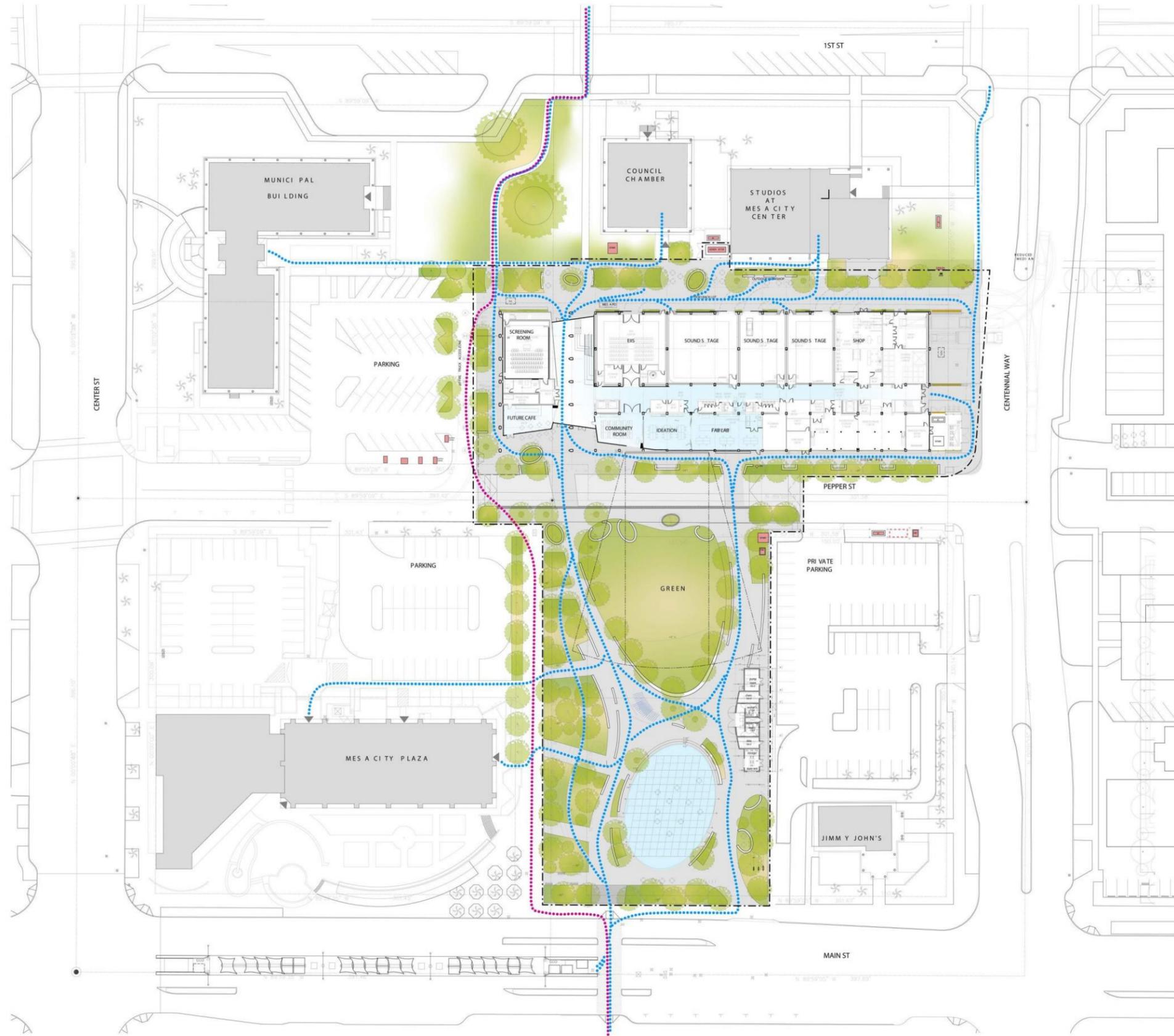
[Hypothetical...for now]

**ASU, Mesa Public Schools, LivitLabs and Oculus:
Laboratory for VR Education**

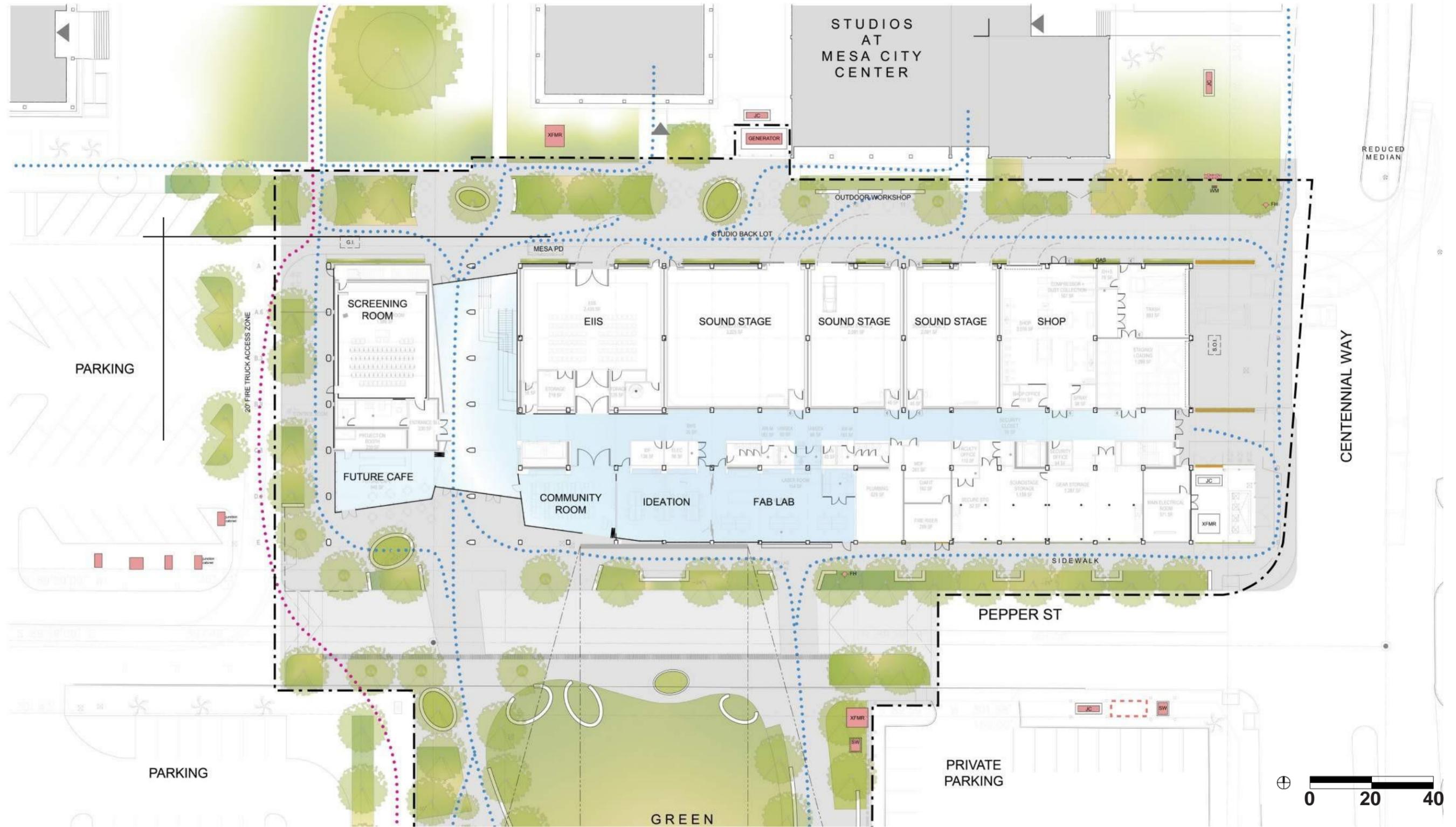
**Boeing, ASU, Maricopa Community Colleges, NAU and the City of Mesa:
XR Training for Emergency Response and Preparedness**

**ASU, Intel, RAILMesa, and Mesa Arts Center:
Smart Art – Aesthetic Sensor Tech**

Urban Context

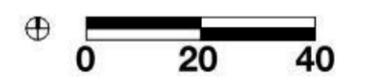


Circulation and Entry



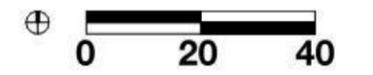
View From Plaza





First Floor Plan

ASU + The Plaza at Mesa City Center



Second Floor Plan

ASU + The Plaza at Mesa City Center



Third Floor Plan

ASU + The Plaza at Mesa City Center

Time Lapse



ASU + The Plaza at Mesa City Center

View From Promenade



ASU + The Plaza at Mesa City Center

View of Cafe and Lobby



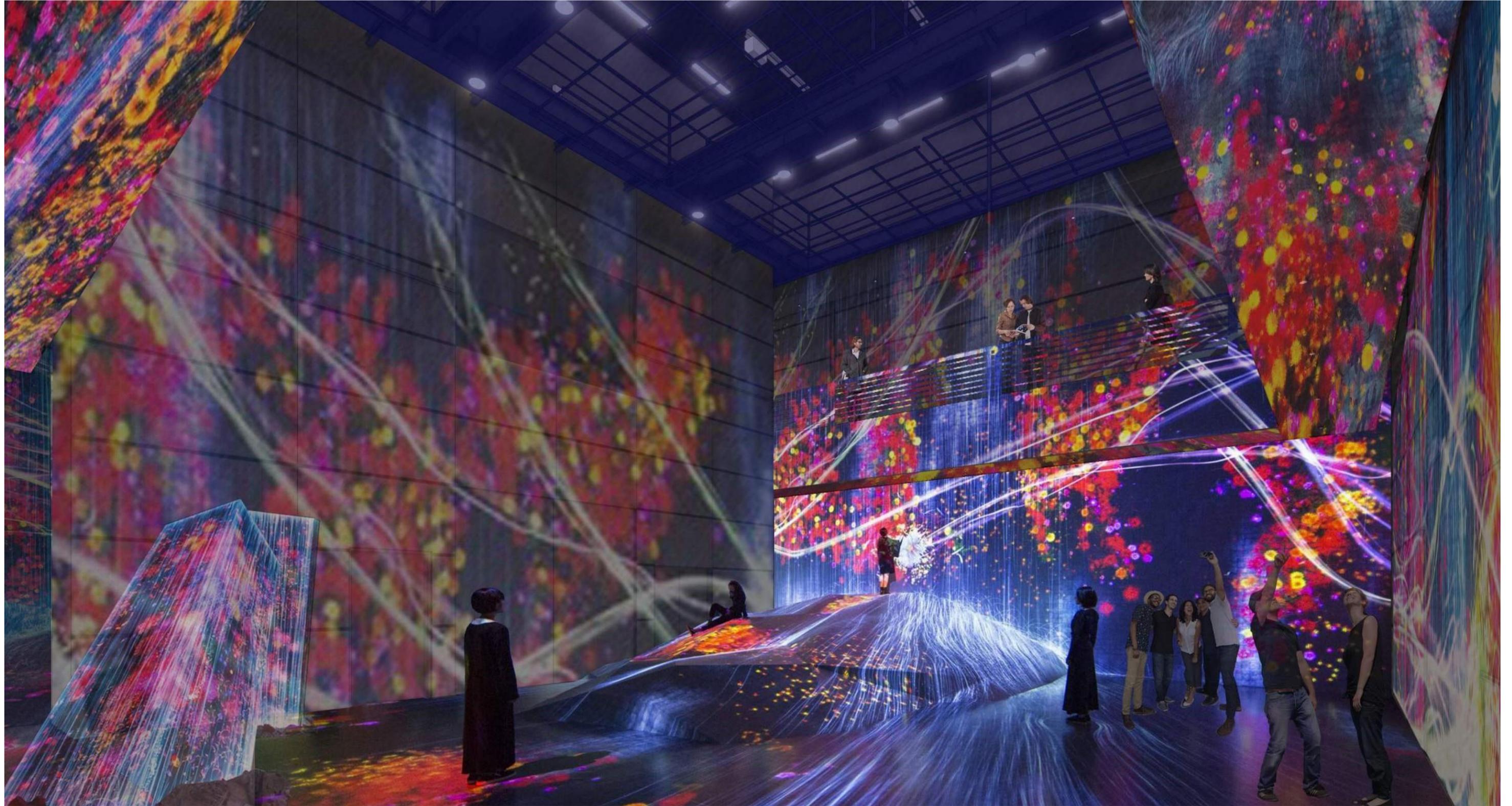
ASU + The Plaza at Mesa City Center

View of Lobby



ASU + The Plaza at Mesa City Center

Enhanced Immersion Studio



ASU + The Plaza at Mesa City Center

View of Theater



ASU + The Plaza at Mesa City Center

View Along Pepper Place



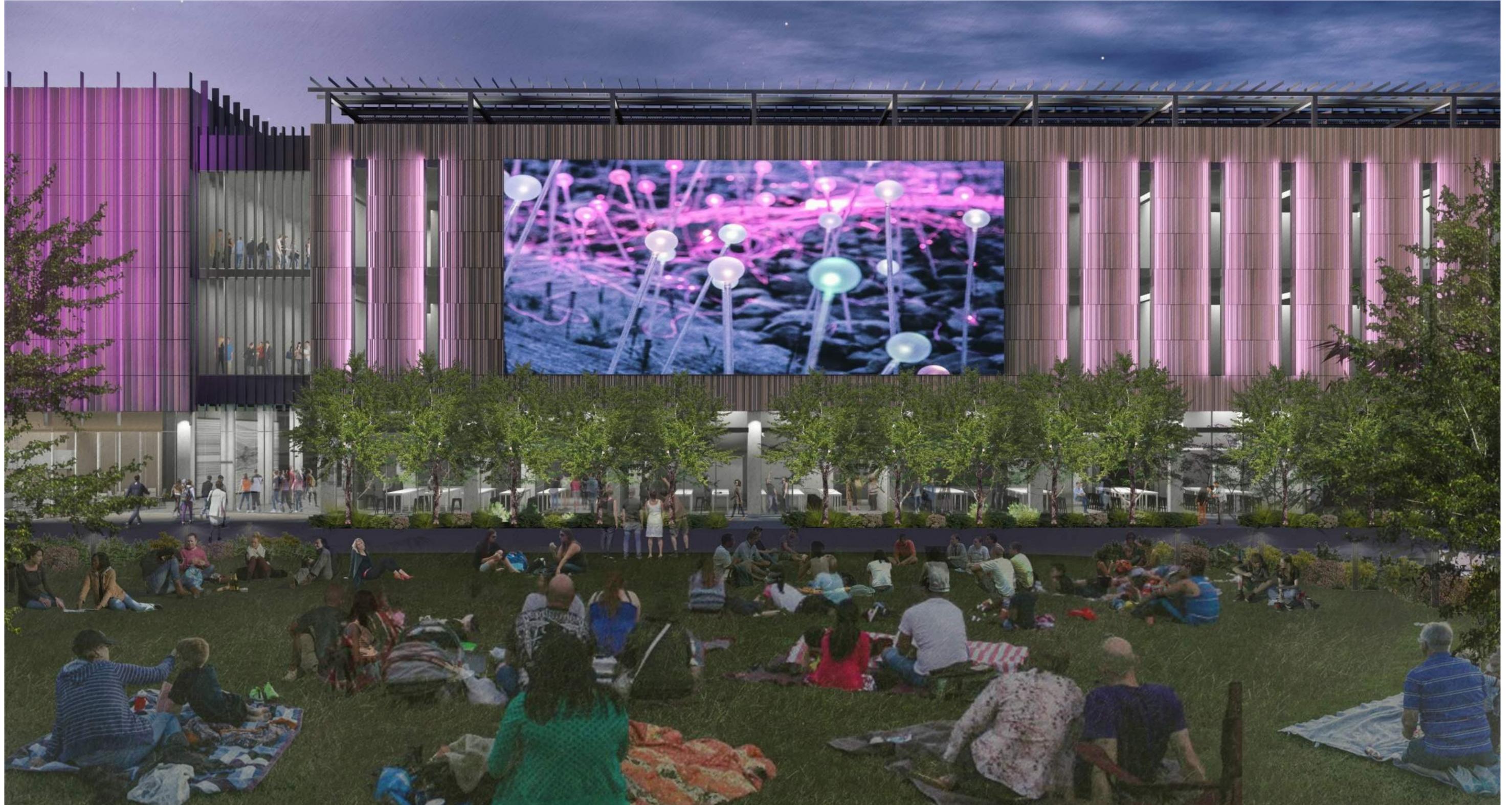
ASU + The Plaza at Mesa City Center

Backlot View



ASU + The Plaza at Mesa City Center

View From Lawn



ASU + The Plaza at Mesa City Center