

Memorandum

2012 DEC 28 AM 9:41

CITY SECRETARY
DALLAS, TEXAS



CITY OF DALLAS

DATE January 3, 2013

TO Honorable Members of the Arts, Culture & Libraries Committee:
Delia Jasso (Vice Chair), Tennell Atkins, Vonciel Jones Hill, Jerry Allen

SUBJECT Arts, Culture & Libraries Committee Meeting Agenda

January 7, 2013, 3:00 p.m.

Dallas City Hall – 6ES, 1500 Marilla St., Dallas, Tx 75201

The agenda for the meeting is as follows:

- | | |
|---|---|
| 1. Call to Order | Ann Margolin
Chair |
| 2. Approval of October 15, 2012 Minutes | Ann Margolin
Chair |
| 3. Dallas Museum of Art Update | Maxwell L. Anderson
Director of the Dallas Museum of Art |
| 4. Mango Languages at the Dallas Public Library | Mary Jo Giudice
Director of Libraries |
| 5. Adjourn | Ann Margolin
Chair |

Ann Margolin
Chair

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel Solis, Administrative Judge
A.C. Gonzalez, First Assistant City Manager

Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Stephanie Cooper, Assistant to the City Manager

NOTICE: A quorum of the Dallas City Council may attend this Council committee meeting.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

DATE January 3, 2013
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1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

Arts, Culture & Libraries Committee Meeting Record

DRAFT

Meeting Date: October 15, 2012

Convened: 3:01 p.m.

Adjourned: 3:38 p.m.

Members Present:

Ann Margolin, Chair
Delia Jasso, Vice Chair
Jerry R. Allen
Tennell Atkins
Vonciel Jones Hill

Members Absent:

Briefing Presenters

LaToya Jackson
Assistant Director
Strategic Customer Services

Staff Present:

Joey Zapata, Maria Munoz-Blanco, Kris Sweckard, Juanita Ortiz, Mary Jo Giudice, Kraig Willis, Lindsey Kramer, Theresa O'Donnell, Clifton Gillespie

AGENDA:

1. Approval of August 20, 2012 Minutes

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s):

A motion was made to approve the minutes of August 20, 2012.

Motion made by: Tennell Atkins

Motion seconded by: Delia Jasso

Item passed unanimously:

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

2. FY 2010-11 ICMA Benchmarking Results

Presenter(s): LaToya Jackson

Information Only:

Action Taken/Committee Recommendation(s):

This briefing covered the City of Dallas' FY 2010-11 International City/County Management Association (ICMA) benchmarking results related to libraries. ICMA participation allows the City of Dallas to benchmark its performance against other cities and review performance over multiple fiscal years.

The Chair expressed concern that user ratings may decrease as a result of the library's reduced budget.

Ms. Jasso requested staff investigate options for increasing library hours this fiscal year.

The Chair thanked Ms. Jackson for bringing the update to the committee.

3. Review of FY 2011-12 Strategic Plan and Recommendations for FY 2012-13

Presenter(s): LaToya Jackson

Information Only:

Action Taken/Committee Recommendation(s):

This briefing provided an overview of strategic planning, a review of the FY 2011-12 Arts, Culture and Libraries Committee objectives, and recommendations for the FY 2012-13 strategic plan. Recommendations included: (1) meet or exceed 100 events at the Dallas City Performance Hall; (2) open Summer Place Park; (3) complete Klyde Warren Park; and (4) complete renovations of Polk Wisdom branch library.

Mr. Atkins and Ms. Jasso requested a briefing on African American, Latino, and other minority arts groups in Dallas.

The Chair thanked Ms. Jackson for bringing the briefing to the committee.

Councilmember Ann Margolin
Chair

Memorandum



CITY OF DALLAS

DATE January 4, 2013

TO Members of the Arts, Culture & Libraries Committee:
Ann Margolin (Chair), Delia Jasso (Vice Chair), Jerry Allen, Tennell Atkins, Vonciel Jones Hill

SUBJECT Dallas Museum of Art Update

On Monday, January 7, 2013 the committee will receive an update on the Dallas Museum of Art. The museum director, Max Anderson, will brief the committee. Briefing materials are attached for your review.

If you have any questions, please feel free to contact me.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
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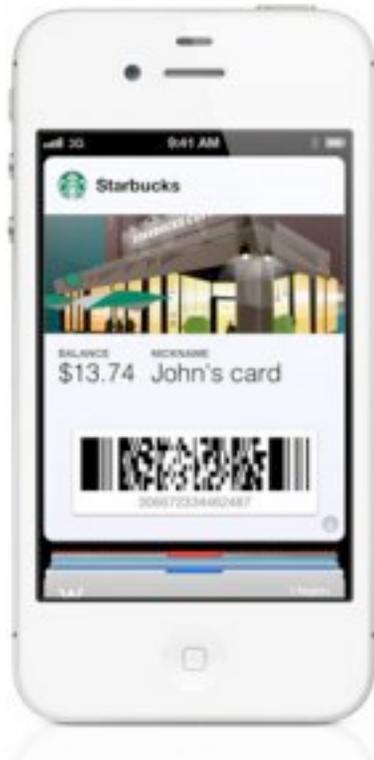
DMA

DALLAS MUSEUM OF ART

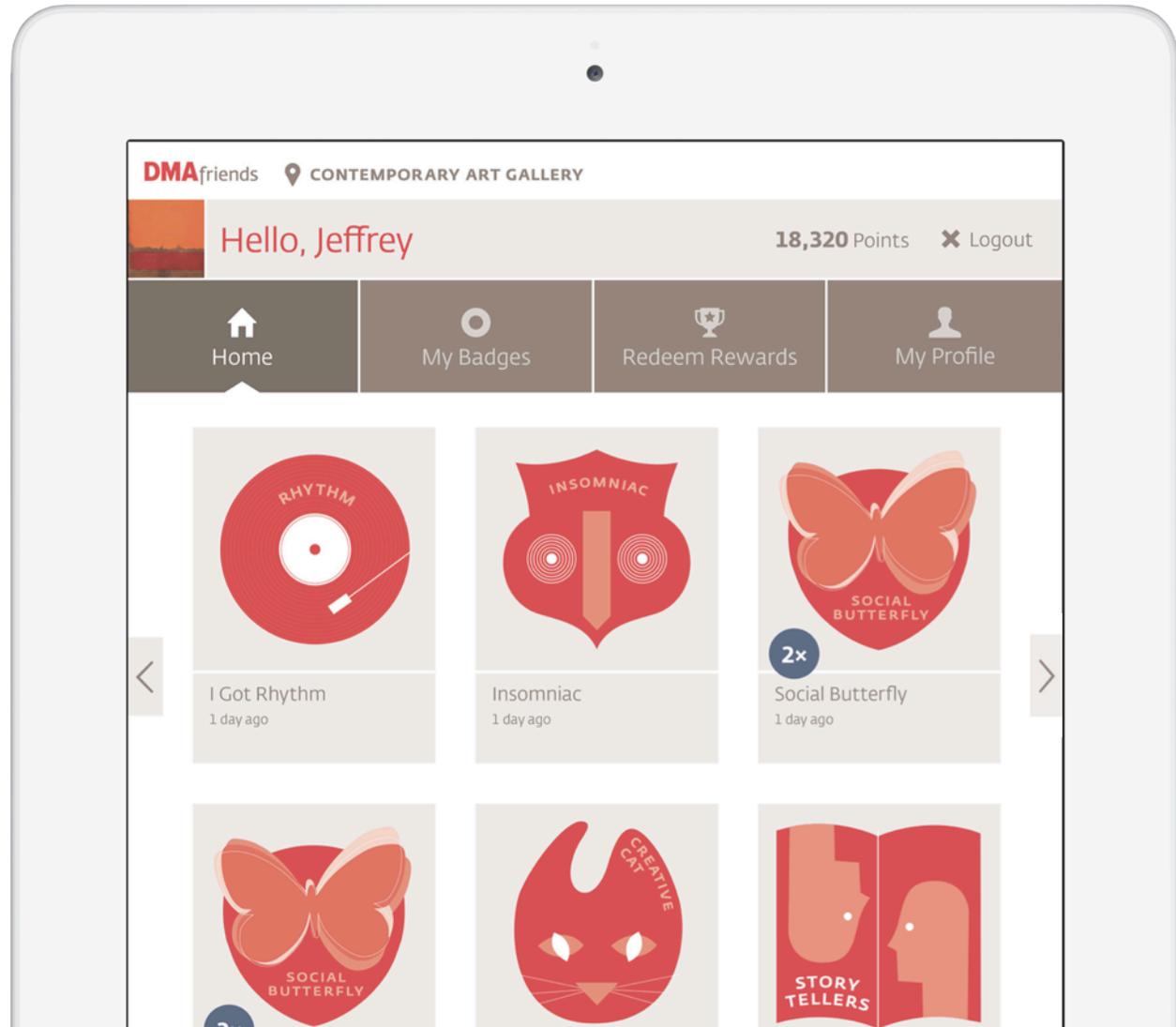
Promoting participation
and engagement with art

DMAfriends

DMAfriends



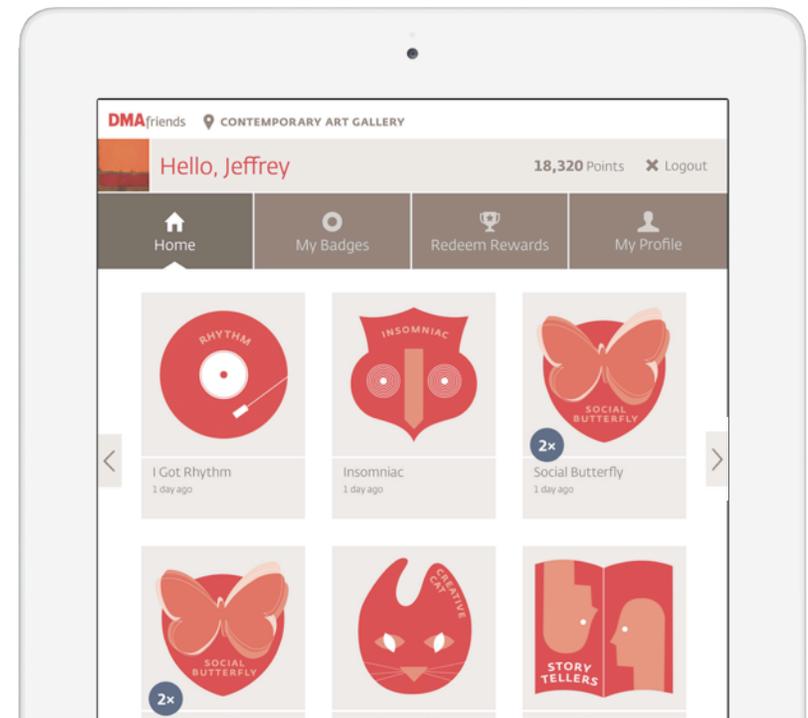
DMAfriends



DMAfriends

Badges are bundles of activities that are created by DMA staff.

Badges are used to magnify existing visitor behavior and encourage new forms of engagement



DMAfriends



Are you a night owl? A true insomniac?

Then stay up late with us! Come to five Late Nights in 2013 to receive this wild-eyed Insomniac Badge!

Late Nights occur once a month, when the Museum stays open until midnight. Join us for concerts, tours, artist talks, gallery performances, artist demonstrations, art activities for families, DJs in the galleries, film screenings, and much more.



What was the DMA collecting in the year you were born?

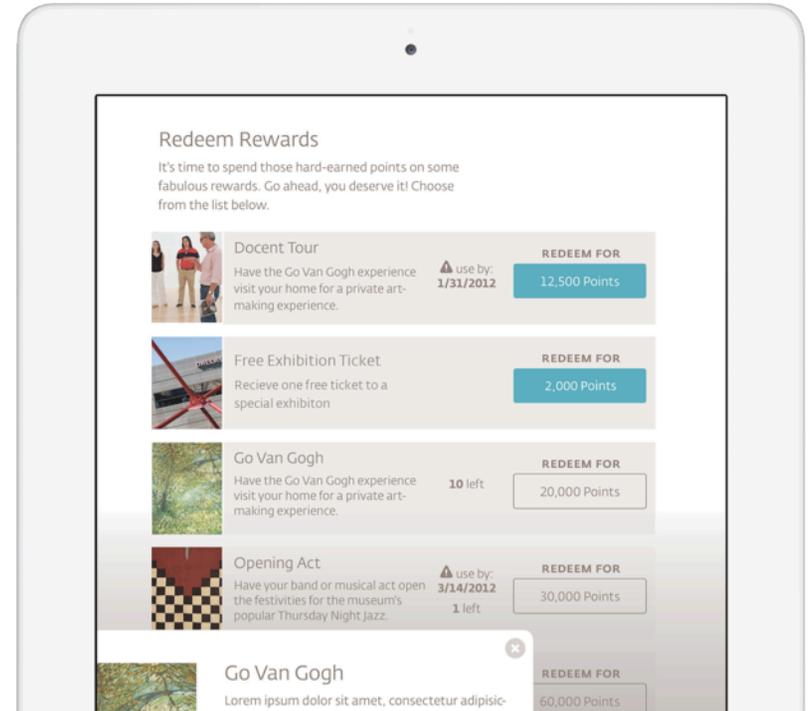
Help us celebrate the DMA's 110th birthday by being among the first 110 Friends to find a work of art made in the same year you were born, take a photo of yourself with it, and post it to Facebook! The winners will be gifted with the Birthday Badge.

The Museum has a collection of over 22,000 works of art from around the world from ancient to modern times. Admission to the DMA's collection is free, and we're celebrating in a big way during our January Late Night event. Come and join the fun.

DMAfriends

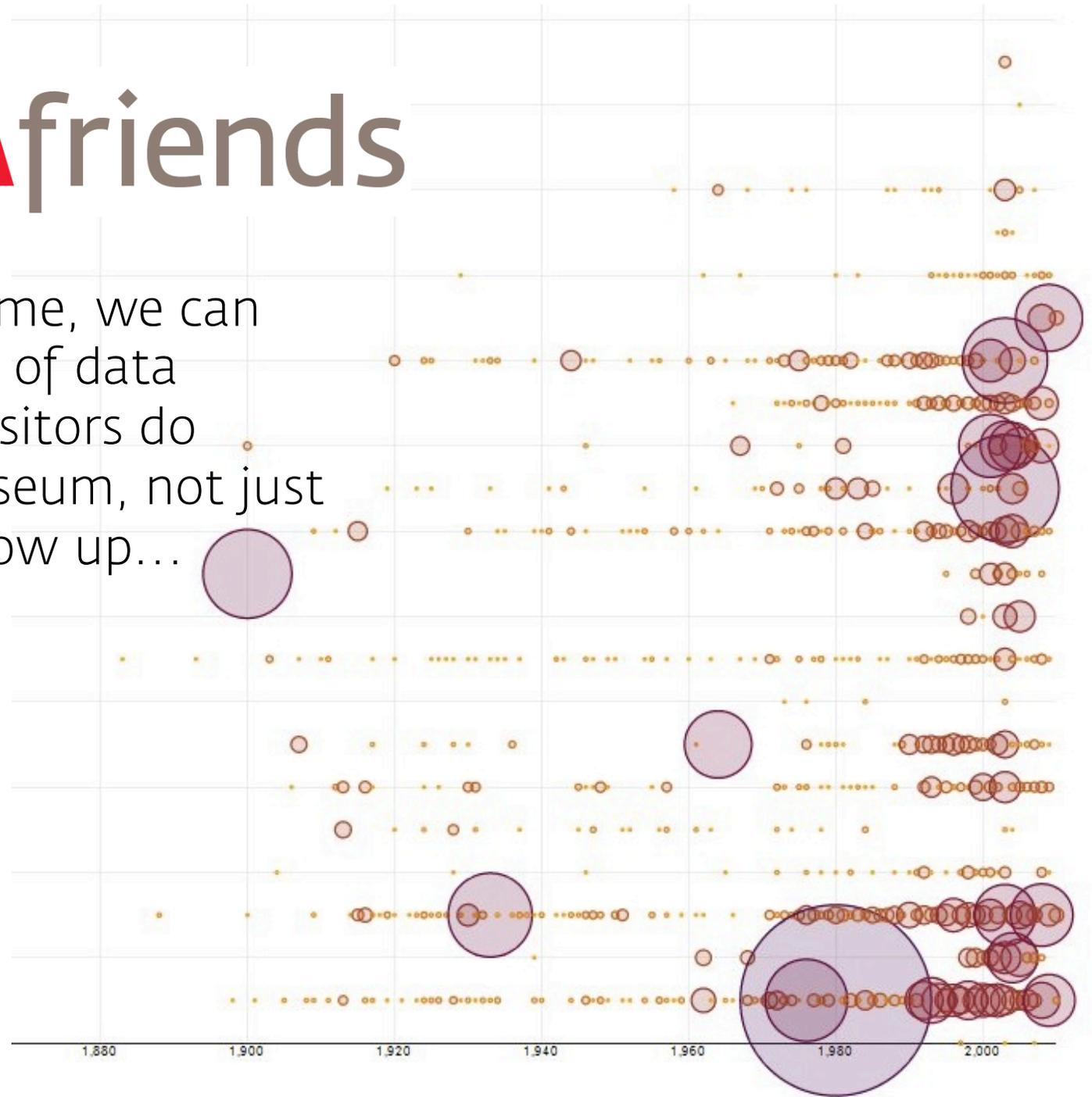
Points are awarded for completing badge activities

DMA Friends can use their points for a variety of rewards



DMAfriends

For the first time, we can have a stream of data about what visitors do inside the museum, not just when they show up...



WHY DO MUSEUMS

MATTER?



WHY DO MUSEUMS MATTER?

“When you can slip into a gallery for just 15 minutes to see a favorite painting, or when parents can take their children without having to budget for it, the museum takes on a societal function. It's no longer just a fortress or an amusement: it's a civic platform, where education and citizenship go hand in hand”.

Jason Farago, The Guardian, London, 30 Nov, 2012

WHY DO MUSEUMS MATTER?

“For Dallas, a museum membership should be like a library card: everyone should have one, and it should foster an engagement with the museum that goes beyond the occasional visit to a kind of civic pride”.

“I hope it works. Because in a perpetually privatizing world, the kind of civic culture that the Dallas Museum of Art is trying to foster has become rarer than any antiquity”.

Jason Farago, The Guardian, London, 30 Nov, 2012

THANK YOU!

DMA
DALLAS MUSEUM OF ART

Memorandum



CITY OF DALLAS

DATE January 4, 2013

TO Members of the Arts, Culture & Libraries Committee:
Ann Margolin (Chair), Delia Jasso (Vice Chair), Jerry Allen, Tennell Atkins, Vonciel Jones Hill

SUBJECT Mango Languages at the Dallas Public Library

On Monday, January 7, 2013 the committee will be briefed on the Mango Languages software at the Dallas Public Library. Briefing materials are attached for your review.

If you have any questions, please feel free to contact me.

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Joey Zapata
Assistant City Manager

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Mango Complete 2.0 – Mango Languages Library Edition ***Language Learning Resources that Help Fulfill Patrons' Dreams***

WHAT:

Mango Languages, the leading provider of library language learning solutions, is a valuable and relevant resource for library patrons. A true library partner, Mango Languages helps make the library a hub for language and culture in a local community.

Designed with today's fast-paced and technology capabilities in mind, the Mango Complete 2.0 programs offer a variety of formats and multiple learning levels, making it easy for users to learn conveniently and easily. The core system is completely web-based and remotely accessible, so patrons can access it anywhere they can get online using their library card number.



Mango Languages Library Edition is perfectly suited for modern library patrons:

- Includes more than 40 of the most popular and obscure foreign languages 15 English as a second language (ESL) courses taught in patron's native language.
- 95 percent renewal rate due to dedicated customer service, close attention to feedback and commitment to growing patronage.
- Includes marketing materials such as posters, newsletter and blog copy and event outlines to help library staff spread the word.
- Designed by linguists, Mango Complete 2.0 is based on a myriad of teaching methodologies designed at building conversational proficiency.
- The Mango Administration Portal (MAP) tool is designed to help librarians track usage statistics and also provides helpful promotional materials and innovative apps to increase your patrons' interest in language learning.

WHY:

Libraries can fulfill their patrons' dreams of speaking a foreign language at no additional cost to them. With an unparalleled rate of learning, Mango Languages' unique system helps people embark on new journeys, whether it's a trip to their ancestors' city of origin, on a mission to advance their professional career or simply gain intellectual enrichment.

ABOUT MANGO:

Founded in 2007, Mango Languages is recognized as a leading provider of self-study language learning services to libraries, government agencies, corporations and the general public. Designed by a team of linguists, teachers, software developers, human interface specialists, writers, voice talents and designers, the company's award-winning language learning system has drawn acclaim from prominent national and international reference groups, educational resources and travel guides. For more information, visit www.mangolanguages.com.

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