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MUSEUMS & CULTURAL AFFAIRS

The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB)
Thursday – May 19, 2016 – 4:00 p.m.
El Paso Museum of Archaeology, Auditorium

MINUTES

1. **Call to Order and Roll Call.** Meeting was called to order at 4:32 p.m.

Roll Call	Board Member	Present	Absent
	R. Katherine Brennand	X	
	Angel Cabrales	X	
	Elvira Carrizal-Dukes		X
	Estrella Escobar	X	
	Kenneth Gorski		X
	Teresa Hernandez		X
	Ann F. Kruzich	X	
	Daniel Longoria		X
	Steve Lujan		X
	M. Erica Marin	X	
	Marina Monsisvais		X
	William Moody	X	
	Analinda Moreno	X	
	Isela Ocegueda	X	
	Elia Perez	X	
	Carina Ramirez		X
	Ida Mae Steadman		X

Consecutive absences: Kenneth Gorski (1st), Teresa Hernandez (1st), Daniel Longoria (2nd), Marina Monsisvais (3rd), Ida Mae Steadman (1st)

Others present: Ben Fyffe, George Maloof, Omar De La Rosa, Aidee Guevara, Patrick Shaw Cable, and Cindy Kieffer Diaz

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

3. **Discussion and Action on Approval of Minutes for March 17, 2016.** *Isela Ocegueda assisted in carrying out action items in the absence of the Chair and the Vice-Chair.* Isela Ocegueda provided members time to review the minutes before requesting a motion to approve as submitted. Judge William Moody so moved; Katherine Brennand seconded; all members voted in favor, none opposed, and motion passed unanimously.

4. **Discussion and Action on El Paso Museum of Art Loan Requests.** *Items 4 and 5 were taken together.* Patrick Shaw Cable reviewed loan requests from the permanent collection by the Bryan Museum in Galveston, TX. Images were reviewed via a PowerPoint slideshow as follows: *Luz Jimenez and her Daughter* by Jean Charlot, *Barranca/Canyon* by Diego Rivera and *Chalupa, Mixquic and Village in the Foothills* by Auguste Lohr. Additionally, the Gallerie d'Italia in Milan, Italy has requested the loan of *Entrance to a Palace or Architectural Capriccio with a Portrait of Voivod Franciszek Salezy Potocki* by Bernardo Bellotto; the Grace Museum in Abilene, TX has requested the loan of *View of El Paso* by Leon Troussel, *The Plaza and Church of El Paso* by Augustus Guy de Vaudricourt, *Spanish Dragoon – Regimiento de la Reina* by Jose Cisneros, *Distant View of Eternity* by Tom Lea, *Our Lady of Light* by anonymous and *Our Lady of Guadalupe* by Nicolas Enriquez; and the Kimbell Art Museum in Fort Worth, the Fine Arts Museum of San Francisco and the Museum of Fine Arts in Boston have requested the loan of *View of the Molo* by Canaletto. There was member discussion on the value of the Canaletto work, as it was noted in the PowerPoint to be \$52,500,00. Ben advised members the correct

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valuation would be noted in the minutes, which is \$52,500,000.00 per an appraisal by Art International Resources LLC in 2009.

Patrick continued with accessions, noting that the Accessions Committee has already accepted the following works: a gift offer from the artist, *Portrait of Sebastian* by Ingrid Leyva; three gift offers from Erna Mayr, *Blue 16*, *Red 122*, and *Orange 71* all by Thomas P. Kausel; 2 gift offers from the Estate of John Walker, *Suicide Temple* and *Untitled (flower)*; and a gift offer from Michael Hurshman, *Juarez/Guernica* by Tom Russell. Isela Ocegueda requested a motion to approve the loan requests and gift offers. Estrella Escobar made a motion to approve; Katherine Brennand seconded; all members voted in favor, none opposed, and motion passed unanimously.

5. Discussion and Action on El Paso Museum of Art Accessions. *Item 5 was taken together with Item 4.*

6. Discussion and Action on Reappointment of Stefanie Block Uribarri to the Public Art Committee.

Aidee Guevara spoke, noting she is with the Public Art Program at MCAD and is seeking approval on the reappointment of Stefanie Block Uribarri to a second term on the Public Art Committee. She has successfully served her first term and participated in the meetings. Estrella Escobar made a motion to approve. Katherine Brennand seconded; all members voted in favor, none opposed, and motion passed unanimously.

Estrella Escobar inquired if a Public Art presentation made to Council had been made to board members as well. Katherine Brennand stated she was at the Council meeting in question and knew nothing about the presentation. Elia Perez noted that in the past, the process had been to take the presentation to the Public Art Committee, followed by the Museums and Cultural Affairs Advisory Board, before going to Council. Ben Fyffe explained this was not on the 2016 Public Art Plan, which does go through the above process. Council requested the project through the City Manager, who worked with staff and because it went through Council initially, it did not have to come through this body. Katherine Brennand protested and Estrella Escobar concurred, noting it needed to be reflected in the minutes as it was discourteous to the advisory board to have an art conversation at Council while members have no clue about it. Ben advised members he would take their concerns back to Tracey and present on the project in question at the next meeting.

7. Presentation on Downtown Arts District Branding. Ben Fyffe explained that the Downtown Arts District was officially designated by the State of Texas in 2011 after an 18 month steering process involving representatives from the community, local arts field, local artists, the philanthropic community, architects and urban planners. The Downtown Arts District annually draws approximately 2 million people for exhibitions, concerts, programs, festivals and events, with MCAD being the official manager of the District by designation of the Texas legislature. He continued to explain that the Downtown Arts District has been operating without an official logo since 2011. In 2015, legislature doubled the Texas Commission on the Arts budget and part of that funding was earmarked for officially designated arts and cultural districts in Texas. As one of those districts, we were awarded \$95,000 to be able to brand the district and undertake a local and regional marketing campaign. The rebranding effort centers on the beauty and strength of historic architecture, drawing on a signature Trost swirl motif that uses the idea of spirals and connoting the idea of walking paths. There is funding for billboards, bus stops, vinyl clings at museum facilities, theatres and hotels, new district maps, swag, and digital and print media ads. Images were shown via a PowerPoint slideshow and general discussion followed.

8. Museum Reports. Patrick Shaw Cable gave the Art Museum report, noting upcoming exhibits and programs. Members were provided with Sebastian catalogs and provided information on educational programs connected to the Sebastian exhibition. He briefly reviewed attendance and provided details on the longstanding Artists on Art program, which will be renamed LabEPMA in an effort to rebrand and improve quality and visibility. Artists will no longer be required to connect their work with something in the permanent collection and there will be an honorarium beginning in August. Updated members on events related to the *Desert Triangle Print Carpeta* exhibition, mentioning that ABC-7 did a story on the exhibit and allowed staff an opportunity to explain the show and the tradition of nudity in art. The EPMA Young Associates group continues to grow; there is a board meeting in early June and the first paid event in July. Patrick opened the floor for questions, there were none, and he concluded his report.

Ben Fyffe provided the History Museum report, briefly reviewing attendance numbers and upcoming exhibitions, such as the *Woman's Club of El Paso* exhibition. This summer staff will begin transitioning the upstairs galleries to downstairs as part of an effort to increase the quality of the visitor experience. An agreement between The Hunt Family Foundation, the City and the newly reestablished History Museum Foundation for a \$500,000 challenge grant by The Hunt Family Foundation to the History Museum Foundation has gone forward. We have 5-10 years to raise \$1M, which will parlay into an endowment for exhibitions and programming. Ben reminded members that the History Museum Foundation had gone fallow, having lost their 501(c)3 status and had not met in over a year and a half. This gift is critical in terms of jump-starting fundraising there again and will help us in moving forward. The museum is in the last stages of negotiation with the Academy of Motion Picture Arts and Sciences for this year's exhibition in collaboration with the Plaza Classic Film Festival, *Celebrating the Making of Giant*. The museum is borrowing a number of items from the Academy and working with another collecting institution to borrow one costume each, worn by James Dean, Elizabeth Taylor and Rock Hudson. The director search has received about 34 candidates and about 12 are eligible based upon the criteria; we are very close to commencing with the interview process. Ben opened the floor for questions, there were none, and he concluded his report.

Ben Fyffe began the Archaeology Museum report, briefly reviewing attendance, which has been stable and strong. Staff has been working hard to expand educational offerings and three different summer camps will be offered this year. George Maloof has undertaken the planning process to look at the galleries and think about how to update and increase the quality of the material to make a better experience for visitors. The interview process for the Museum Supervisor position has begun. The quality and quantity of the candidates to select from was incredible and initial conversations with nine candidates have taken place. A tiered interview process to shortlist and move forward is being used. When the final 2 candidates have been selected, there will be an opportunity for those 2 candidates to meet the community at the Archaeology Museum before they go to a final interview with the Director of the department and the Chief Performance Officer for the City Manager. Katherine Brennand asked how the building itself was doing concerning the roof and the plumbing; Ben replied there are some code issues that were explored last year with a professional architectural firm and the City's Engineering Department. Ben noted that staff will work with the new Museum Supervisor to address as many of those code issues as possible without sacrificing money that could impact potential gallery space or improvements in the museum for the visitor experience and our programmatic staff. Elia Perez asked if that meant the museum would move from a septic tank to a more modern method; Ben replied options are being weighed and we are trying to get the most impact for the money we have. General discussion on long-term goals and fundraising for long-term goals followed. Ben concluded his report by informing members that the Parks Department and Museums and Cultural Affairs will collaborate on a community forum this summer. Topic of conversation will be improvements on the grounds and within the facility, and also looking at long-term next steps.

9. **Adjournment.** Meeting was adjourned at 5:15 p.m. Next meeting scheduled for June 16, 2016.

Approved for content by:
Isela Ocegueda, Member

Respectfully submitted by:
Misty Monteros, Administrative Assistant
Museums & Cultural Affairs Department

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