



CITY OF ONTARIO
ONTARIO MUSEUM OF HISTORY AND ART
BOARD OF TRUSTEES MEETING AGENDA
FAYE DASTRUP HAMILL HISTORIC COUNCIL CHAMBERS
225 S. EUCLID AVE. • ONTARIO, CA
January 23, 2024 • 6:00 PM

CALL TO ORDER

6:00 PM

PLEDGE OF ALLEGIANCE

Click or tap here to enter text.

ROLL CALL

- Kueng
- Caughman
- Gerstheimer
- Weems
- Garcia
- Dorst-Porada/City Council Member

MUSEUM ASSOCIATES LIAISON

- Sherwood-James

STAFF PRESENT

- McAlary, Executive Director of Community Life & Culture Agency
- Kuchek, Museum Arts & Culture Director
- Valle Mancilla, Curator of Education
- Padilla, Administrative Assistant

MINUTES

MOTION TO APPROVE MINUTES FOR November 28, 2023

PUBLIC COMMENTS

6:30 PM

The Public Comment portion of the Board of Trustees meeting is limited to 15 minutes total, with each speaker allowed a maximum of 3 minutes. Additional speakers are allowed 3 minutes each at the end of the meeting. Prior to consideration of old or new business agenda items, speakers will be allowed a maximum of 3 minutes each to comment on that specific item. Under provisions of the Brown Act, the Board of Trustees is prohibited from taking action on oral requests.

CITY COUNCIL LIAISON DORST-PORADA

STAFF REPORTS

1. Director's Report – Marissa Kuchek
2. Built on Water Exhibit Evaluation Report – Miriam Valle Mancilla
3. Americans for the Arts, Arts & Economic Prosperity Survey – Marissa Kuchek

OLD BUSINESS

Click or tap here to enter text.

NEW BUSINESS

MUSEUM ASSOCIATES/LIAISON COMMENTS

Click or tap here to enter text.

MUSEUM BOARD OF TRUSTEES COMMENTS

Click or tap here to enter text.

FUTURE AGENDA ITEMS

NEXT MUSEUM BOARD OF TRUSTEES MEETING(S)

Next meeting:

Tuesday, February 27, 2024 at 6:00 PM

ADJOURNMENT	6:00 PM
--------------------	----------------

MOTION TO ADJOURN /



Agenda Report
January 23, 2024

SECTION: STAFF REPORT

Prepared By: Marissa Kuceck

Action: Report & File

Staff Member Presenting:

Marissa Kuceck

Approved By: Marissa Kuceck

SUBJECT

Director's Report

AGENDA REPORT SUMMARY

Conduit:

Guest curated by Debra Scacco, *Conduit* uncovers how the diversion of water has shaped the way we live through a critical examination of the tension between urban growth and the natural world. Beginning from the diversion of water, *Conduit* presents conversations of native and non-native species, availability of plant material for cultural practice, fire, industry, and of course water itself. *Conduit* will open on Thursday, February 15 with a Community Reception on Saturday, February 17 from 6-9pm, in conjunction with the quarterly Ontario Art Walk.

Joint Exhibition with CCMA:

Every two years OMHA and CCMA collaborate on a joint exhibition that explores a common theme. This year the joint exhibition focuses on the intersection between arts and healing. The exhibitions team at OMHA has been researching the history of healing in Ontario and the Inland Empire, inspired by how the San Antonio Regional Hospital expanded its capacity for patient care by transforming its space through arts and architectural design. They've been taking frequent trips to the Model Colony Room and organized a group visit to the San Antonio Regional Hospital in December. They are coordinating with CCMA, who will display the hospital's art collection, to discuss the details of the collaboration.

To foster engagement and inclusivity in the curatorial process, the exhibitions team started a communal knowledge bank in November 2023 so museum staff can share interesting, related info on arts and healing. They are also holding a monthly curatorial meeting between divisions at OMHA to discuss the exhibition design, public programs, and potential artifacts/archival materials to be displayed from our permanent collection. The team is excited to announce that the Museum will collaborate with the Ovitt Family Community Library on several summer public programs, including a curator's recommended book list and a creative-writing-for-healing workshop to extend the educational components of the exhibition.

Public Programs:

In December, the team hosted First Thursdays at the Museum: That's A Wrap, a continuous holiday favorite inspired by the city libraries program *That's a Wrap*. Participants were invited to create their own linoleum cut stamp design to create personalized holiday wrapping paper or holiday cards. The program also featured local business, *Cece's Mexican Treats* for community members to indulge in holiday treats. In January, the Education division presented two public programs Studio Saturdays: The Power of Art and Mindful Art Making. For Studio Saturdays, they invited teaching artist cindita, to discuss the history of local activism and community organizing in the region. Participants created their own social justice art inspired by the legacy of Dr. Martin Luther King, Jr. and the civil rights movement. In the Mindful Art Making workshop, the education team presented mindful art techniques and grounding exercises for our community to learn and practice into the new year. Upcoming in February, we will have a First Thursday program on February 1st celebrating Black Art History with educator and cartoonist Duan Kellum. Participants will create mixed media artworks using materials inspired by pioneering Black artists. Our next Studio Saturdays program involves Valentines' paintings with teaching artist Erick Rodriguez.

Built on Water:

As part of our *Built on Water* extended learning efforts, the Education team started working with Creative Strategist, Danielle Guidicci Wallis who will help broaden the

reach of *Built on Water* and bring a creative lens to connecting with the public. She will host several workshops in Spring 2024 such as a cyanotype workshop, papermaking Workshop, zine-making workshop, and much more. The Creative Strategist role was made possible, in part, by a grant from the Inland SoCal Creative Corps, a component fund at The Inland Empire Community Foundation.

In early October, the Curator of Education and Museum Director submitted a proposal to present at the Annual meeting of the American Alliance of Museums in Baltimore, Maryland. In December, we received news that the proposal was accepted and will be presenting on the following topic; *Inspiring Curiosity and Global Citizenship through Exhibits*, using the *Built on Water* exhibition as an anchor for this conversation. We're excited to share this exciting milestone exhibit with museum professionals across the country. The Museum team was also invited to contribute an article to their bimonthly Museum Magazine.

The Museum will contribute two items to the Chino Basin Water Conservation District's 75th anniversary by including two printed items from the *Built on Water* exhibit in their time capsule- the acknowledgments flyer and the *Community Voices on Water* transcriptions.

Community Outreach:

The Education and Museum Associates participated in the Annual Holiday Light parade in town square and promoted upcoming winter events. The Museum Associates passed out limited edition Holiday ornaments while the Education team hosted a holiday-making station using linoleum cut stamps.

Collections:

The Collections division has fully inventoried and moved over 650 items to their new location at offsite storage. In addition, all inventory photographs have been uploaded to the database. Twenty-eight boxes of ephemera and photographs and five textile boxes were relocated to the offsite storage from the Curator of Collections' office in December. The division has pivoted its inventory focus from the Curator of Collections office to the offsite storage and laying out the main storage inventory. With the departure of one of the assistants, the division has brought on board a temporary assistant while actively looking to hire a replacement. Aside from inventory, the division has been working with the *Conduit* guest curator and the Exhibits division to locate collection items to display within the *Conduit* and *Art of Healing* exhibitions.

Professional Development:

At the end of November, the Curator of Education and Assistant Curator traveled to a Museum Educators of Southern California (MESOC) networking event at Craft Contemporary for a mock school tour including gallery activities and a crafting experience. The education team connected with museum professionals in the field and shared ideas for guided tour experience programs. In December, the Exhibits team attended a virtual conference through the American Association of State and Local History (AASLH) entitled "The Powerful Resilience of Small Museums - Virtual Summit" Over the course of two half-days, the summit included sessions that covered a wide range of topics, from how to grow and maintain audiences to navigating sensitive subjects in museum storytelling and the benefits of organizational partnerships. The Collections team recently completed a Preserve This course on genealogy which will help the team conduct research on some of our larger collection lots (i.e. Barnes, Latimer).



Agenda Report
January 23, 2024

SECTION: STAFF REPORT

Prepared By: Miriam Valle-Mancilla
Staff Member Presenting:
Miriam Valle-Mancilla, *Curator of Education*
Approved By:

Action: Report & File

SUBJECT

Built on Water Exhibit Evaluation Report

AGENDA REPORT SUMMARY

Since its inception, the *Built on Water* Exhibit has incorporated input from museum staff, the city council, our board, and the community. Through its design process, the museum staff was intentional with making exhibit decisions and changes based on evaluative data. To support this, the museum has been working with Ascending Edge Creative Evaluation, a consulting firm designed to provide custom evaluation and applied research in assessing the *Built on Water* exhibit. Our goal in working with Ascending Edge Creative Evaluation was to assess how the exhibit was being received by our visitors, and how the different learning tools we implemented have been effective in teaching them about water. With the opening of this new exhibit, together we worked on establishing a

way to measure the impact of future exhibits. For two years, the museum used the following five evaluation methods to better understand how the exhibit has been received by our audiences:

1. Theory of Change
2. Teacher Focus Group
3. Water Keepers Mobile Application Survey
4. Visitor Exhibit Assessment Survey
5. Virtual Reality Survey

In collaboration with Ascending Edge Creative, we identified 5 key questions to help guide us through the evaluation methods:

1. What is the overall Theory of Change (ToC) for the Built on Water (BoW) exhibit?
2. How do teachers find the information from the BoW exhibit useful for teaching students and meeting learning goals?
3. What are visitors' experiences of Built on Water during the soft opening?
4. How were the different learning modalities used by visitors to help them understand the learning material throughout the BoW exhibit?
5. How useful was the VR component of BoW for teaching visitors about the history of water in the greater Ontario area?

In this staff report the museum will share highlights of the exhibit evaluation report prepared by Ascending Edge Creative Evaluation.



Agenda Report
January 23, 2024

SECTION: STAFF REPORT

Prepared By: Jaymee Lambert

Action: Report & File

Staff Member Presenting: Marissa Kuccheck

Approved By: Marissa Kuccheck

SUBJECT

Americans for the Arts, Arts & Economic Prosperity Report 6 (AEP6)

AGENDA REPORT SUMMARY

Americans for the Arts (AFTA) is a nonprofit organization whose primary focus is advancing the arts in the United States. They do this through research, advocacy, networking, and leadership programs. One of their programs is the Arts & Economic Prosperity Report, a study of the nonprofit arts and culture industry conducted approximately every five years to gauge the economic impact (on employment, government revenue, and household income) of spending by nonprofit arts and culture organizations and the event-related expenditures by their audiences. Featuring detailed findings on 373 communities across all 50 states and Puerto Rico, the report is now in its sixth year and is the largest and most comprehensive study of its kind. Previous studies were published in 1994, 2002, 2007, 2012, and 2017. (Due to the unique nature of the realities of the global COVID-19 pandemic, the AEP6 study was postponed for 16 months.) Both rural and suburban communities, which have a population of 4,000 to 4 million, are included in these studies.

In 2017, the previous study, [AEP5](#), documented that the nonprofit arts and culture industry generated \$166.3 billion in economic activity (spending by organizations plus the event-related spending by their audiences) which supported 4.6 million jobs and generated \$27.5 billion in government revenue. The AEP series demonstrates that an investment in the arts provides both cultural and economic benefits.

- **Nonprofit arts and culture organizations are businesses.** They employ people locally, purchase goods and services from within the community, are members of their Chambers of Commerce, and attract tourists to their regions.
- **The arts drive commerce to local businesses.** The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.
- **Arts travelers are ideal tourists.** They stay longer and spend more to seek out authentic cultural experiences. One-third of attendees travel from outside the county in which the activity takes place and spend an average of \$48 per person. (69% say they traveled specifically to attend the activity.)
- **Small investments. Big returns.** In 2017, the combined \$5 billion in direct arts funding by local, state, and federal governments yielded \$27.5 billion in government revenue

Attendees in the City of Ontario filled out surveys at performances, events, exhibits, venues and facilities from May of 2022 through June of 2023. The surveys asked questions in the following key areas:

- Questions 1-7 are the core economic impact questions about the expenditures related to attending the event.
- Question 8 is a scale that captures the respondents' level of agreement with four statements that will add a social impact component to the data collection.
- Questions 9-13 capture the respondents' demographic characteristics (optional).

The Ontario Museum of History & Art participated in this study to better understand the social and economic impacts associated with the Museum and its programs as well as broader arts & and culture programming throughout the City, such as movies and concerts in the park. AEP6 makes clear that when we fund the arts, we are investing in an industry that stimulates the economy, supports local jobs, and contributes to building healthy and vibrant communities.