

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 September 28, 2017.

Members Present:

Dilworth Brinton, Jr. Michael Darr
Jocelyn Condon Melissa Sue Johnson
Gladys Contreras Karina Wilhelm

Members Absent:

Nancy Aposhian
David Dean
Benjamin Rundall
Michelle Streeter
Robert Valverde

Staff Present:

Cindy Ornstein Rob Schultz
Tom Wilson Jean Kaminski

Gladys Contreras, Chair, called the meeting to order at 4:02 p.m.

Public Comments: No members of the public were present.

Approval of Minutes: Gladys Contreras, Chair, called for any corrections/deletions to the minutes of July 27. There being none, Jocelyn Condon made a motion to approve the minutes as written, and Dilworth Brinton, Jr. seconded the motion. The Board members present unanimously approved the July 27 minutes that will be posted on the City's website.

Information – Update on Capital Projects – Cindy Ornstein

Solar Canopy: The Solar Canopy was presented to City Council and they were generally positive about the idea. They especially like the idea of it offering additional MAC event space; however, the concern expressed from some Councilmembers was around the methodology of how it would be done and would like to take a closer look at the comparison between having a Power Purchasing Agreement with the company owning and selling the energy back to the City versus the City doing the capital project and owning the canopy and solar production itself. They would like to see an analysis as to which scenario would be more beneficial to the City. There was some discussion regarding weighing the costs of the City having to maintain/upgrade, versus having the vendor own the canopy and assume those responsibilities. Council would like to see a detailed analysis on comparative costs before making a decision, and another presentation on that is expected within the next few weeks.

Metal Terrace: An assessment is being conducted to determine if the costs of installing the canopy over the sculpture courtyard are feasible. We hope to know more by the next Board meeting.

Information – Update on Planned Public Art Installation for Spring 2018 – Cindy Ornstein

Fantastic Planet: The contract for the installation of the inflatable sculptures is close to being finalized. Obtaining approvals for the location of the sixth figure is still awaiting confirmation.

Staff Reports

i.d.e.a. Museum – Rob Schultz reported for Sunnee O'Rork

- Access for All Free Sunday, September 3, saw close to 3,000 visitors at the Museum.
- Several Board and Leadership Team staff members attended the Benevon 201 Training in Seattle as part of the Virginia G. Piper Charitable Trust's grant "Securing Our Destiny: Bolstering Our Development" from August 20 – August 22.
- The i.d.e.a. Museum Board received confirmation from Virginia G. Piper Charitable Trust of a \$134,000 grant for the Agile Project. The grant will support the changeover/update of three software programs, changes at the Visitors Services desk and will support Governance Training for the Board members by Sharon Flanagan-Hyde (Agile consultant who is also Board/Source trained).
- Social media continues to grow at the Museum; as of August 31, likes on Facebook grew to 6,596; followers on Twitter grew to 1,025; and followers on Instagram grew to 1,385.
- The Museum's recycle exhibition "Recycle Fun" took top honors receiving the Crescordia award at the Arizona Forward Environmental Excellence Awards in the category of Environmental Education/Communication for the public and private sectors.
- The Museum opens their newest exhibition, "The Art of Healthy Living" tonight, September 27, with a VIP reception from 5 – 7 p.m. and will open to the public on Friday, September 28. Rob extended an invitation, on behalf of Sunnee O'Rork, to come and see the new exhibition following the Board meeting. There will be a special presentation in the Atrium at 6 p.m.

Arizona Museum of Natural History – Tom Wilson

- Access for All Free Sunday, September 3, saw close to 6,000 visitors at the Museum.
- A designer has been selected for the dinosaur façade on the south side of the Museum. The façade is a full-scale replica of an apex predator of the Cretaceous period, about 100 – 120M years ago. The Museum created a quarter-scale model and conducted an international search for a team to fabricate, and the contract was awarded to Dimensional Integrations of Kansas City, KS, a premier international company that creates large-scale installations of this sort; they created a large dinosaur sculpture for the Indianapolis Children's Museum. AzMNH has in hand the \$250,000 to begin the project and are working with Dimensional Integrations on the fabricating. The hope is to have it installed in time for the American Alliance of Museums (AAM) conference in the Valley next May. The Museum is working on a campaign to raise the remaining \$150,000 needed to complete the project. The façade will be iconic for Mesa – a must-see attraction.
- The Grubb family donation to the Museum of Native American materials consisted mostly of baskets with some ceramics and textiles and many other items. In addition to the valuable collection, the family gave the Museum \$25,000 to document and process the collection, which the Museum successfully accomplished. The Grubb family just gave the Museum another \$51,000 to install an exhibition of the artifacts, which will be called Native Cultures of Western North America.

Melissa Sue Johnson asked where they would put the exhibition. Dr. Wilson replied that on the upper floor of the Museum is the exhibition "Cultures of the Native Americas" and the new exhibition will be opposite that exhibition. The Arizona Highways pictures will be taken down and installed in the theater space. She asked if they will be using technology in the new exhibition. Dr. Wilson, said, yes, by using electronic labeling they can provide more information and include historic pictures, videos, interactives for kids, and possibly music and/or sound; the information will also appear on the Museum's website.

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

- The Phoenix Suns are celebrating their 50th Anniversary and have created 15 large scale basketball shoes that are being decorated by local artists and will be placed in 15 iconic locations around the Valley; one of them will be at Mesa Arts Center on the north end of the Shadow Walk. The shoe will be installed on October 7 and will remain up through April 2018. There is no cost involved to MAC or the City of Mesa.
- A year ago, Kroger came to MAC and asked if we would administer the creation of a mural for a new store they were opening in southeast Mesa, which we did. They asked if we would do it again for a new store they are opening in Apache Junction this fall. MAC distributed the RFP to the arts community and 27 artists submitted proposals. Kroger selected three semi-finalists, who they paid to create concepts for review, and one artist was selected by Kroger personnel. The mural will be installed in late October in time for the grand opening of the store on October 27. The artist that was selected was our own Frank Gonzales who is the Preparator for Mesa Contemporary Arts Museum. Mr. Gonzales' reputation as an artist is growing; he has been selected for several projects around the Valley.
- Mesa Artspace lofts are under construction at Hibbert Street. Artspace will hold a public information session next week at Mesa Contemporary Arts Museum on Thursday, October 9, at 7 p.m. They will be providing information on the application and selection process. Applicants do not have to make art as their primary source of income, but they do need to show that they actively work as an artist, with the definition of artist being broad and inclusive. If any Board member knows of someone who would be interested, please encourage them to apply.

Gladys Contreras asked if there was anyone from the arts community on the selection panel. Rob Schultz responding that in other Artspace projects they used local arts administrators, and since MAC has been involved from the beginning of this project, it is likely that someone from MAC may serve on the panel, but we do not know at this time. Cindy added that the process must follow Federal policies and regulations for subsidized low- to moderate-income housing. Selection is not based on aesthetics, but they do seek artists willing to participate actively as part of a community.

Director's Report – Cindy Ornstein

Ms. Ornstein added that Artspace has confirmed that there will be some community space, as well as public outdoor space in the courtyard, which creates another activated arts venue in downtown. This is great news for the neighborhood.

A marketing piece is being created in English and Spanish for the Mesa Prototyping Festival. The project was designed to be heavily process-focused; the focus is on community engagement in the development of the prototypes and installing the prototypes in downtown for community interaction.

Resources are being developed for a thorough evaluation process with three layers happening during the festival: people will roam throughout the festival conducting an intercept survey with questions regarding the festival itself and how people reacted to the concept and the opportunity. There will be observations of each prototype site before and during the festival, to understand the impact on the activation of downtown from the prototypes being there. In addition, there will be a ballot box at every prototype with a survey for visitor feedback on that experience. If funding is available through a pending NEA grant, a panel will select the top three prototypes from this year's festival and conduct longer-term testing. The panel will judge the prototypes on ratings from the public, sustainability, and feasibility.

Ms. Ornstein asked if any of the Board members would like to volunteer as an observer or conduct the intercept survey piece during the festival. There will be several shifts throughout the day available. Please contact Ms. Ornstein, if you are interested.

Mesa Arts Center has signed a contract for a new e-mail marketing platform with EMMA. This will give us the ability to do much more aesthetically pleasing and streamlined e-blast marketing. Templates will be created for each area of the Mesa Arts Center which will empower the program managers to communicate directly with their individual lists. EMMA will be calendared and monitored by the marketing team to avoid inundating customers with too many emails in close succession.

Mesa Arts Center has been working with the Graphic Design Firm Rethinc for the last 11 years, and they have done some good work for MAC. However, we recently issued a Request for Proposal for our Graphic Design contract. A new firm, HAPI (Hackett Advertising and Promotion, Inc) was selected through the proposal process. There will be two months of overlap as the old firm finishes up work they had started and the new firm begins work on new projects. This will make for a smooth transition with nothing being lost in the process.

Last night was the Dancing Earth event at Mesa Urban Garden. Dancing Earth is a Native American Contemporary Dance Company who are in Mesa for a week. MAC has traded use of space for some of their services to conduct community engagement activities and a performance at MAC on Saturday, September 30. The performance at Mesa Urban Garden was magical with approximately 350 people attending. There were also other local Native American artists, storytellers, hoop dancers, drummers, etc. at the event that evoked a wonderful community spirit at the garden.

Gladys Contreras commented that she is impressed with MAC's flexibility and creativity in leveraging the use of space.

Ms. Contreras asked if artists have been chosen for the Prototype Festival and where they will be located. Ms. Ornstein replied that the prototypes were selected by competitive panel review and all details are listed on the website: <https://www.mesaartscenter.com/mesaprototyping>. Locations will be between Sirrine Street and Country Club Drive on Main Street and north and south on the cross streets. They are purposely spread out so it doesn't appear to be an art show, which it is not, but to let people experience the prototypes in the way they might be found on any weekend in downtown if they became permanent fixtures. There will be live art and music in between the prototype spaces to act as connectors to help people stay engaged as they experience the prototypes.

The two community residencies, Care Partnership and the Boys and Girls Club, chose artists, who have been working with their communities and are now creating artwork together. Their community engagement projects will be at the festival along with the 20 prototypes.

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

Dilworth Brinton, Jr. reported that he attended the Season Kick-off event.

As a member of the Hohokams, Mr. Brinton said that if there is anything that the Arts and Culture Department would like displayed at the ballparks, and an opportunity opens, to let him know and he would see what he might do to help make that happen. Cindy Ornstein, on behalf of Mesa Arts Center, thanked Mr. Brinton and the Hohokams for the contribution they made to Project Lit.

Karin Wilhelm stated that she and her kids also attended the Season Kickoff event and thought it was nicely done.

Melisa Sue Johnson reported that she visited a small museum in Little Rock, AR, which took approximately 15 – 20 minutes to go through the entire space. This brought to mind how spoiled we are to have the Mesa's Arts and Culture Department bring the arts forward allowing it to be a part of people's lives, especially the free events. It is sad that many cities are no longer able to support arts and culture in their communities.

Jocelyn Condon reported that her family visited the Ronald Regan Library while in CA and were impressed at how majestic and cool the museum was; however, they were surprised by how small the Regan' gravesite was.

Gladys Contreras, Chair, reminded the Board that if they have an item/issue they would like to discuss, to let either her or Jean Kaminski know so it can be added to the next agenda for discussion.

The next scheduled meeting date is the THIRD Thursday in November, November 19.

There being no further business, the meeting adjourned at 4:56 p.m.

Respectfully submitted,

A handwritten signature in black ink that reads "Cindy Ornstein". The signature is written in a cursive, flowing style with a large, stylized 'C' and 'O'.

Cindy Ornstein, Director
Arts and Culture Department