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MUSEUMS & CULTURAL AFFAIRS
The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB)
Thursday – September 21, 2017 – 4:00 p.m.
El Paso Museum of Art

MINUTES

1. **Call to Order and Roll Call.** Meeting was called to order at 4:05 p.m.

Roll Call	Board Member	Present	Absent
	R. Katherine Brennand		X
	Elizabeth Ann Bulos		X
	Elvira Carrizal-Dukes	X	
	Estrella Escobar		X
	Anne Giangulio	X	
	Kenneth Gorski	X	
	Teresa Hernandez	X	
	Karla Iscapa	X	
	Ann F. Kruzich	X	
	Daniel Longoria	X	
	Adam Marshall	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: Katherine Brennand (1st), Elizabeth Ann Bulos (1st), Estrella Escobar (1st) and Analinda Moreno (3rd).

Others present: Tracey Jerome, Ben Fyffe, Victoria Ramirez, Jeff Romney, David Grabitske, Omar De La Rosa, Diana Cepeda and Ismael Acosta.

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

3. **Discussion and Action on Approval of Minutes for August 17, 2017.** Chair gave members a few minutes to review the minutes and requested a motion to accept. Daniel Longoria moved to approve. Elia Perez seconded; all members voted in favor, none opposed, and motion passed unanimously.

4. **Update on Chalk the Block 2017.** Ben Fyffe talked about the Chalk the Block festival (CTB) which is one of the biggest events the Cultural Affairs Program organizes. CTB is one of the largest festivals in the region and it started 10 years ago, modestly scaled and inspired by a chalk event in San Antonio, TX. The first year was a 1-day event that involved 12 chalk artists and attracted 5,000 people. Mr. Fyffe acknowledged Marina Monsisvais as the Chair of the private sector committee for CTB. Compared to the first year, chalk artists participation has increased by 342%. Total artists participation went from 12 to over 200 from different disciplines, and food truck vendors have increased by 2700% over the past years. The fundraising from the private sector increased by 920% for a total of over \$102,000. CTB also recorded an increase of attendance of 720% over the past 10 years. The event is an economic driver as many businesses have reported their busiest days in sales during CTB. The event invites chalk artists to create art works over a 3-day period and foreign and local artists are able to sell their work to the public. As has been the practice since the second year, CTB is hosting temporary art installations from visiting and local artists. One of the installations for this year is *Life Cube* by Scott Cohen from New York. This piece is a

giant cube that features collaborative works made by the artist from NY working with local artists and students to create a temporary temple to art. *Spheres of Influence* by Curime Batliner and Jake Newsum from Los Angeles will also be part of CTB. Three robotic sculptures will create City grids from inside spheres. This exhibition will be located in front of the Plaza Theater. CTB will repeat a project from a few years ago, in partnership with Sun Metro. Sun Metro will lend a bus to serve as a canvas for a group of artists to create a masterpiece, which will be in circulation for 6 months. For performing and visual arts, CTB is working with Squonk Opera from Pittsburgh who will bring a piece called *Sonic Cycle*. *The Wish Tree* by Yoko Ono will also be part of CTB this year at the Pioneer Plaza. Mr. Fyffe added when the exhibition is over all the wish cards will be sent to be buried at the base of the Imagine Peace Tower in Iceland. Ms. Carrizal Dukes asked if the Program is still accepting artist and vendor applications and Mr. Fyffe responded the process has closed for applicants. Daniel Longoria asked what the attendance was for last year's event and Adam Marshall added a question regarding how attendance is tracked. Mr. Fyffe responded around 38,000 to 40,000 people attend over the 3 day event and it is recorded with clickers in different locations around the event. Karla Iscapa asked how the event is advertised. Mr. Fyffe explained there are three billboards and through social media. He added during the month of October CTB website is the second most visited local website. Mr. Fyffe introduced Ismael Acosta as the production coordinator for CTB.

5. Museum Reports. Victoria Ramirez presented the El Paso Museum of Art report. She mentioned the opening of the *Gardens of Earthly and Unearthly Delights*, which exhibits around 100 artworks that come from the Museum's permanent collection. Dr. Ramirez mentioned the Museum is having a couple of partner programs to invite new people to come to the Museum. She talked about the new exhibitions, programs and events coming up at the Museum. She mentioned some of the events happening during CTB weekend and being open until 10pm on Friday and Saturday during the event. She provided a copy of the September-October membership newsletter to each member. Dr. Ramirez shared the Museum was awarded a grant from the Kress Foundation to host a Fellow to study the Museum's Kress Collection and design a plan to recurate the collection and reinstall those galleries. Anne Guiangiulio asked what the plan for outreach low-income elementary schools is so they can take advantages of all the programming the Museum offers. Dr. Ramirez explained the Museum is awarded grants that are specifically designed for outreach to these elementary schools. One of the programs is called Neighborhood kids to get kids, parents and teachers comfortable in the Museum. The Museum also works with all the school districts for school tours to expand that audience. Elia Perez asked if it was possible to add art pieces in some of the main elementary schools such as has been done in the past at the Airport. Dr. Ramirez said reproductions could be explored, as it is not possible to place original works of art outside the Museum in this way because huge liability and collection care and management issues. Dr. Grabitske began the El Paso Museum of History by sharing the end of fiscal year total attendance from the Museum which was the third highest since its opening. The History Museum store achieved a 58.8% margin compared to the national average is 33.6%. Dr. Grabitske invited the Board to listen the Jackson Polk radio show the following Saturday since Tracey Jerome and himself were scheduled to be interviewed. He mentioned the new exhibit opening in November 18, *What We Brought* and shared information about the exhibit. Jeff Romney reported the Museum of Archeology total attendance for the year, which increased 12%, compared to the year before. He also reported the Museum membership increased by 68%. Mr. Romney shared with the Board some of past and upcoming programs and special activities. The Museum will be participating in CTB with an activity and information booth. Mr. Romney invited the Board to the 40th Anniversary Family Day Celebration on October 15. The Museum was awarded \$500 from the Council of Texas Archaeology to support the event and \$500 from the County of El Paso. He thanked Elia Perez for being the liaison for the Museum for the past years.

6. Adjournment. Meeting was adjourned at 5:00 p.m. Next meeting scheduled for October 19, 2017.

Approved for content by:
Ken Gorski, Chair

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

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