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**MUSEUMS & CULTURAL AFFAIRS**  
**The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB)**  
**Thursday, May 20, 2021, 4:00 PM**  
**Microsoft Teams Virtual Meeting**

**CITY CLERK DEPT**  
**2021 JUN 30 PM3:00**

**MINUTES**

**1. Call to Order.** Meeting called to order at 4:05 pm.

<b>2. Roll Call.</b>	<b><u>Board Member</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
	Adame, Rachel		X
	Diaz, Alfredo		X
	Edens Gary	X	
	Giangiulio, Anne	X	
	Glenn, Lucio	X	
	Gorski, Kenneth		X
	Harris, Jeff	X	
	Herrera, David	X	
	Jaquez, Laura	X	
	Leffler, Beth	X	
	Leon, Vanessa	X	
	Loweree, Carlos III	X	
	Marshall, Adam	X	
	Nino, Ivan	X	
	Schmid-Falcon, Stephanie	X	
	Valdez, Daniel	X	
	Valdez, Laura	X	

Consecutive Absences: Alfredo Diaz (4)

Other present: Ben Fyffe, Karla Munoz, Vladimir von Tsurikov, Jeff Romney, Rocio Rivas and Diana Cepeda

**3. Public Comment.** None.

**4. Approval of Minutes.** Carlos Loweree III moved to approve the April 15, 2021 minutes. Adam Marshall seconded; all members voted in favor, none opposed, motion passed unanimously.

**5. Discussion and Action on El Paso Museum of History Accessions.** Dr. Vladimir von Tsurikov addressed the Board to present the accession of proposed dresses from the 1930s, Sun Queen dresses, and a scrapbook from 1964-1965. He continued by showing photographs and acknowledging that the collections are in good condition and will fit with the current Neighborhoods exhibition. Staff is recommending approval from the Board for accessioning these pieces to the History Museum collection. Adam Marshall moved to approve, Carlos Loweree III seconded; all members in favor, none opposed, and the motion passed unanimously.

**6. Presentation on the El Paso Museum of Art Connect Space.** Dr. Vladimir von Tsurikov addressed the Board to present proposed changes to the former store space at the El Paso Museum of Art. The space will be delegated to EPMA Museum Connect. This space is the first space that people see when entering the Museum and they are able to connect with staff. He explained that Museum Connect will have a number of uses, the space is a conceptual overhaul of the previous store space and it will promote programs and sponsored events. It will also accommodate a range of different artistic opportunities. The space will provide informed visitor engagement on programming including exhibitions. There will be a Docent lounge where docents can research and prepare for scheduled museum tours. Staff will retain a certain area that will continue to be focused on both branded merchandise and publications for the Museum. Museum Connect will explore new artist programming, including presentations, slide jams, and artists residencies. All of this will allow staff to drive

class enrollment, facility rentals and to promote Museum memberships. It will also provide additional space for visitor seating, visitors meeting space and promote free Wi-Fi. Dr. Vladimir von Tsurikov continued by showing photographs of former artists residencies from two years ago prior to COVID in the C2 Gallery in the Sala. The photographs show the kind of energy the Museum is hoping to capture going forward. The position of the Visitor Services Assistant (VSA) will office at the Museum Connect. The VSA will engage with visitors, answer questions, provide information, process memberships, class enrollments, facilitate rentals, and merchandise. The staff has redesigned all of the brochures that will be available and video monitors will be installed with exciting up to date and upcoming information at the Museum. There will also be didactics that will promote MCAD and partner institutions so people can learn additional information about the other Museums. The Docents will also be able to volunteer in Museum Connect in addition to their tours, should they choose to do so. As mentioned before, the Museum plans to have Slide Jams, and Pop Up Nights from artists of various genres to be hosted several times a year. Artists will have a set time to present slides of their work and share their projects in an informal setting. This will allow for artists to display and sell their work at events. This will allow staff to reach out to the creative community in ways that we have not been able to do so at this point. With smaller target presentations such as poetry readings, musical events, art history talks, and other projects, staff can broaden the reach and have a more familiar setting in which staff can gather together with community members, instead of a formal setting with a large auditorium that holds 300 people. These presentations can occur within the Museum Connect space and be an extension of the general programming and outreach to the community. The launch of Museum Connect will facilitate a continually rotating artist residency at the El Paso Museum of Art. It is built on the success of the Sala project in 2019, which was spearheaded by a local artist, Staphany Garnica who was the inspiration for the residency. Emerging artists will have an opportunity to display their artwork and interface directly with the Museum community through exhibitions, lectures, and direct contact with visitors. The artists will be able to engage in different areas of the Museum's operations which is usually reserved for established artist, working alongside all of our Museum staff, an emerging artists thus learn the logistical side and excel in their desire in their profession as an artist. Dr. von Tsurikov continues by sharing what is currently happening at the El Paso Museum of History. The History Museum also transformed the store space to a different type of programming area. Staff envisioned a new concept for both the entry space and store and the entry space now has an updated Visitor Service Desk where staff can engage directly with everyone coming into the Museum and also limited merchandising is available there. The History Museum's former store space is currently installed with a semi-permanent exhibition dedicated to *Resilience: Remembering August 3<sup>rd</sup>*. The exhibition features items that staff have been tasked to retrieve, preserve, conserve and describe items that came directly from the August 3<sup>rd</sup> memorial. He added, that this is how the Museum store space at the History Museum has been transformed. The Art Museum has a larger footprint and larger square footage available, which gives different possibilities and opportunities to program. Anne Giangiulio asked what is meant by a Slide Jam and Dr. von Tsurikov responded that it is an opportunity for local artists to present slides of their work, in an informal setting, with refreshments and other aspects. He continued by stating that this is an example of how this space can be utilized and how it can be energized and activated. The Museum will be able to do so without incurring additional expenses, which has been a great concern during the annual budget hearings. Adam Marshall asked if this was an action item or an update and Dr. von Tsurikov responded that this update was requested by the Advisory Board at a previous meeting. Carlos Loweree III added that this is a tremendous project. No other questions were asked.

**7. Museum Reports.** Jeff Romney, Director of the El Paso Museum of Archaeology addressed the Board to present the Museum report. He reported that an exhibit was opened at the El Paso International Airport last Thursday in collaboration with the Airport. He continued by describing details of the exhibit and to relay that the photographs can be accessed on the Museum's Facebook page. Dr. von Tsurikov addressed the Board to present the El Paso Museum of History report. Dr. von Tsurikov began by discussing details of the report and shared the Museum's attendance since the reopening in April. He listed and discussed the details of the Museum's four current exhibitions along with detailing upcoming exhibitions and events. Dr. von Tsurikov continued with the Art Museum report. He shared the total attendance, the current and upcoming exhibitions, and scheduled virtual events. Dr. von Tsurikov ended by sharing details of the Museum's five new exhibitions.

**8. Adjournment:** Meeting adjourned at 4:35 pm. Next meeting scheduled for June 17, 2021.

Approved for content by:  
Carlos III Loweree, Vice Chair

Respectfully submitted by:  
Diana Cepeda, Strategic Initiatives Coordinator