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MUSEUMS & CULTURAL AFFAIRS

The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB)
Thursday – August 17, 2017 – 4:00 p.m.
El Paso Museum of History

MINUTES

1. **Call to Order and Roll Call.** Meeting was called to order at 4:10 p.m.

| Roll Call | Board Member | Present | Absent |
|-----------|-----------------------|---------|--------|
| | R. Katherine Brennand | X | |
| | Elizabeth Ann Bulos | X | |
| | Angel Cabrales | | X |
| | Elvira Carrizal-Dukes | X | |
| | Estrella Escobar | X | |
| | Anne Giangulio | X | |
| | Kenneth Gorski | X | |
| | Teresa Hernandez | X | |
| | Ann F. Kruzich | X | |
| | Daniel Longoria | | X |
| | Marina Monsisvais | | X |
| | William Moody | | X |
| | Analinda Moreno | | X |
| | Elia Perez | X | |
| | Carina Ramirez | X | |
| | Ida Mae Steadman | X | |

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Consecutive absences: Angel Cabrales (1st), Daniel Longoria (2nd), Marina Monsisvais (2st), William Moody (1st) and Analinda Moreno (2nd).

Others present: Tracey Jerome, Ben Fyffe, Victoria Ramirez, Jeff Romney, David Grabitske Omar De La Rosa, Rebecca Munoz and Erin Ritter.

2. **Call for Public Comment.** None

3. **Discussion and Action on Approval of Minutes for June 15, 2017.** Chair gave members a few minutes to review the minutes and requested a motion to accept. Katherine Brennand moved to approve. Teresa Hernandez seconded; all members voted in favor, none opposed, and motion passed unanimously.

4. **Discussion and Action on Fiscal Year 2018 Cultural Funding Program Award Allocations.** Ben Fyffe introduced Rebecca Munoz as the Cultural Funding Development Coordinator. He let the Board know Ms. Munoz will explain the funding allocations for FY18 and this year two different sets are being presented. The program usually brings to the Board one set of allocations. This year because the Texas Commission of the Arts (TCA) has not released their annual budget, including the grants they gave to the program, the program does not know if in fact it is getting any money from the State. For this reason, the Cultural Program will bring to the Board two sets of allocations. One set assuming zero dollars are coming from the TCA and the other assuming the program is in fact receiving some funding from the TCA. This way the program is able to act quickly once it receives the funding from the State. This way the program can move forward to the contracting process at the beginning of September as usual instead waiting until the end of September. Ms. Munoz proceeded to explain how the Museums and Cultural Affairs Department (MCAD) supports five different programs through the Cultural Funding Program. The first category is the Operational Support Program (OSP), which supports operations of large arts, and cultural not-profit organizations which need to have a budget of over \$100,000 in order to apply. The Project Support Program (PSP)

supports project activities for not-profit arts and cultural organizations. The Community Arts Program (CAP) to provide workshops/performances in community spaces. The Artist Incubator Program (AIP) supports individual artists to create new bodies of work and finally the KickstArt Program, which supports individuals/ business entities/non-profit organizations to organize recurring events over three years in Downtown El Paso. The two sets of funding allocations are \$407,516.75 including the TCA funds and \$361,032.72 without TCA. This year the program is awarding 64 total funding awards and this includes 54 new awards and 10 recurring KickstArt awards from previous years. Ms. Munoz explained the KickstArt funding has two different pools of funds and the TCA grant affects four of the programs excluding KickstArt. Mr. Fyffe added the State eliminated the program in which they grant money to this program, but the State will increase the amount of money it gives to other programs to allow the program to level out. Usually the program has around \$48,000 to \$50,000 given by the TCA. Ms. Munoz presented all the awardees under each categories in a presentation. Mr. Ken Gorski asked how the program determines the funding allocation breakdown for CAP. Ms. Munoz explained the amounts are based on the artists' requests. Each artist is able to apply for up to \$10,000 for workshops then they will send the cost of the workshops and the funding will depend on how many workshops they apply. Mr. Fyffe added the Cultural Funding Program looks at the applicants scores aggregated from the panel, the requested number of services, the price of those services and the need from the community. Once the Program has a roster of all the applicants, then the neighborhood associations, libraries, rec centers can all request those services go to their communities. If there is a higher demand for a specific service, the program will try to meet that specific demand. Anne Giangliullo asked the staff to provide an example of the services the Artists provide and Ms. Munoz proceeded. Ms. Brennand asked if there was a time sensitive for the application process such as first come first served. Ms. Munoz explained there is a process with a deadline, and all the applicants who meet the deadline will be reviewed and considered. The panelists will score each application and rank them according to their average scores. Mr. Fyffe added once there is approval from the Board Ms. Munoz will build a roster where people can go to the program's website to see what services are there and get a description about the service. Mr. Giangliullo asked what the criteria for the KickstArt application is. Ms. Munoz explained KickstaArt specific goal is to bring Downtown visitors from outside of El Paso and be a tourism driver. This specific program is funded with the Hotel Occupancy Tax Code that requires applicants to drive at least 50% of tourism to the event. Estrella Escobar moved to approve. Ms. Brennand seconded; all members voted in favor, none opposed, and motion passed unanimously.

5. Discussion and Action the El Paso Museum of Art's Strategic Plan, 2017-2022. Dr. Victoria Ramirez presented the El Paso Museum of Art (EPMA) Strategic Plan. Dr. Ramirez explained the Museum engaged an external consulting firm named Corcoran & Company to guide the staff through the process. The consulting firm is from Austin, Texas and it has worked with many Arts and Cultural organizations in strategic planning, fundraising and recruitment. Dr. Ramirez said the report needed to reflect the City of El Paso 2015 Strategic Plan, aligned with El Paso Museum of Art Foundation and speak about stakeholders. The consultants came to El Paso for two sets of three-day visits to meet with different stakeholders for research and field comparisons and conducted 16 interviews. The consultants asked open-ended questions about the Museum to engage in an open dialogue with stakeholders without the Museum staff present. Dr. Ramirez mentioned a set of interview invitees listed in the report. The consulting firm had two half-day retreats, one with the Museum staff and one with the Foundation Board members. During the retreats, the Museum staff and the consulting firm developed four strategic priorities: increase Museum participation, improve the visitor experience, increase revenue and income and raise the profile of EPMA, in Community and beyond. Dr. Ramirez referenced page eight in the report and explained more in detail the four strategic priorities. The strategic plan also includes five components of the Museum aligned with the City's Strategic Plan. The plan includes five core strategic goals in which the staff worked in partnership with the consulting firm. Lastly, the strategic plan covers the three significant initiatives the Foundation Board identified to support the Director's and the staff's goals, which includes an EPMA Foundation strategic plan detail to explain each strategy for the next three years in a one-year breakdown. Dr. Ramirez emphasized the main goal is to have clear communication between the Art Museum and the Foundation. She also shared how the process was very inspiring for the staff as they got feedback from the community and the Board to shape an ambitious future. Elvira Carrizal-Dukes shared some observations as the Museums and Cultural Affairs Advisory Board (MCAAB) liaison to EPMA. Mrs. Carrizal-Dukes had the opportunity to attend different EPMA exhibits, programming and events offered by the Museum. She shared a few of her experiences over the past year at EPMA and she has confidence that the Museum will accomplish its goals. Ms. Carrizal-Dukes believes the work EPMA is doing will positively promote the visual images of El Paso and will enhance the Quality of Life for the Community. Carina Ramirez moved to approve. Mrs. Escobar seconded; all members voted in favor, none opposed, and motion passed unanimously.

6. Discussion and Action on appointment of MCAAB liaison to Public Art Committee. Mr. Gorski asked if there was anyone interested in representing MCAAB in the Public Art Committee (PAC). Ms. Giangliullo asked if the liaison role was explained in the previous meeting. Tracey Jerome explained there are ten meetings a year that last approximately an hour long. Mrs. Jerome added some members from the PAC are appointed by MCAAB and there are other members appointed individually from the outside. Mr. Gorski said there is a combination of artists and people involved in the community. Mr. Fyffe added the meetings are once a month at 3:30pm at MCAD's offices and he mentioned some of the duties as a liaison, which include validating artists' selection panel choices, and the Public Art Plan presented to Council. Mr. Gorski appointed Elvira Carrizal-Dukes to the PAC. Mrs. Brennand moved

to approve. Mrs. Escobar seconded; all members voted in favor, none opposed, and motion passed unanimously.

7. Discussion and Action on appointing Emmanuel Iglesias to the Public Art Committee. Mr. Gorski referenced to Emmanuel Iglesias's resume provided to each Board member. Mr. Gorski shared he knows Mr. Iglesias as a former Architecture student and now he is working for an architecture firm in Downtown. Ms. Brennand moved to approve. Ann Kruzich seconded; all members voted in favor, none opposed, and motion passed unanimously.

8. Museum Reports. Dr. Ramirez presented the EPMA report. She shared the attendance numbers of exhibition openings, and celebrated an increase compared to past exhibitions. The Museum has a red wine tasting today along with *The Red That Colored the World* exhibition. Dr. Ramirez went over some of the exhibitions that are closing and the upcoming programs and events. She mentioned some of the partners the Museum is currently working with and new staff members including the new grant received for a 10-month Kress Fellow. Elia Perez suggested an exhibit for Henry Trost Architecture. Jeff Romney presented the El Paso Museum of Archeology (EPMArch). He reported the fiscal year to date total attendance with an increase of 2,076 people compared to last year. He shared past education programs and special activities including the attendance for each event. Mr. Romney presented the upcoming programs and activities, which includes the Museums 40th Anniversary family Day celebration. The Museum will be having a mini Tom Lee exhibition, *The Waters Colors Casas Grandes Padre*. Ms. Brennand recognized the Museum's programing. Dr. David Grabitske presented El Paso Museum of History (EMPH). He introduced himself and talked about his experience. He has been working with staff on different items the Museum needs such as collection management, collections planning, and education/programming. He shared important celebration dates for the city and the country in the coming years and the opening of the *El Paso's Eighth Wall of Giants* on August 19.

9. Adjournment. Meeting was adjourned at 5:30 p.m. Next meeting scheduled for September 21, 2017.

Approved for content by:
Ken Gorski, Chair

Respectfully submitted by:
Diana Cepeda, Administrative Assistant
Museums & Cultural Affairs Department

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