

Museum and Cultural Advisory Board – Meeting Minutes

The Museum and Cultural Advisory Board met in a regular hybrid meeting via Zoom and at ASU Mix Center on Thursday March 23, 2023.

Members Present:

Katelyn Armbruster
Kerry Lengel
Greg DeSimone
Theresa Schlechty
Melvin Van Vorst
Ivan Martinez
Annalisa Alvrus
Nick Willis
Brad Peterson

Members Absent:

Colleen Byron
Angela Buer

Staff Present:

Cindy Ornstein
Mandy Tripoli
Sarah Goedicke
Jarrad Bittner
Simon Tipene Adlam
Alison Stoltman

Nick Willis called the meeting to order at 4:01pm.

Public Comments: No members of the public were present.

Approval of Minutes from the January 26 Meeting:

Katelyn Armbruster moved to approve the minutes from January 26 as presented and Kerry Lengel seconded. The Board voted unanimously to approve the minutes from January 26 as written and they will be posted to the city's website.

Public Art – Katelyn Armbruster, Nick Willis, Mandy Tripoli

Mandy Tripoli gave an abbreviated version of a presentation she gave to City Council on public art projects that are in process for the new city hall building (**Exhibit A**). Special thanks were given to Kevin Vaughan-Brubaker, Festivals Manager, for his work and leadership on these projects.

City Manager Chris Brady and Deputy City Manager Natalie Lewis joined the meeting for this discussion. Chris Brady thanked the Board for the work it has done to promote the inclusion of art in public spaces. Kerry Lengel asked what the overall budget for the new city hall was and the City Manager answered just under \$30 million. Kerry then asked about the lifetime of the video/digital art piece. Cindy Ornstein stated they would look for something that would last for at least a year. Katelyn Armbruster asked about the communications related to this project and shared ASU's campus metabolism page, which shows the energy usage of all their buildings. She asked how the city would get this information out to artists. Mandy Tripoli answered that Kevin Vaughan-Brubaker has a large network because of his former work, and the department's Marketing team would send out press releases. There was discussion about artist eligibility, what the city is potentially looking for, setting parameters before artist selection.

Chris Brady also shared that the Economic Development department hired an artist to create signage for their new office location, the old Visit Mesa building on Center Street. There will also be a new library in far southeast Mesa that will have some element of public art. He gave a short update on the "Post" building project, which used to be referred to as the Federal Building, which will open in summer of 2023. As part of this property, the city hopes to create a neon sign garden with the signs that the city has recovered and restored over the years, though that project is on a later time schedule.

Katelyn gave an update on the public art working group session on March 13. They spoke about much of what has already been discussed in this meeting and Together Mesa. Regarding the Dobson Library project, there are five pillars in front of the library available for artistic application. Public input sessions will take place in the second week of April, including a survey and art activity. The survey will help staff make a word cloud for artists to use as inspiration. Feedback on artist concepts will take place in early June. There will be an online and digital kiosk option to collect public feedback on these concepts. The group also reviewed the RFQs for upcoming public art projects.

Hear a presentation and discuss the City of Mesa 2050 General Plan update – Jeff Robbins & Kellie Rorex

Jeff Robbins & Kellie reviewed what a general plan is and gave a presentation on Mesa's 2050 general plan process (**Exhibit B**). Per Arizona law, every municipality must prepare a comprehensive long-range general plan and adopt it every ten years. This requires an affirmative vote from 2/3 of City Council and approval by Mesa residents. This must be approved by May 2024. Jarrad Bittner asked about engagement of youth and Jeff stated that they have not done as well with that as they would like to thusfar. Jarrad offered to collaborate on this effort, as today's kids will be adults in 2050. Jeff expressed an interest in exploring ways to do so.

Arts & Culture Department Update – Cindy Ornstein

In the interest of time, staff held their announcements for the next meeting.

Staff Reports

Mesa Arts Center (MAC) Update on Programs and Operations – Cindy Ornstein, Illya Riske, Randy Vogel, and Mandy Tripoli

In the interest of time, staff held their announcements for the next meeting.

Arizona Museum of Natural History (AzMNH) – Simon Tipene Adlam and Alison Stoltman

In the interest of time, staff held their announcements for the next meeting.

i.d.e.a. Museum – Jarrad Bittner

i.d.e.a. Museum opened a new exhibit and Jarrad would be happy to give the Board a tour.

Discuss any Projects, Initiatives, or Presenters of Interest & Report on Conferences and/or meetings/Performances Attended: Board Members – Information only

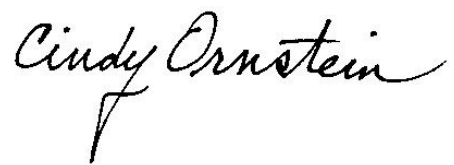
Theresa Schlechty is retiring from the Board to devote more time to a nonprofit organization that she has founded that needs more of her time. May will be her last meeting.

Nick Willis stated that Jeff McVay or Vic Linoff would be great options to come to a meeting and talk about the neon sign garden.

The next scheduled meeting date is July 27, 2023 and will be a hybrid meeting via zoom and in person at Arizona Museum of Natural History.

There being no further business, Kerry Lengel moved to end the meeting and Greg DeSimone seconded. The meeting adjourned at 5:03pm.

Respectfully submitted,

A handwritten signature in black ink that reads "Cindy Ornstein". The script is fluid and cursive, with a long, sweeping underline that extends under the word "Ornstein".

Cindy Ornstein, Director
Arts and Culture Department



Exhibit A

Mesa City Hall Public Art Projects



Thursday, March 16, 2023

Mandy Tripoli, Deputy Director, Mesa Arts Center



Celebrate our vibrant city and boldly announce Mesa as a premier location for people to live, work and visit.

Goals:

- Respond to interest and energy about adding public art to our Mesa environments.
- Create a beacon to viewers, communicating that Mesa is an innovative, welcoming community.
- Authentically enhance the city's sense of place.





City Hall Public Art: Five Components

1. Vertical interior sculpture
2. Exterior sculpture or series of sculptures
3. Interior display screen - digital art
4. Iconic Mesa Image for a perforated metal wall
5. Changing gallery wall to feature local artists

Process:

- Artist and artist teams respond to open call and competitive review process
- Finalist(s) chosen through staff and community/expert panel recommendations
- One artist or artist team commissioned for each opportunity



Three Major Commissioned Pieces:

1. Vertical Interior Sculpture
2. Exterior Sculpture or Series of Sculptures
3. Interior Display Screen, Digital Art

Timeline:

- Artist Selection Process April – September 2023
- Design Process: October 2023 – January 2024
- Fabrication: February – August 2024
- Installation: Fall 2024



Vertical Interior Sculpture

- Rising to 26' of available vertical space
- Visible at different levels and from the outside
- Lighting elements will give a stunning nighttime presence
- Budget: up to \$250,000





Exterior Sculpture (or series)

- Sculpture(s) will aesthetically fit surrounding native Sonoran Desert plants
- Artwork must be able to withstand extreme outdoor environmental conditions
- Lighting elements for an exciting nighttime presence
- Budget: up to \$250,000





Interior Display Screen, Digital Art

- Commission digital content for 16'x8' digital screen in public waiting area (e.g. video, animation, or other digital media)
- Inaugural content references the unique urban/desert environment of Mesa
- Option to use data visualization relevant to COM Climate Action Plan
- Budget: up to \$100,000



Perforated Metal Wall Red Mountain Image

- Image created by perforations in metal wall
- Celebrate the Sonoran Desert and feature a view of iconic Red Mountain
- Artist selection through RFQ process; criteria is prior landscape photography
- Budget: \$5,000

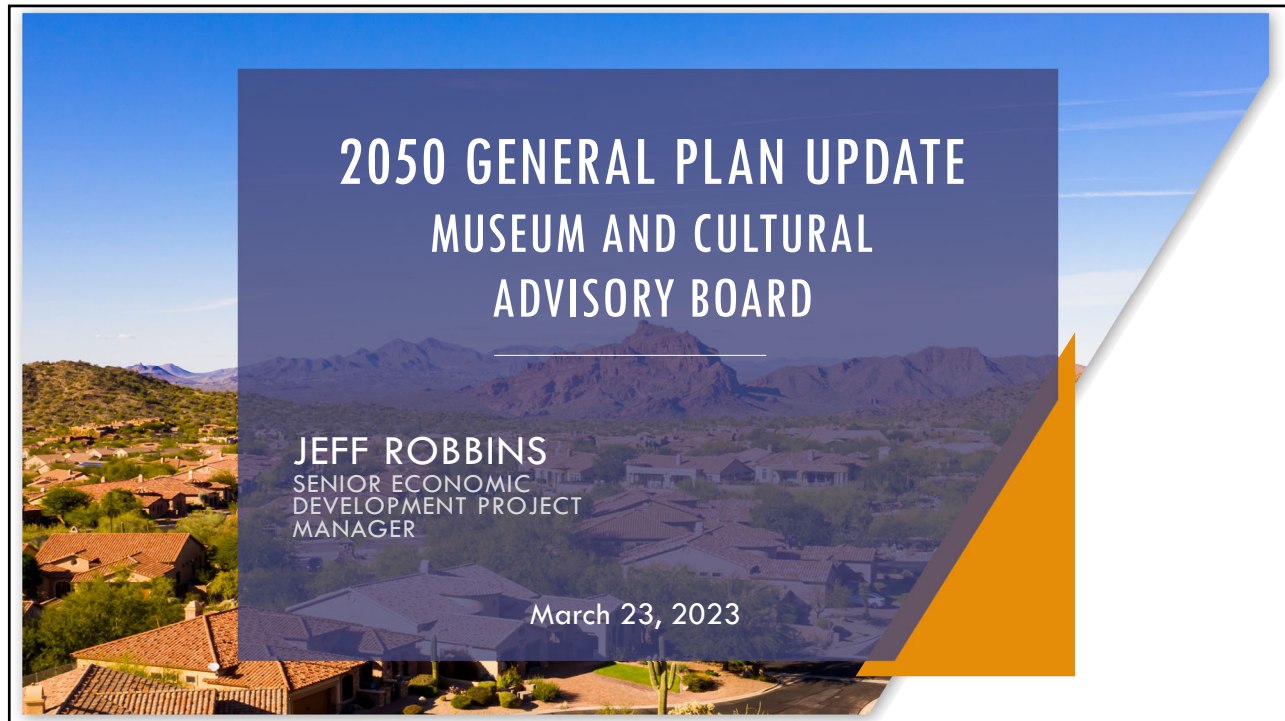


City Hall Gallery Wall

- Interior wall to display work by local/regional artists in periodic rotation
 - Call for artist(s) for first long-term exhibition to occur in Fall 2023/Winter 2024
 - Installation for grand opening of City Hall
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Questions or
Comments?





1

WHAT IS A GENERAL PLAN?

- Official statement of a municipal government which sets forth its major policies concerning desirable future physical development
- Formalizes agreements among various players in land use (i.e., Government, Interests, Market, and Planners)

An aerial night view of a modern urban development. The image shows a large, curved building with a red-tiled roof, surrounded by trees and other structures. The scene is illuminated by streetlights and building lights, creating a vibrant atmosphere. The image is framed by a white border with a diagonal cutout effect.

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ARIZONA REVISED STATUTE REQUIREMENTS

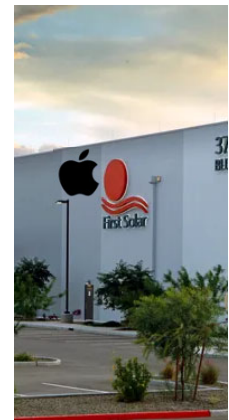
- Every municipality must prepare a comprehensive, long-range general plan
- Must adopt every 10 years
- Affirmative vote of 2/3 of Mesa City Council (5 members - June 2024)
- Approval by Mesa residents (November 2024)



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A SNAPSHOT IN TIME 2013-2014



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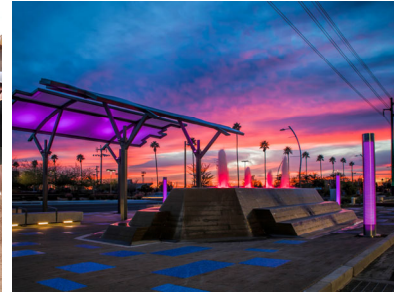
2040 PLAN THREE GUIDING PRINCIPLES



**Creating and maintaining
a variety of great
neighborhoods**



**Growing and maintaining
diverse and stable jobs**



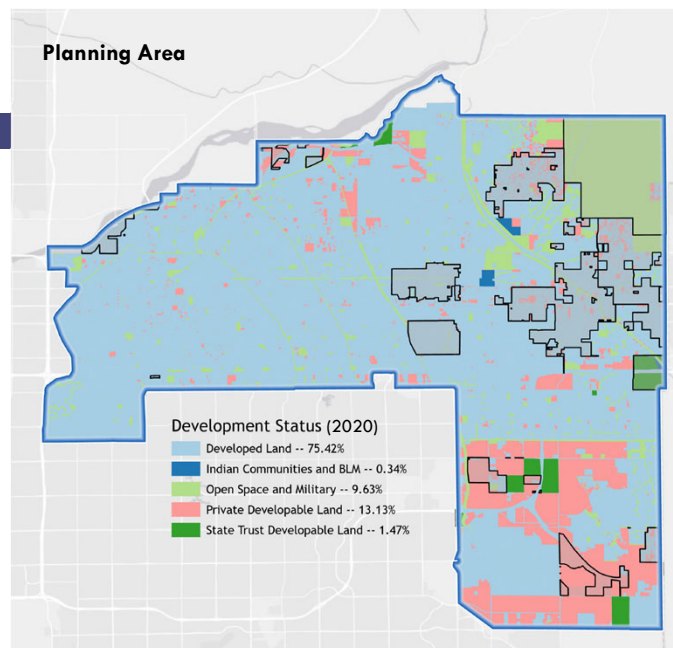
**Provide rich, high quality
diverse public spaces and
cultural amenities**

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DEVELOPED LAND

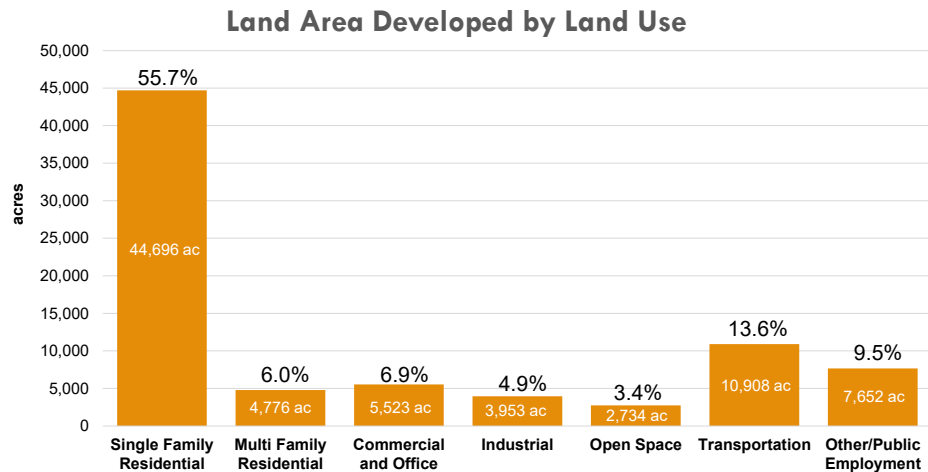
**Total Developed Land: 85.4%
Total Undeveloped Land 14.6%**



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DEVELOPED LAND - BY LAND USE



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CHALLENGES FACED TODAY

- Conversion/Pressure – Balance of Land Uses
 - Job creation vs Housing/Commercial development
 - Revitalization – Redevelopment
 - Infill Development
- Infrastructure Expansion and Timing
- Auto-centric development patterns
- Network/Connecting Green and Open Spaces
- Connectivity/Mobility
- Sustainability
- Public Perception – A New Narrative
- Covid Refocus and Impacts



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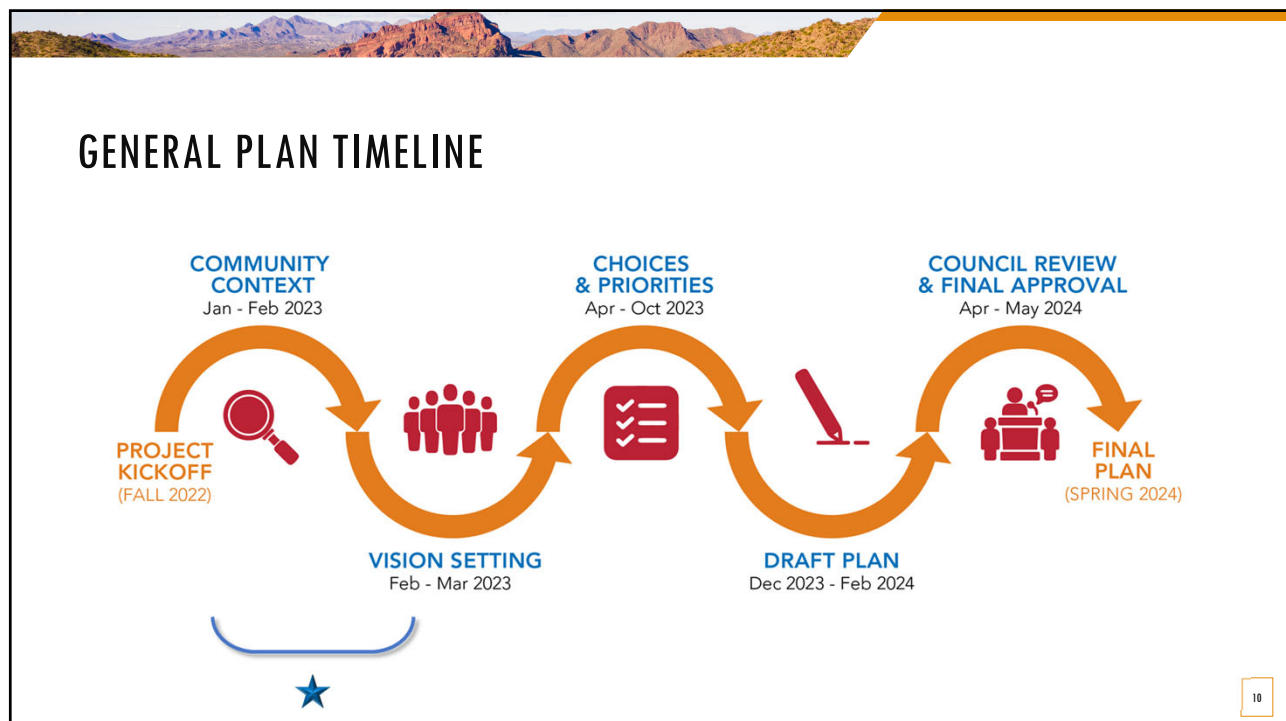
PUBLIC ENGAGEMENT

- The second online questionnaire is live!
www.tomorrowsmesa.com
- MESA Talks in June at ASU MIX Center
- Urban Lab Workshops (summer)
- Meetings in each district





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