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MUSEUMS & CULTURAL AFFAIRS

The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB)
Thursday – April 21, 2011 – 4:00 p.m.
City Hall 4th Floor Conference Room

MINUTES

1. **Call to Order and Roll Call.** Meeting was called to order at 4:07 p.m.

Roll call	Board Member	Present	Absent
	Francesca Alonso		X
	R. Katherine Brennand	X	
	Estrella Escobar	X	
	Jeannine Kennedy	X	
	Ann F. Kruzich	X	
	Belinda Luna		X
	Marina Monsisvais	X	
	William Moody	X	
	Susan Novick	X	
	Elia Perez	X	
	Ana Pilhoefer		X
	Carina Ramirez	X	
	Jane E. Ratcliff		X
	Abel Saucedo	X	
	Jane B. Thomas	X	
	Ray Valencia		X

Others present: Maria Aragon, Sean McGlynn, Michael Tomor, Julia Bussinger, Pat Dalbin and Alejandra Carrillo.

2. **Public Comment.** None.

3. **Introduction of New Board Member.** Sean McGlynn introduced Susan Novick who was appointed by Rep. Beto O'Rourke, and mentioned that she used to serve on the History Museum Advisory Board.

4. **Approval of Minutes.** Chair asked for approval of the minutes of last meeting on March 17, 2011. Jane Thomas motioned to approve the minutes as submitted; Jeannine Kennedy seconded; all members voted in favor, none opposed, and motion passed unanimously.

5. **Discussion and Action on Acquisitions for Museum Facilities.** Michael Tomor confirmed there are no acquisitions for the Museum of Art this month, and Julia Bussinger confirmed there are no acquisitions for the Museum of History this month.

6. **Discussion on Current Events taking place at the Museum Facilities.**

A. Michael Tomor provided postcards and press releases for upcoming museum exhibitions and events, and extended invitation to board members to participate. Reported that *Monet to Matisse* brought record attendance to Museum of Art; general attendance in March 2010 was 5,800 vs. ticket sales alone for March 2011 was 10,234 and general attendance at 13,834. Reported daily attendance during Kidspalooza was for 2,300 for 2010 vs. 3,550 for 2011. Reported store sales were \$7,000 for March 2010 vs. \$22,000 for March 2011. Katherine Brennand, who also serves on the Art Museum Foundation Board, reported that Endowment Campaign brochure was launched, and reported that funds help support programming, acquisitions and preservation of the permanent collection. Provided contribution information and encouraged Board to look into.

B. Julia Bussinger reported that Sunday April 24 was last day for *Hilo* Exhibition; mentioned exhibition headed to New Orleans as last stop and will not return to United States ever again; reported ticket sales at \$3,500 with 13,000 visitors. Mentioned desire to feature the next major

exhibit for a period of 6 months to allow an enhanced visitor experience, and that will be the rule of thumb for future blockbuster exhibits. Mentioned in process of negotiating an Aztec Empire Exhibition as next blockbuster for El Paso area. Mentioned opening of medicinal exhibit on first floor opening on May 20. Mentioned next *Wall of Giants* exhibition will feature Former Mayors of El Paso, opening on June 10. Reported that facility is filled to capacity. Mentioned funding was secured by the History Museum Foundation Board in the amount of \$100,000 for *Las Villitas* and fabrication will begin in late May, early June; mentioned that the first series will feature Chihuahuaitas and Segundo Barrio, and will progress to showcase all existing neighborhoods in El Paso. Mentioned Polo Real Event on May 7; first class, white linen event sponsored by the History Museum Foundation Board.; extended invitation to board members to attend on Mother's Day weekend. Sean McGlynn mentioned that resources for marketing these signature exhibitions is very limited and congratulated the Museum Directors and their Staff for doing a great job of getting the word out to the public.

7. **Discussion on the Trail Improvements at the Archaeology Museum.** Julia Bussinger reported that the structural and aesthetic improvements to the Wilderness Park (official name) were successfully completed, and provided beautiful imagery of the final product. Mentioned improvements provided an incomparable balance of accessibility and enjoyment for visitors. Brief discussion about whether wilderness trails could be promoted as venue for fitness and exercise. Sean McGlynn explained that it's a natural environment, with no managed supervision, that provides full outdoor engagement experience. Also mentioned that the MCAD website will be redesigned in the near future, which will allow for more user friendly web experience, which will ultimately help better promote the museum facilities and their programs. Julia Bussinger reported that the educational curriculum will include simultaneous excursions through the trails for all future exhibitions and programming. Mentioned that there are 10 candidates for the Curator position and is hopeful to begin the hiring process; additional information will be provided at the next meeting. Mentioned call for proposals has gone out for the Jornada Conference in October.

8. **Discussion and Introduction to the Public Art Program.** Patricia Dalbin introduced the newly hired Public Art Specialist, Alejandra Carrillo. Provided an educational presentation about how the Public Art Program was established, how it works, the process for commissioning artists and implementing projects; and provided imagery of completed and ongoing projects. Provided a copy of the Public Art Status Report, which document must be presented and adopted by City Council on an annual basis.

9. **Adjournment.** Meeting adjourned at 5:05 p.m. Next meeting scheduled for date May 19, 2011.

Approved for content by:
William Moody, Chair

Respectfully submitted by:
Maria Aragon, Administrative Assistant
Museums & Cultural Affairs Department