

Museum and Cultural Advisory Board – Meeting Minutes

The Museum and Cultural Advisory Board met in a regular hybrid meeting via Zoom and at Mesa Arts Center on Thursday May 23, 2024.

Members Present:

Karen Rolston
Annalisa Alvrus
Colleen Byron
Melvin Van Vorst
Nick Willis
Greg DeSimone

Members Absent:

Staff Present:

Richard M. Parison, Jr.
Illya Riske
Mandy Tripoli
Jarrad Bittner
Sarah Goedicke

Nick Willis called the meeting to order at 4:07pm.

Items from citizens present: There were no members of the public present.

Approval of minutes from the regular March 28 meeting: Melvin Van Vorst moved to approve the minutes as written, and Greg DeSimone seconded. Board members voted unanimously to approve the minutes from March 28, and they will be posted on the city's website.

Hear, discuss, and endorse Creative Economy Fund award recommendations: Sarah Goedicke gave a brief overview of the process for the Creative Economy Fund (CEF), including panel selection, application process, panel scoring, and award notification. Greg DeSimone shared his experience serving on the community panel this year and stated it gave him much more insight into the whole process. There was discussion amongst the board about the different applications. Karen Rolston asked if there is a budget for this award and Richard Parison stated no, that because no money exchanges hands and this functions as a discount program, the total awards given varies year to year.

Sarah Goedicke explained that this year there are two award recommendations for the Board to consider – one from the community panel that reviewed the applications and one from staff (**Exhibit A**). Based on continuing inflationary pressures for nonprofit arts and culture organizations, staff are recommending slightly higher awards for almost all the CEF applicants for this year only.

Nick Willis motioned for the Board to endorse the staff recommended award amounts for the CEF this year and Melvin Van Vorst seconded. The Board voted unanimously to endorse the staff recommendations for CEF awards. Applicants will be notified by Sarah Goedicke of their awards before June 3.

Hear and discuss a presentation on the Whitman Residency/One Street Over Project by Danica Marlin, Senior Program Assistant at Mesa Arts Center: Danica Marlin gave a brief history and presentation of the Whitman Residency/One Street Over Project (**Exhibit B**). Danica shared images from the prototype of this project that happened at Mesa Urban Garden, reviewed project partners, and shared the process of this project. The focus of this project was to specifically bring the neighborhood surrounding Whitman Park together through school residencies, "platicas" (talks), citizen science, walking audits, and creating a final art piece in the park based on these interactions. This project was led by artist Miguel Godoy, who has substantial experience in engaging local communities through art. In addition to the final mural, the community helped design pole banners that hang in their neighborhood by the basins. This project was funded by the National Endowment for the Arts.

Hear, discuss, and provide feedback on 20th Anniversary Mural at Mesa Arts Center: Richard Parison gave a brief presentation on a mural project that was postponed from the fall of 2023 to remind the Board of the artists' work and the mural location on Mesa Arts Center's Studio Buildings facing Center Street (**Exhibit C**). This mural is now going to be part of Mesa Arts Center's 20th Anniversary. The planned timeline is to have the mural concept presented to city staff, selected Board members, and City Management in the fall with installation in the Spring.

There are currently two options that staff are seeking Board input for. One option is to continue on with the current plan and work with Shepard Fairey and the other option is to publish a nationwide Call for Artists (CFA). Staff recommend proceeding with Shepard Fairey. Nick Willis stated he thinks it makes sense to continue on with Shepard Fairey and this would be a big draw to Mesa Arts Center. It would be the first Shepard Fairey mural in Arizona. Nick also stated that he'd hate to enter the CFA process in the summer, given the current timeline for this project. Melvin Van Vorst asked if the mural would be reviewed before installation and Richard said yes, it would be reviewed and approved before installation. Karen Rolston commented that she doesn't see how the graphic/printmaking aesthetic of this artist fits the community. Mandy Tripoli stated that he is a printmaker and that influences his style but that the artist creates work that reflects the community or building it will live on.

Colleen Byron stated that she is a huge fan of his work and not bringing in Shepard Fairey would be a public relations (PR) nightmare. Having his work on MAC campus would be a feather in our cap. Nick Willis moved to endorse the staff recommendation to continue working with Shepard Fairey and Colleen seconded. The Board voted unanimously to endorse the staff recommendation to continue working with Shepard Fairey on this 20th Anniversary mural. This recommendation will be forwarded to City Council for their response and direction on the mural.

Hear, discuss, and provide feedback on update report on the i.d.e.a. Museum from Jarrad Bittner, including programmatic, operational, and administrative items from i.d.e.a.

Museum in Arts and Culture: Jarrad Bittner, joined by Mike Goodwin and Traci Quinn, shared some updates (**Exhibit B**) on i.d.e.a Museum's construction starting in summer 2024 and the next exhibit planned for October 2024. Construction on the i.d.e.a Lab and new office space will begin in June 2024 and Jarrad shared concept photos (Exhibit B). Mike Goodwin shared updates on six exterior art pieces being installed between March 2024 and July 2024, including murals, interactive pinwheels, repairs to the musical instruments, and a new interior mural. Mike also shared that the upcoming exhibit will be Joyride: Art on Wheels and showed some example photos of work from artists that will be included in the exhibit.

Current events summary including report on events attended: Karen Rolston thanked Jarrad Bittner for giving her a gigantic tour of i.d.e.a Museum, including spaces she hasn't seen before.

Adjourn: There being no further business, Karen Rolston moved to end the meeting and Melvin Van Vorst seconded. The meeting ended at 5:08pm.

The next scheduled meeting date is July 25, 2024, and will be a hybrid meeting on zoom and at Mesa Arts Center in the Studios South Conference Room.

Respectfully submitted,

Richard M.Parison, Jr.
Director of Arts & Culture

Creative Economy Fund Award Recommendations 2024-2025

Special Note about the 2024-2025 Awards: As in the past, a panel made up of one Museum & Cultural Advisory Board member and two community partners (one from ASU and one from Mesa Public Schools this year) reviewed applications and made award recommendations (“Panel Recommended Award”). These applications and recommendations were then reviewed by Arts & Culture staff in preparation of this summary for the Museum & Cultural Advisory Board. Once endorsed by the Board, applicants will be notified of their award amounts.

After reviewing the insightful and thoughtful applications submitted this fiscal year, staff are making the recommendation to increase most of the panel recommended awards (“Staff Recommended Award”), particularly for Mesa Arts Center’s Founding Resident Companies and organizations with a consistent relationship year over year with Mesa Arts Center for FY25. This is intended to offer additional incentive and financial support to these organizations at time when inflation continues to run high.

*Organizations are listed alphabetically, not by award amount.

Akshaybhasha:

Akshaybhasha is dedicated to preserving languages of Indian origin, with a primary focus on Marathi from Western India, by utilizing the performing arts. They seek grant support for one of two programs (which program will be selected depends upon whether the organization can get necessary materials and licensing permissions).

Option A: “Meerabai: A Search Within” delves into the extraordinary life of Princess Meerabai, who relinquished her royal status in pursuit of spiritual enlightenment. Through the narrative of classical Indian dance – Bharatnatyam, this program offers a unique perspective on her ascetic journey.

Option B: A literary program showcasing the works of renowned Marathi writer G.A. Kukarni will feature many of his beloved stories. This program will incorporate various artistic forms, including emotive readings, classical dance, and literary critique, to present his works in a compelling manner.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$1,502 |
| Panel Recommended Award: | \$ 976 |
| Staff Recommended Award: | \$1,000 |

Ballet Etudes:

Ballet Etudes seeks support for its annual *Nutcracker* production during the second and third weekends in December 2024. This production has been well-received in the past and plays to near-capacity audiences in the Piper Theater. *The Nutcracker* is performed under professional choreography, direction, and costuming. Sets and scenery are professionally crafted, and guest artists are employed to perform the technically difficult portions of the program. Ballet Etudes keeps the production fresh by rechoreographing one or more major scenes and designing new costumes and sets.

Ballet Etudes strives to provide high caliber performing opportunities to dancers and promote ballet as an art form in our local communities. Ballet Etudes also engages audiences through backstage tour opportunities and their annual Sweet Tea events. They also offer free or heavily reduced tickets to veterans’ organizations, local law enforcement and fire divisions, and children’s organizations. They also seek to use their final dress rehearsal to provide a sensory-friendly opportunity and educational experience for community youth.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$5,000 |
| Panel Recommended Award: | \$4,000 |
| Staff Recommended Award: | \$5,000 |

CYT Phoenix:

CYT Phoenix seeks support for their 2024-2025 season, which includes *The Wind in the Willows*, *Anastasia*, and *Disney's Descendants*. CYT Phoenix's productions consist of Broadway-style musicals with casts of 30-60 valley youth performers between the ages of 8 and 18. Each production will run over the course of two weeks and include eight public performances. CYT plans to offer complimentary tickets to foster families in the Valley and host Hope Kids, an organization that provides opportunities for families with terminally ill children. They will also continue to produce school matinee performances for schools and home school groups.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$5,000 |
| Panel Recommended Award: | \$3,250 |
| Staff Recommended Award: | \$3,250 |

East Valley Children's Theatre:

East Valley Children's Theatre seeks support for its annual Aspiring Playwrights Contest. This year EVCT had 49 entries from all over the world, and the winning play is by Tara Meddaugh of New York titled *The Underground Adventures of a Carrot and Potato*. In addition to the experience of a live theatrical performance in the state-of-the-art facility, EVCT will have several workshops with the playwright for the cast and crew.

EVCT will hold two weekday matinee shows for school aged children with discounted rates. EVCT creates an educational packet to accompany the show for kids to work on prior to and after attending the performance and each child leaves with a gift that includes the theater's website and phone number. During the production's run, EVCT will hold talk back events after the shows with the playwright to talk about their inspiration and process.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$3,000 |
| Panel Recommended Award: | \$2,700 |
| Staff Recommended Award: | \$3,000 |

Gilbert Chamber of Commerce Foundation:

Gilbert Chamber of Commerce Foundation is seeking grant aid to help them present the National Civics Bee competition. This is an initiative aimed at encouraging more young Americans to engage in civics and contribute to their communities. This competition includes middle school students from around the Phoenix metropolitan area. These students successfully compete in a 500-word essay competition to make it to the live quiz round, held at Mesa Arts Center. The Foundation plans to include more interactive opportunities for the audiences as well.

| | |
|--------------------------|--------|
| Eligible Rental Fee: | \$ 693 |
| Panel Recommended Award: | \$ 243 |
| Staff Recommended Award: | \$ 250 |

Mesa Encore Theatre:

Mesa Encore Theatre seeks support for its 2024-2025 to be announced season. This season will include six diverse productions that have been selected by the Board but are still in the process of being secured. Once licenses are secured, the shows will be announced. One of the shows will be a newly released work.

Mesa Encore Theatre recognizes that not all communities are lucky enough to have an established community theatre program and is proud to have been serving Mesa and beyond for over 87 years. Under continued artistic leadership from Taylor Moschetti, MET has seen increased interest and expansion in their technical positions and increased auditions for shows.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$5,000 |
| Panel Recommended Award: | \$4,500 |
| Staff Recommended Award: | \$5,000 |

Metropolitan Youth Symphony:

Metropolitan Youth Symphony seeks support for the 2024-2025 Concert Series and is excited to continue providing quality experiences for over 300 young instrumentalists and their families. Each of the concerts begins with the least experienced musicians and advances throughout the evening, ending with Division I, Full Symphony. Jazz Lab participation numbers have doubled, prompting MYS to expand the program. This program also led to the opportunity to participate in a side by side concert and rehearsal with the Phoenix Symphony.

MYS will place a greater emphasis on their MYS Jazz Lab this year, which will have more frequent performances during pre-concert events. Also, this season, MYS will spotlight and honor their remarkable alumni, which include members of Simply Three and Lindsey Sterling. As part of this celebration, MYS will extend invitations to music educators and their families to recognize their invaluable contributions to their young musicians.

MYS offers ticket vouchers to targeted Title I schools and learning communities. Their Homeschool Beginning Instrumental classes address a musical education gap in the homeschool community and they plan to expand this program moving forward. Additionally, no student is denied participation due to financial constraints. Scholarships are available upon request. MYS does not require financial information from families, instead asking them to contribute what they are comfortable with and MYS covers the rest.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$5,000 |
| Panel Recommended Award: | \$4,000 |
| Staff Recommended Award: | \$4,250 |

Places! Productions:

Places! Productions is seeking support for the presentations of *Narnia the Musical* and *Cinderella*. Places! prides itself on presenting works with historical and cultural significance. Featuring four casts, including children aged 6-18 and adult performers aged 19 and older, the aim is to offer a rich tapestry of talent and storytelling. Through intergenerational casts, they facilitate mentoring and cross-age learning, fostering a dynamic environment that supports creative voices regardless of age or experience.

Places! is committed to engaging with audiences beyond theater walls in addition to their mainstage performances. Each production includes special performances at East Valley High School, a charter school for at-risk students. They also conduct preview performances at public spaces and many retirement communities in the East Valley.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$2,500 |
| Panel Recommended Award: | \$1,625 |
| Staff Recommended Award: | \$1,650 |

Salt River Brass:

Salt River Brass seeks support for their 2024-2025 season, including three entertaining and educational performances at MAC. SRB plans to continue seeking out collaborative opportunities, such as their joint concerts with the Phoenix Brass Collective and phoenix Children’s Chorus this past fiscal year. They plan to expand their Salt River Youth Brass Band program (SRYBB), which includes area middle, high school, and college freshman students. SRB also teaches workshops at the Osher Lifelong Learning Institute at ASU and at New Frontiers through Mesa Community College.

SRB cultivates a deeper connection with audiences through pre-performance conversations and on-stage storytelling that highlights the historical significance and personal connections to the musical selections. These talks, given in a clear and often humorous manner, educate concertgoers about the music and culture of our community and world. SRB also invites audiences up on the stages to view performances from the perspective of the musicians. Additionally, SRB offers complimentary tickets to school students, community organizations, Veterans, and other underserved communities each year, representing 25-30% of annual tickets. And none of the volunteer musicians have to pay fees to participate.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$5,000 |
| Panel Recommended Award: | \$4,500 |
| Staff Recommended Award: | \$5,000 |

Southwest Shakespeare Company:

Southwest Shakespeare Company requests support for its 2024-2025 season, featuring *Twelfth Night*, *A Christmas Carol for Two Actors*, *Romeo and Juliet* with workshops, and the Southwest Shakespeare High School Festival. Audience surveys are conducted on each production and indicate that the performance of these plays cannot be found elsewhere in the region. 97% of respondents said they would recommend SW Shakespeare performances to their friends. SW Shakespeare is comprised only of paid professional performers or apprentices.

The SW Shakespeare High School Festival, together with 25 planned daytime matinee performances encompass the organization’s education programming mission. The opening weekend Flachmann Seminars also afford audiences an opportunity to delve into the plays with scholars, actors, artists, and designers.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$5,000 |
| Panel Recommended Award: | \$4,500 |
| Staff Recommended Award: | \$5,000 |

Youth Symphony of the Southwest:

Youth Symphony of the Southwest (YSSW) seeks support for their 2024-2025 season at Mesa Arts Center. All performances will take place in the Ikeda Theater and are free to the public. Four of the concerts are performed by the student orchestra alone, and the final concert is a side by side performance with the Symphony of the Southwest, their parent organization. As stated before, all concerts are free to the public. YSSW hopes to extend their love and knowledge of this great art form to all who choose to attend, regardless of socioeconomic status.

The Youth Symphony of the Southwest was founded in 2006 for the express purpose of supporting and fostering the highest quality of music education and to inspire and nurture the love of symphonic repertoire by offering hands on experience to qualified young musicians through age 20. The organization is unique in that it accepts students who have graduated from high school. YSSW also provides scholarships to qualified students to allow them to participate regardless of whether they can pay tuition. Alumni of YSSW include a bassoon professor at Lawrence University, principal oboe in the Virginia Symphony Orchestra, and a double bass player in the Milwaukee Symphony Orchestra.

| | |
|--------------------------|---------|
| Eligible Rental Fee: | \$2,500 |
| Panel Recommended Award: | \$1,625 |
| Staff Recommended Award: | \$2,500 |

| | |
|----------------------------------|----------|
| Total Awards Requested | \$39,479 |
| Total Funds Recommended by Panel | \$31,774 |
| Total Funds Recommended by Staff | \$35,900 |

EXHIBIT B



1



2



3

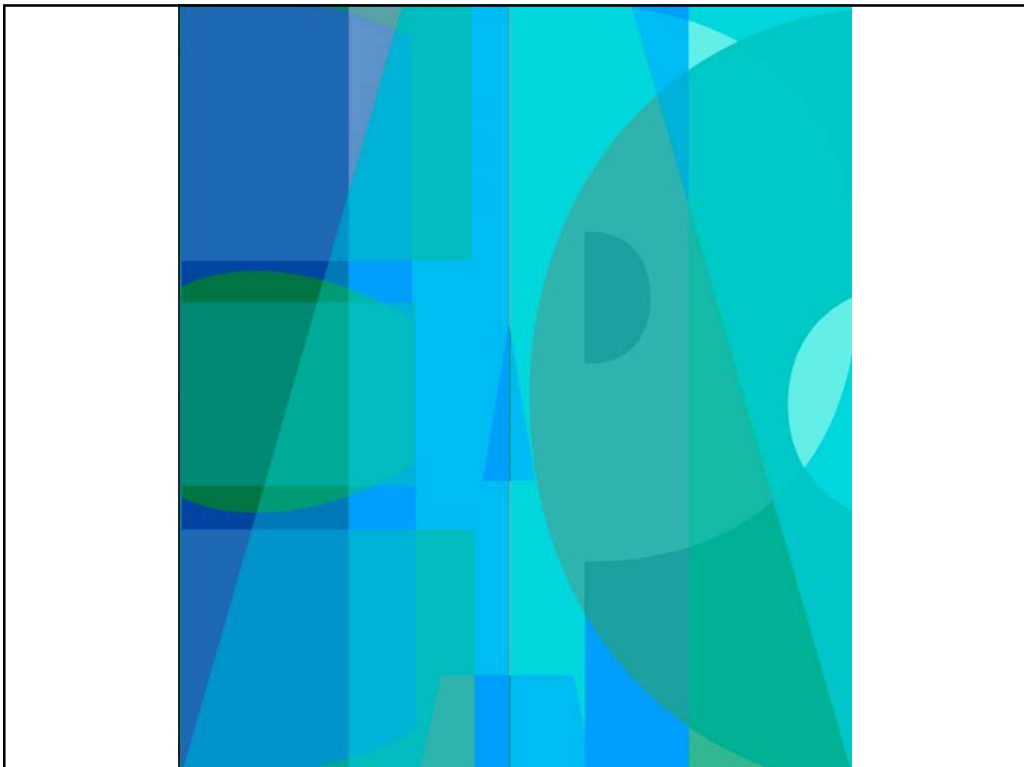
  

& Community!

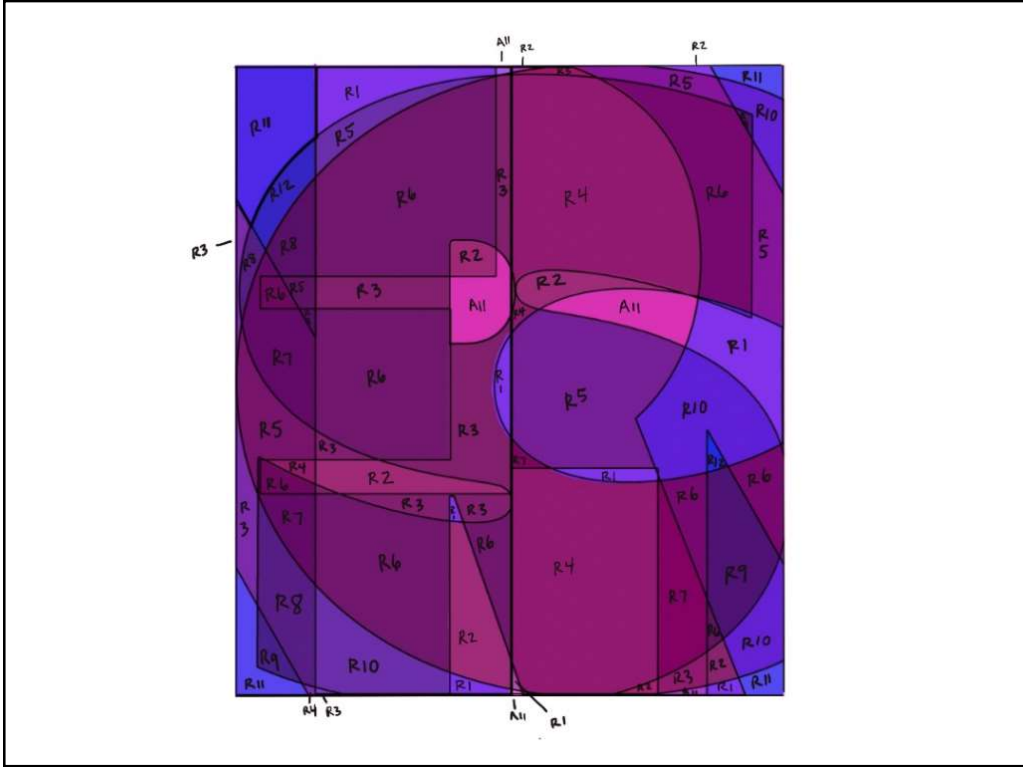
4



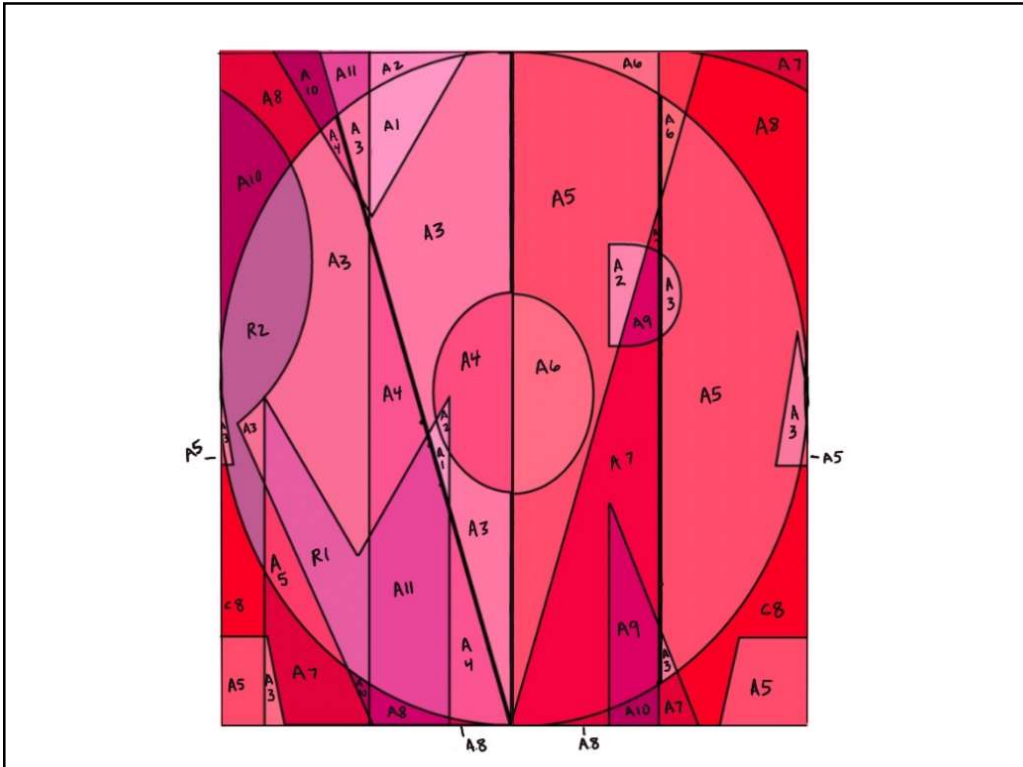
5



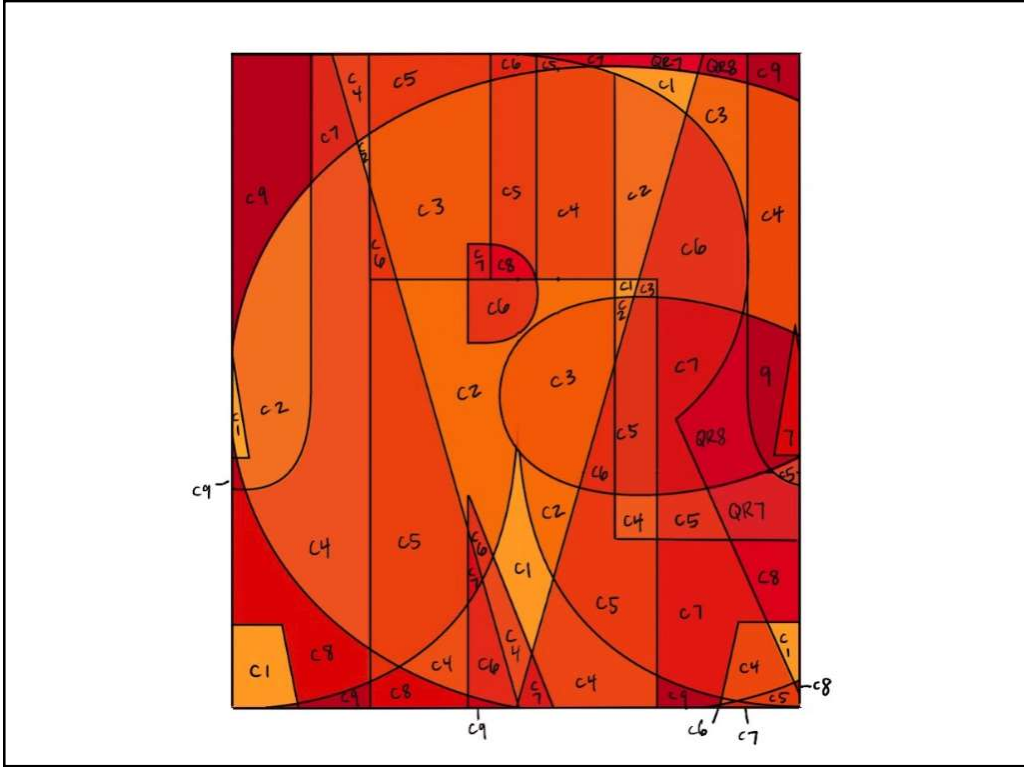
6



7



8



9



10



11



12

Guiding Principles

One Street Over

CONNECTING NEIGHBORHOODS
THROUGH THE ARTS
NARRATIVE REPORT

Reciprocity

Self-Determination

Relationship to Place and Identity

Celebration

13

Partners

MESA ARTS CENTER

mabel
MOBILE ART-BASED
ENGAGEMENT LAB

MMS

RAIL CDC

mesa·az
PARKS, RECREATION AND
COMMUNITY FACILITIES
COMMUNITY SERVICES
ARTS & CULTURE
TRANSPORTATION
ENGINEERING

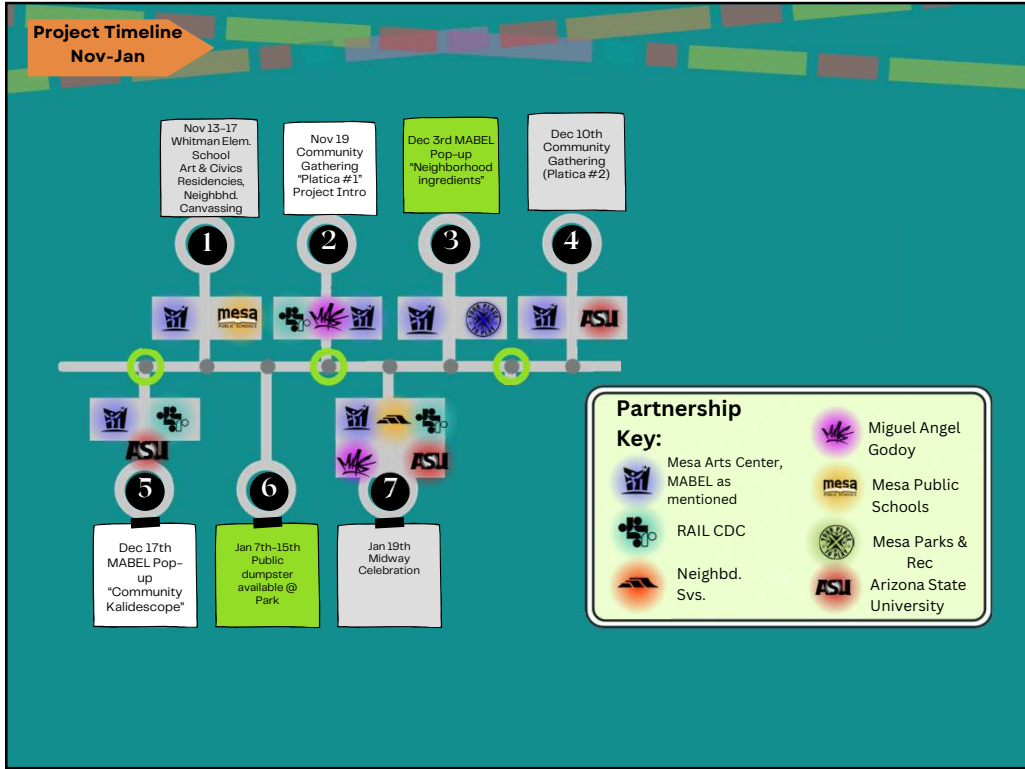
ASU Center for Innovation in
Informal STEM Learning
Arizona State University

ASU School of
Sustainability
Arizona State University

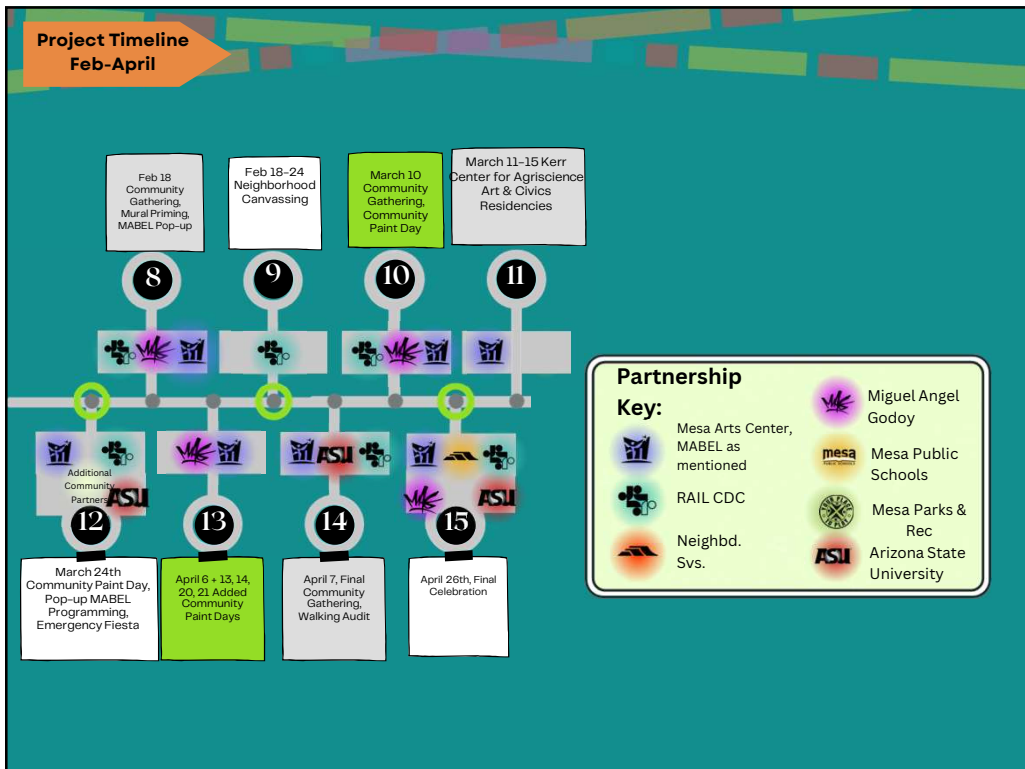
mesa
PUBLIC SCHOOLS

NATIONAL
ENDOWMENT
for the ARTS
arts.gov

14



15



16

In School Arts & Civics Residency in Kerr Center for Agriscience

One Street Over
CONNECTING NEIGHBORHOODS
THROUGH THE ARTS

17

In School Arts & Civics Residency in Whitman

One Street Over
CONNECTING NEIGHBORHOODS
THROUGH THE ARTS

We wonder: *How can we learn something about life without it? What if it's not in a simulation?*
 We pretend: *pretending something is there when it's not present and by some means*
 We feel: *feels happy, felt out, nervous, concerned*
 We worry: *if we did something wrong, tests, grades*
 We dream: *being with the future, fun, fun, fun, fun*
 We Hope: *good, friendly, nice, success*

18



19



20



21



22



23



24



25



26



27



28



29



30



31



32



33



34



QUESTIONS?



35



THANK YOU!



36

EXHIBIT C



1



2

MURAL PROJECT GOALS

- Continuing Response to interest in public art in Mesa.
- Create a beacon which communicates Mesa is innovative, welcoming community.
- Authentically enhance the sense of place.
- Create a welcoming entryway to Mesa Art Center’s Campus from Center Street.



3



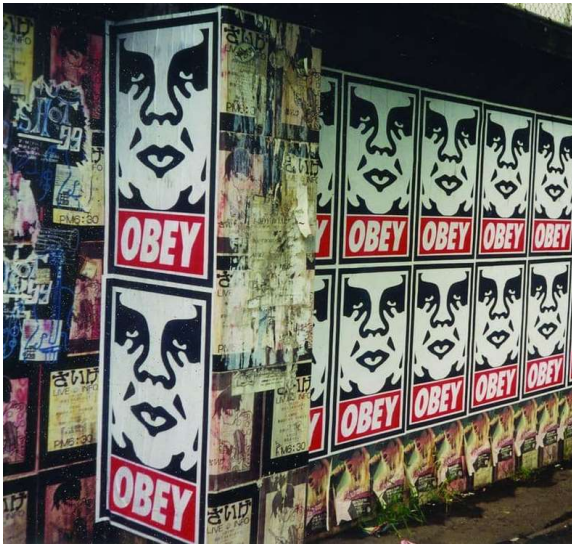
Selected 20th Anniversary Artist: Shepard Fairey

Formerly Exhibited Artist
Facing the Giant: 3 Decades of Dissent
 September 8, 2023 – January 21, 2024

World renowned contemporary street artist, activist and founder of the OBEY clothing line.

First Shepard Fairey mural in Arizona

4



Andre the Giant Has a Posse, 1989
Sticker campaign distributed by the skater and graffiti communities across the United States



Hope, 2008
National Portrait Gallery, Smithsonian Institution
Washington, DC

5



We Own the Future, 2014
Little Italy, New York, NY



A Vital and Vibrant Ocean for All, 2021
Simons Theatre at the New England Aquarium,
Boston, MA

6



Nelson Mandela, 2014
Juta Street,
Johannesburg, South Africa

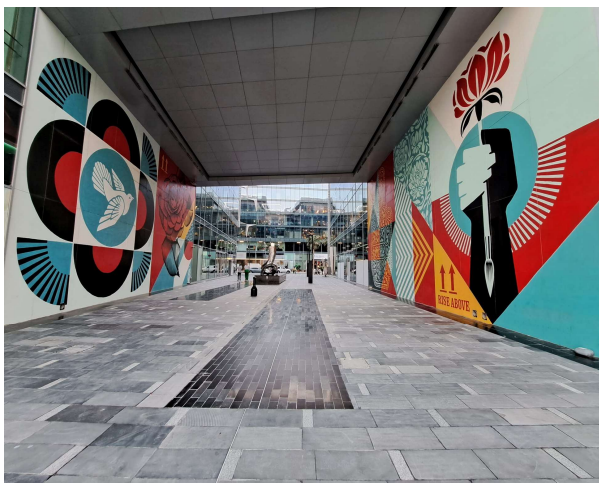


Johnny Cash, 2014
Folsom State Prison,
Sacramento, CA

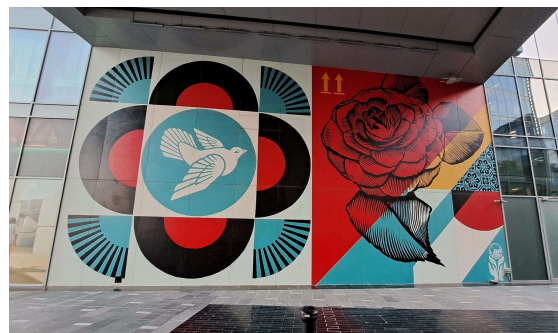
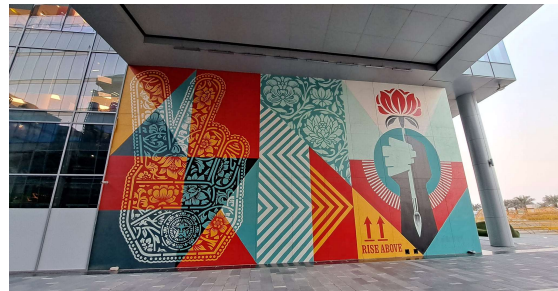


Muhammad Ali, 2023
Chestnut Street YMCA,
Louisville, KY

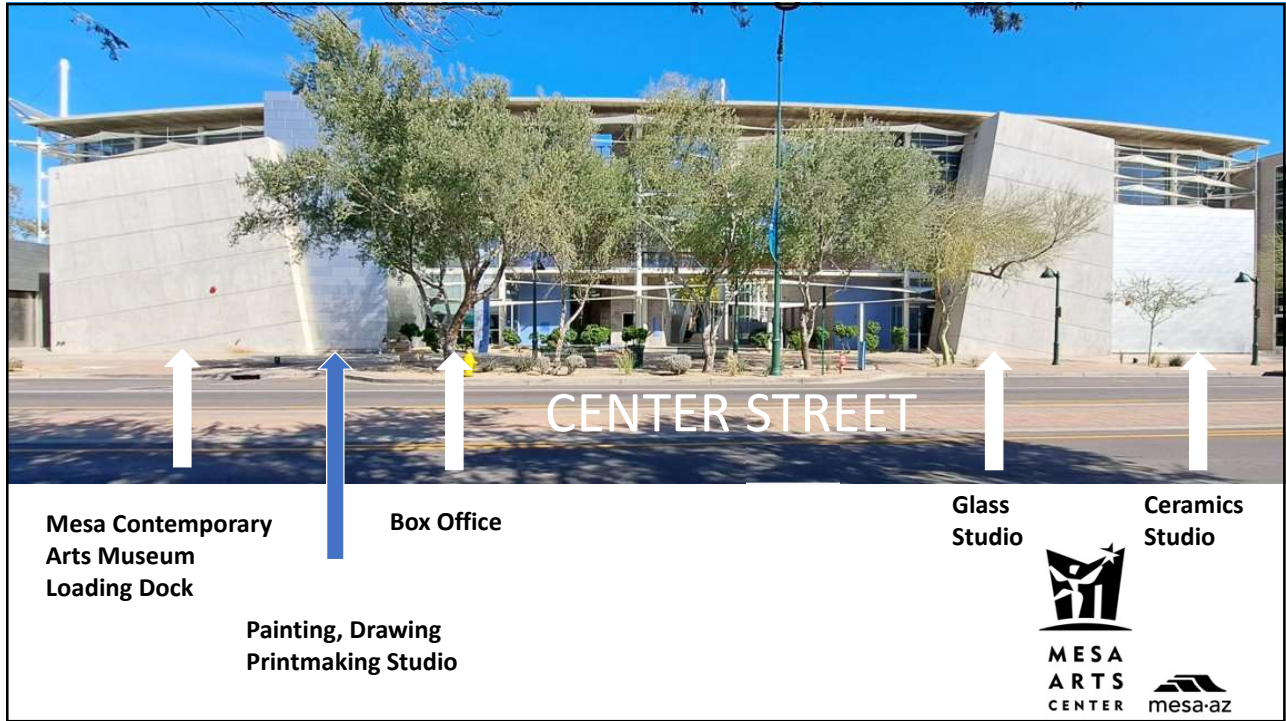
7



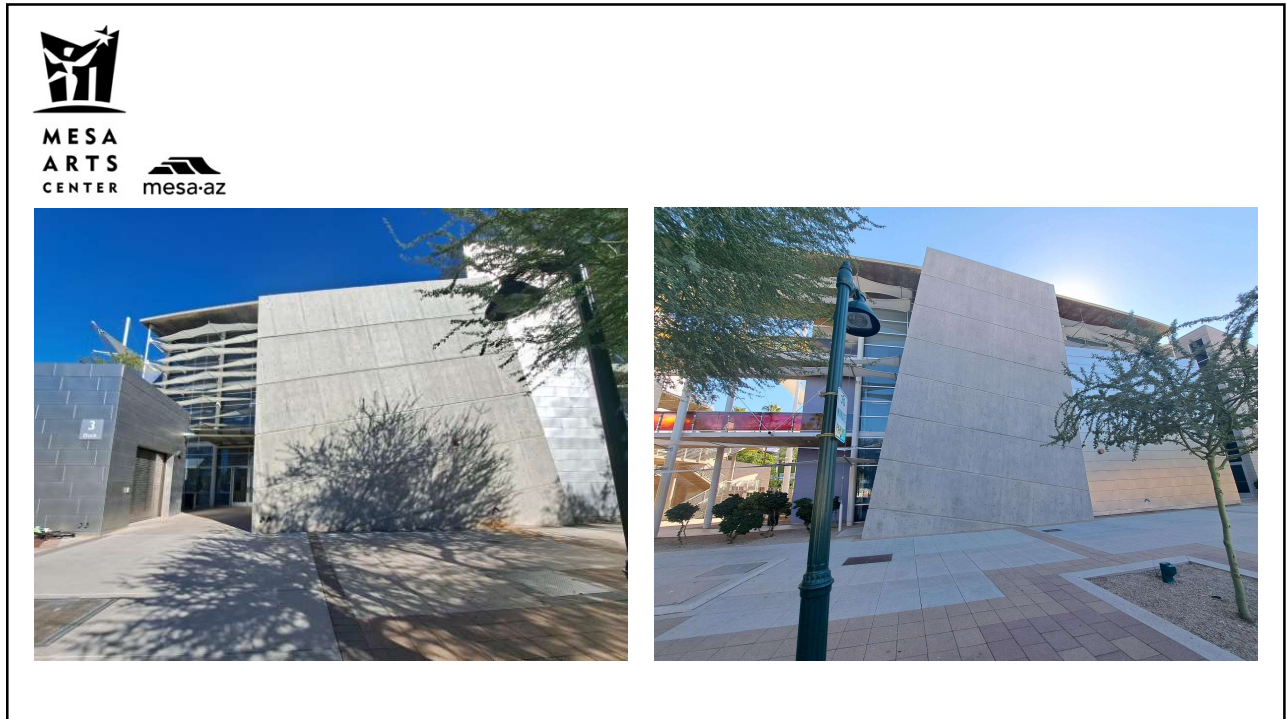
Rise Above Dove, 2021
Rise Above Peace Fingers, 2021
Dubai Design District, Dubai, UAE



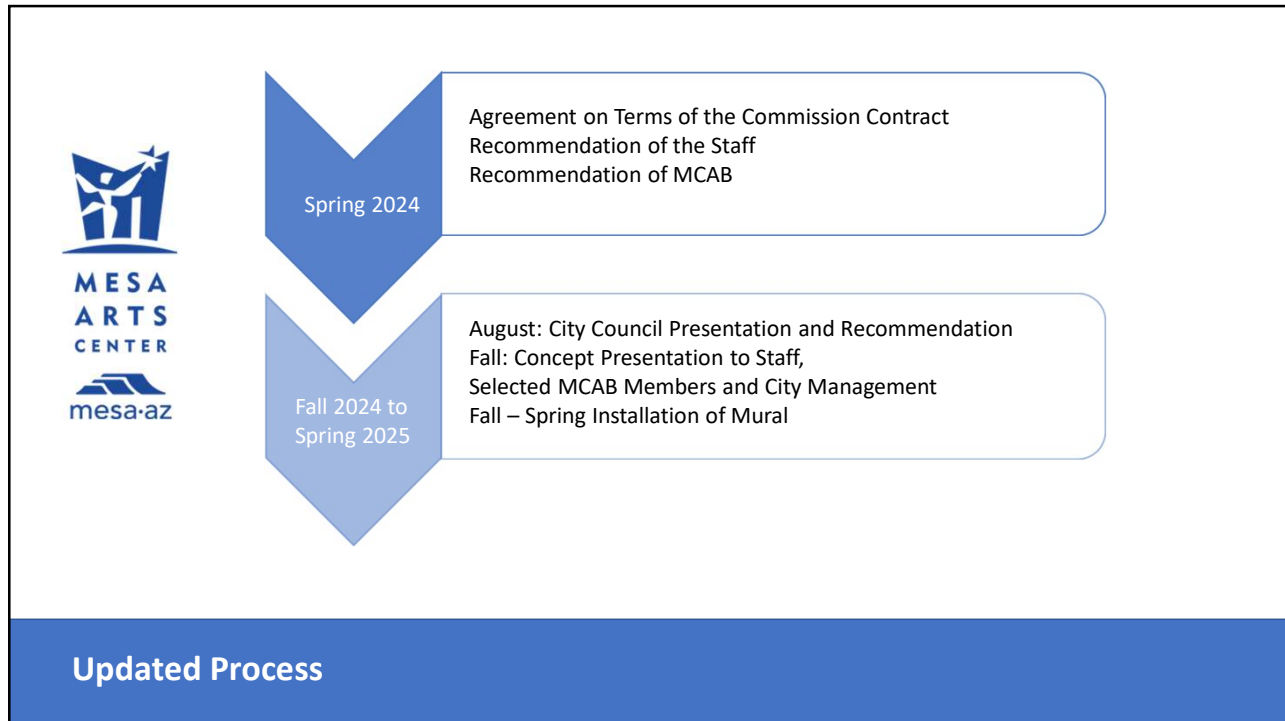
8



9



10



11



12