

# Memorandum

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CITY SECRETARY  
DALLAS, TEXAS



CITY OF DALLAS

DATE February 28, 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

**Monday, March 4, 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<br>Chair   |
| 2. Approval of January 7, 2013 Minutes         | Ann Margolin<br>Chair   |
| 3. Dallas Jazz Appreciation Month              | Arlington Jones<br>Artistic Director<br>Sammons Center for the Arts           |
| 4. Perot Museum of Nature and Science Overview | Nicole Small<br>Chief Executive Officer<br>Perot Museum of Nature and Science |
| 5. International Book Fair Programming Update  | Jo Giudice<br>Director of Libraries   |
| 6. Adjourn                                     | Ann Margolin<br>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  
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Jeanne Chipperfield, Chief Financial Officer  
Stephanie Cooper, Assistant to the City Manager

DATE February 28, 2013  
SUBJECT Arts, Culture & Libraries Committee Meeting Agenda  
PAGE 2 of 2

**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:

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: January 7, 2013

Convened: 3:05 p.m.

Adjourned: 4:03 p.m.

## **Members Present:**

Ann Margolin, Chair  
Delia Jasso, Vice Chair  
Tennell Atkins  
Vonciel Jones Hill

## **Members Absent:**

Jerry R. Allen

## **Briefing Presenters**

Maxwell L. Anderson  
Director, Dallas Museum of Art

Mary Jo Giudice  
Director of Libraries

## **Staff Present:**

Joey Zapata, Mary Jo Giudice, Juanita Ortiz, Kraig Willis, Maria Munoz-Blanco, Kris Sweckard, Clifton Gillespie

## **AGENDA:**

### **1. Approval of October 15, 2012 Minutes**

**Presenter(s):**

**Information Only:** ☐

**Action Taken/Committee Recommendation(s):**

A motion was made to approve the minutes of October 15, 2012.

**Motion made by:** Vonciel Jones Hill

**Motion seconded by:** Tennell Atkins

**Item passed unanimously:** ☒

**Item passed on a divided vote:** ☐

**Item failed unanimously:** ☐

**Item failed on a divided vote:** ☐

### **2. Dallas Museum of Art Update**

**Presenter(s):** Maxwell Anderson, Rob Stein

**Information Only:** ☒

**Action Taken/Committee Recommendation(s):**

Dr. Anderson updated the committee on programs and membership at the Dallas Museum of Art. The museum will begin offering free membership and general admission beginning January 21, 2013. Additionally, the museum's education efforts in the community were highlighted.

Ms. Hill stated that she is not as optimistic as Dr. Anderson about the shift in visitor demographics as a result of free admission.

In response to Ms. Jasso's question about offsetting revenue lost by granting free general admission, Dr. Anderson explained that most ticketed revenue is from exhibitions. Additionally, it is expected that having more people come through the door will result in more people electing to purchase memberships at higher levels and making other purchases in the museum.

The Chair thanked Dr. Anderson for briefing the committee and for the DMA's efforts in the community.

3. **Mango Languages at the Dallas Public Library**

**Presenter(s):** Mary Jo Giudice

**Information Only:** ☒

**Action Taken/Committee Recommendation(s):**

This briefing provided the committee with information on Mango Complete 2.0 (Mango Languages Library Edition). The Council approved the contract for this online language learning service in December 2012, and it went online for use by Dallas residents in January 2013. Mango gives any Dallas resident with a library card the opportunity to learn more than 40 languages, and 15 English as a second language (ESL) courses taught in the patron's native language. Library patrons can login to the service from any computer in the world with internet access or through an app for smartphones and tablets.

Committee members expressed excitement for this new service. The Chair thanked Ms. Giudice for the presentation.

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**Councilmember Ann Margolin**  
Chair

# Memorandum



CITY OF DALLAS

DATE March 1, 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 Jazz Appreciation Month

On Monday, March 4, 2013 the committee will be briefed on Dallas Jazz Appreciation Month by staff from the Sammons Center for the Arts. 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'. The signature is fluid and cursive, with the first name 'Joey' being more prominent.

Joey Zapata  
Assistant City Manager

Attachment

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## WHAT IS JAZZ APPRECIATION MONTH?

Jazz Appreciation Month, set in April every year, is intended to draw public attention to the glories of jazz as both an historical and a living treasure. The idea is to encourage musicians, concert halls, schools, colleges, museums, libraries, jazz presenters and public broadcasters to offer special programs on jazz every April.

In August, 2003 at the behest of the Smithsonian the U.S. Congress passed legislation which was signed by the President: Public Law 108-72, declaring:

*"(1) the Smithsonian Institution's National Museum of American History should be commended for establishing a Jazz Appreciation Month; and*

*(2) musicians, schools, colleges, libraries, concert halls, museums, radio and television stations, and other organizations should develop programs to explore, perpetuate, and honor jazz as a national and world treasure."*

The purpose of Jazz Appreciation Month is to draw greater public attention to the extraordinary heritage and history of jazz and its importance as an American cultural heritage. In addition, JAM is intended to stimulate the current jazz scene and encourage people of all ages to participate in jazz—to study the music, attend concerts, listen to jazz on radio and recordings, read books about jazz, and support institutional jazz programs. Organizations and communities all over the country are encouraged to participate in their own way.

In honor of this important national initiative, a number of jazz presenters, jazz educators and jazz supporters in Dallas came together to create a collective initiative which is now called D'JAM or Dallas Jazz Appreciation Month, and are presenting a series of events in April of 2013 highlighting and showcasing jazz in the greater Dallas community. This volunteer collective includes nonprofit arts groups, universities, festivals, Arts Magnet high schools, cultural centers, jazz clubs and churches.

## DALLAS PARTICIPATING ORGANIZATIONS

Booker T. Washington High School for the Visual and Performing Arts – Jazz Studies Dept

CBS/Oasis

Dallas Jazz Piano Society

Dallas Museum of Art – Jazz in the Atrium

KERA - Art & Seek

Latino Cultural Center

Sammons Center for the Arts - Sammons Jazz

Sandaga Jazz

SMU - Meadows School for the Arts

South Dallas Cultural Center

Southside on Lamar Gallery

St. Paul United Methodist Church

TeCo Theatrical Productions – Bishop Arts Theater Center Jazz Series

University of North Texas - School of Music

University of Texas Dallas – School of Arts & Humanities

Uptown Jazz Dallas

## APRIL EVENTS

D'JAM Link:

<http://www.my.calendars.net/djam/d27/04/2013?authenticate=GNHXDFWAOUBEQORRMLRHF&display=M&style=B>

## **GREAT DAY IN DALLAS POSTER**

There are numerous events scheduled throughout the month of April in many venues in Dallas and beyond. A calendar of events is being developed and will be posted on KERA's ArtandSeek website. To kick off Dallas Jazz Appreciation Month last year, the collective organizers of D'JAM recreated the famous photograph shot by Art Kane in August of 1958 of 57 significant jazz musicians entitled "Great Day In Harlem". Well-known Dallas Photographer, Jesse Hornbuckle photographed 48 local jazz artists to create the "Great Day in Dallas" poster which is being sold to raise funds for D'JAM.

## **PURPOSE OF DALLAS JAZZ APPRECIATION MONTH**

There is a pervasive misconception that there is no jazz in Dallas. In fact there is a lot of great jazz music being produced in our community and Dallas Jazz Appreciation Month is designed to educate the public about where they can find this great music right here in our own community. It is our hope that we will be able to grow this initiative into an exciting month of jazz events each year that will showcase the talented jazz artists in our community, and attract visitors and tourists to enjoy jazz events in Dallas year-round.

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CITY OF DALLAS

DATE March 1, 2013

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

SUBJECT Perot Museum of Nature and Science Overview

On Monday, March 4, 2013 the committee will receive an overview of the Perot Museum of Nature and Science. The museum's chief executive officer, Nicole Small, will brief the committee. 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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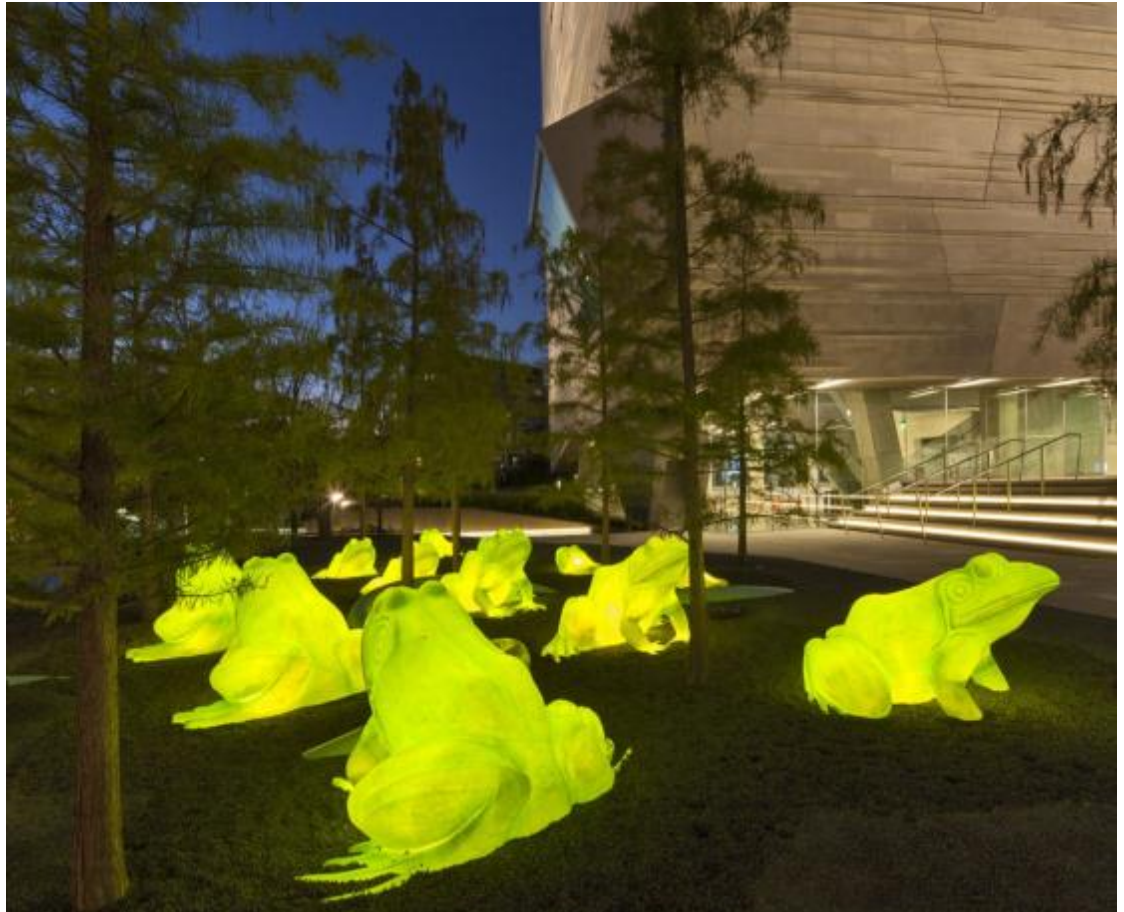
Museum of Nature and Science

Arts, Culture and Libraries Committee Presentation  
March 4, 2013



# POSITIVE REVIEWS IN NATIONAL MEDIA

- “Astonishing”  
– *The Wall Street Journal*
- “Bursting with Science”  
– *The New York Times*
- “A feat of scientific ingenuity”  
– *Travel and Leisure*
- “An instant institution”  
– *The Dallas Morning News*
- Listed as one of most interesting projects in the past few years  
– *Architecture Digest*



# A MISSION-DRIVEN ORGANIZATION

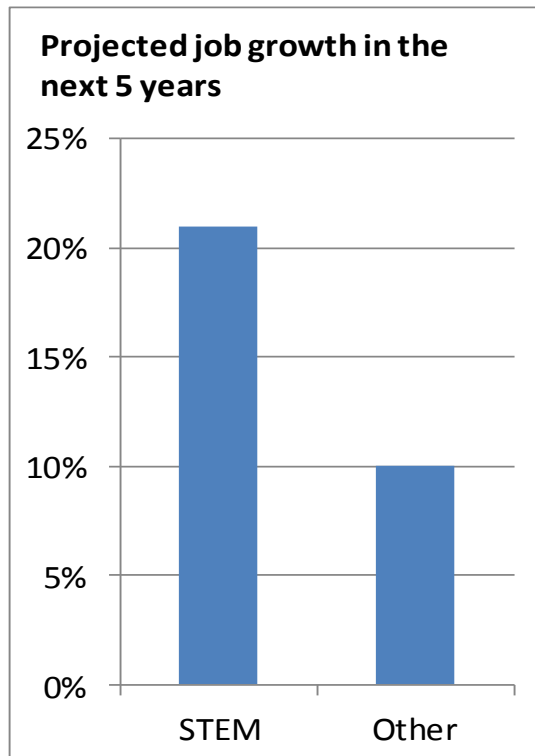
MISSION: Inspiring minds through nature and science.

VISION: Be an extraordinary resource and catalyst for science learning through highly innovative and accessible experiences that broaden understanding of our world and improve community achievement.

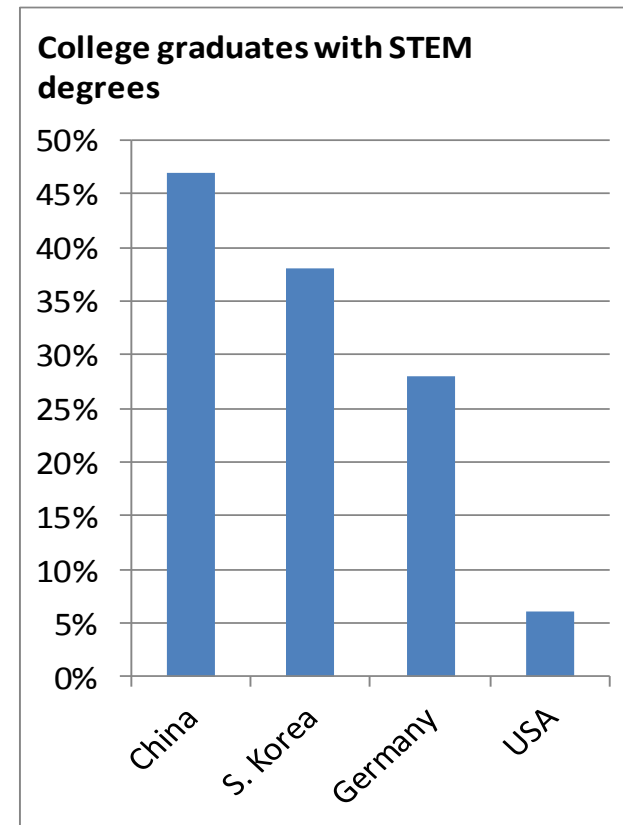


# CASE FOR A NEW SCIENCE MUSEUM

**STEM jobs are projected to grow  
2x faster than other jobs...**



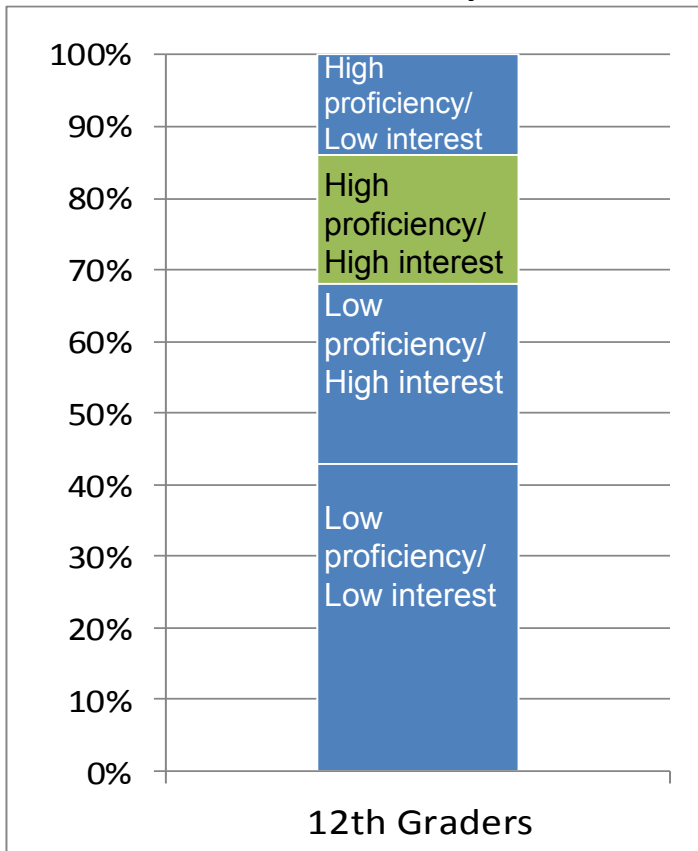
**...yet the U.S. lags in college  
grads with STEM degrees**



# CASE FOR A NEW SCIENCE MUSEUM

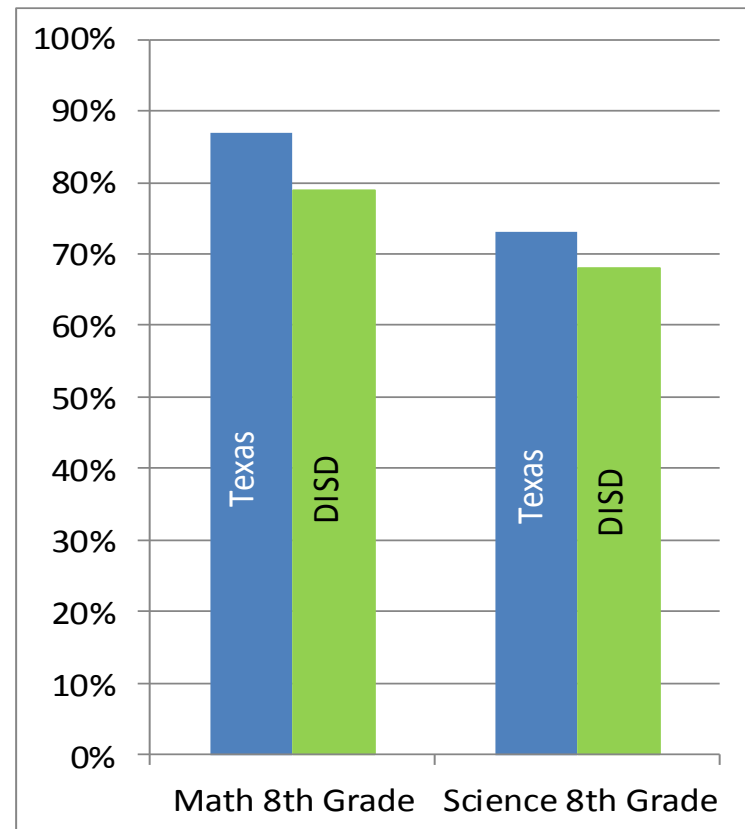
Most HS seniors don't have proficiency and interest in STEM...

STEM Interest and Proficiency



...a trend confirmed in the DFW area by TAKS performance

TAKS Performance (2011)





# PROJECT TIMELINE

- 2006 - Museum of Nature & Science, Fair Park, formed out of a three-way merger of Dallas Museum of Natural History, The Science Place, and The Dallas Children's Museum
- January 2008 – Selection of Thom Mayne as design architect
- June 2008 – Five adult Perot children gift of \$50M in honor of their parents
- Summer 2009 – Building designs unveiled
- November 2009 – Groundbreaking of construction on site located at the corner of Field Street and Woodall Rodgers Freeway
- November 2011 – Achieved fundraising goal of \$185M a year early
- Spring 2012 – Major exhibit installation work began and continues throughout the year
- September 2012 – Staff moved into the new building
- December 1, 2012 – OPENING DAY

# FAST FACTS

- Architect: 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects
- \$185M total project cost; fundraising goal achieved on November 17, 2011
- Groundbreaking November 2009, opened on December 1, 2012
- 180,000-square-foot facility, 170 feet tall on a 4.7-acre site
- Five floors, ~60,000 sq. ft. of exhibit space housing 11 permanent exhibit halls and a traveling exhibition gallery that includes a children's museum and outdoor playspace/courtyard
- 6 Learning Labs in education wing, 300-seat digital 3D cinema, flexible-use auditorium, Café and Shop, and large urban plaza
- A rainwater collection system with two 25,000-gallon cisterns
- Building exterior is made up of 450+ pre-cast concrete panels; the majority 8' x 30' and weighing up to 8 tons each
- Plinth covering -- Hackett Stone – a quartz and sandstone combination

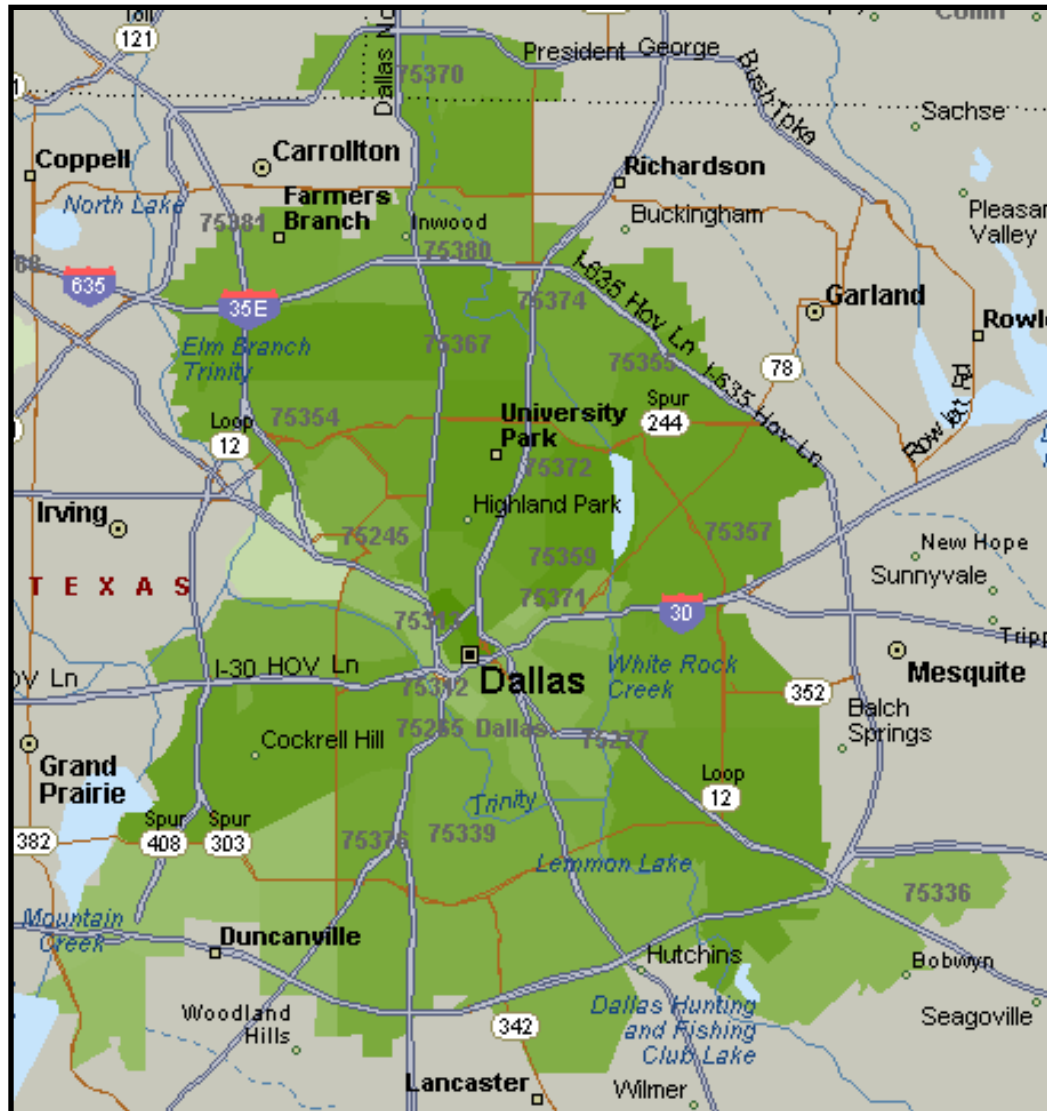


# SINCE OPENING DAY\*...

- The Perot Museum has welcomed more than 350,000 visitors
- School group visits began in January and already 40,000+ school children have visited (and that is before March, April and May, which are our key months for field trips)
- Membership ranks grown from ~6,000 households to more than 31,000
- Executing extended hours during winter break, spring break and every weekend to meet the demand
- Staff is currently more than 220, with about 20% hired as temporary contract employees
- We are proud to have more than 1,000 active volunteers
- Website received more than 6M hits and 34,000+ Facebook friends
- Neighboring restaurants (El Fenix, Neo, and Luna del Noche) are reporting record sales
- Our January first “adults only” late night, *Social Science*, in January sold out with 1,500 attending
- Summer camps have had an overwhelming response
- Seen visitors from 31 states

# THE PEROT MUSEUM IS SERVING ALL DALLAS CITIZENS

(Attendance by City Council District)





PLAZA AND ESCALATOR VIEW



MAIN LOBBY AND ESCALATOR



## VISITORS ARE AWED BY OUR COLLECTIONS...



T. BOONE PICKENS LIFE THEN AND NOW HALL

# ...ENGAGE WITH ENERGY TECHNOLOGY AND ITS CHALLENGES...



TOM HUNT ENERGY HALL

# ...LEARN ABOUT MEDICAL DISCOVERIES...



BEING HUMAN HALL



# ...AND EXPERIMENT AS ENGINEERS...



## TEXAS INSTRUMENTS ENGINEERING AND INNOVATION HALL



...AND EXPLORE WITH  
HANDS-ON DISCOVERY



MOODY FAMILY CHILDREN'S MUSEUM

# STEM EDUCATION IS CRITICAL THE PEROT IS EDUCATING THESE FUTURE LEADERS

On-site and outreach programs for children grades Pre-K through 12



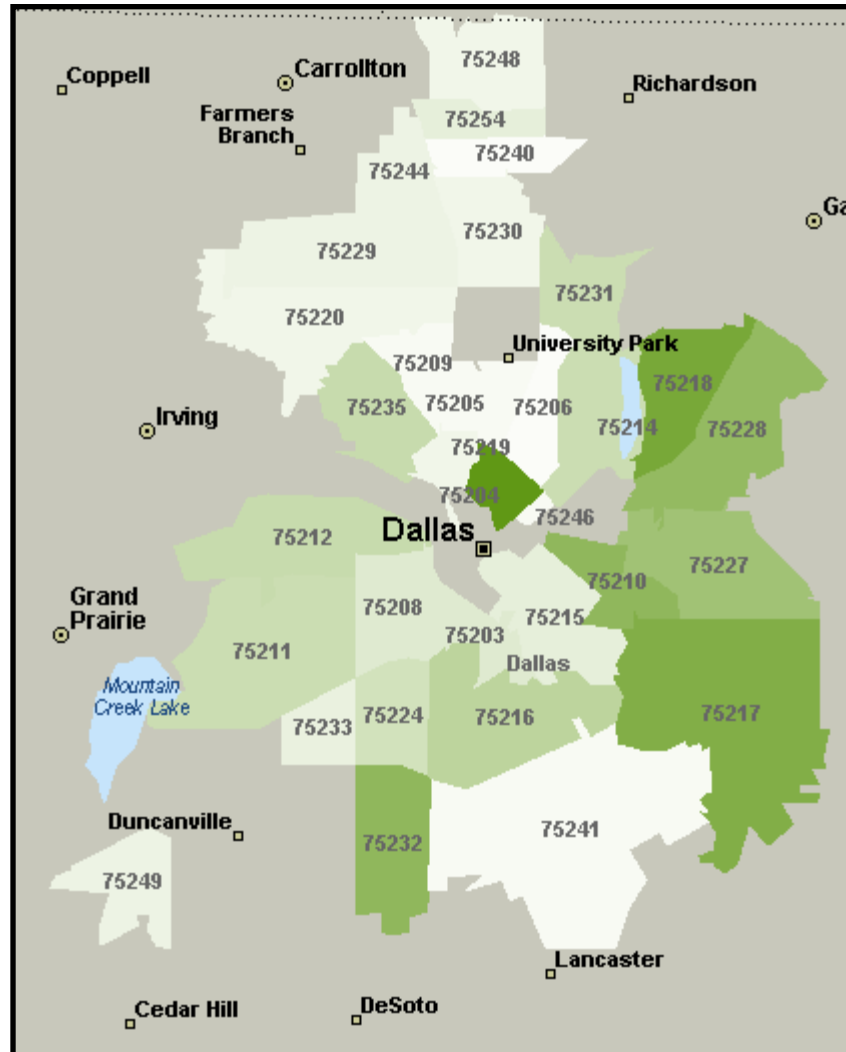
# SERVING OVER 196,000 SCHOOL CHILDREN IN DALLAS

(10/11 – 9/13)



# SCHOLARSHIP FUNDS ENSURE CHILDREN FROM ALL OVER DALLAS ARE ABLE TO ATTEND

(10/11 – 1/13)



>105,000 children

>\$200,000  
scholarship funds

# SIX LEARNING LAB CLASSROOMS

- 24 available programs
- Popular topics include:
  - Fire & Ice
  - Electric Theater
  - Adapt to Survive
  - Amusement Park Physics
  - Engineer It: Basic Builders
- Laboratory based dissection programs
  - Look Out! The Eye
  - Pump Up! The Heart





# PORTABLE UNIVERSE

The Perot Museum brings the universe to students through portable planetarium programs. These programs are currently scheduled to reach 11,135 students this year.

- 2 available programs:
  - The Sky at Night
  - One World, One Sky
- Funded by Time Warner Cable
- This program allows students to fly themselves from the surface of earth to the farthest reaches of the Universe.



# TEACHER PROFESSIONAL DEVELOPMENT AND CAMPUS PARTNERSHIPS

- Provide training for teachers which they take back to their classrooms and educational communities
- The *Leaders in Science* Tier 2 Professional Institute currently works with 23 teachers from the DFW metroplex and 40 teachers from the *Leaders in Science* Tier 1 Campus Partnership program which is in place at DISD Truett and Central Elementary Schools



# SCIENCECAST DISTANCE LEARNING

- *ScienceCast* programs reach students from all over Texas (including the DFW metroplex) and as far away as Alaska, Utah and Kansas
- Funded through United Way grant



ScienceCast's special program about Arctic Dinosaurs had Alaskan participants, and those close to home at DISD's Medrano Elementary saw a special program called "Your Amazing Brain" broadcast live from the *Being Human Hall*



# GLOBALLY RECOGNIZED RESEARCH AND COLLECTIONS

Over a decade of continued funding for Perot Museum dinosaur research program in Alaska

- Published several technical and non-technical papers
- Highlights of research featured in media (e.g., PBS NOVA, *Alaska Magazine*)
- Perot Museum polar dinosaur research subject of PBS NOVA *Arctic Dinosaur* program aired regularly nationally and internationally

Collaboration with scientists and museums in other countries

- South Korea, Japan, South Africa
- Agreement of Cooperation signed with Hokkaido University Museum in Sapporo, Japan, based on mutual institutional interests in northern studies



Dinosaur research in Alaska



KIGAM Geological Museum, South Korea

# INSPIRING MINDS OF ALL AGES: PUBLIC PROGRAMS FOR LIFE-LONG LEARNERS





# IGNITING THE SPARK OF CURIOSITY: PROGRAMS FOR CHILDREN AND FAMILIES



Ages K-6th



Ages 3 & 4

## Birthday Parties



## Scouting Adventures



## Scribbles & Dribbles



Preschool

## Snore and Explore Sleepovers

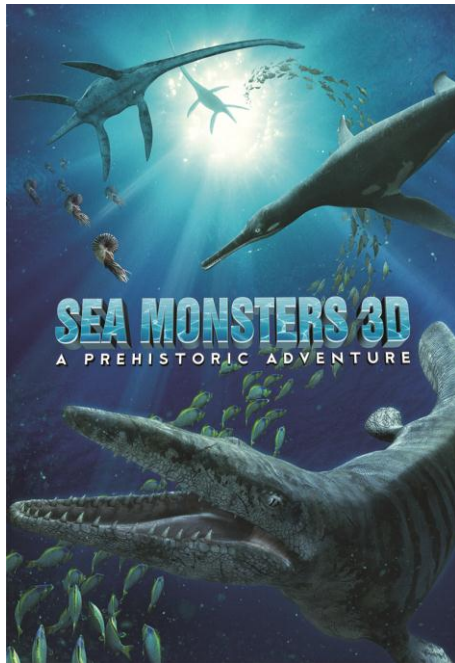


# THE HOGLUND FOUNDATION THEATER

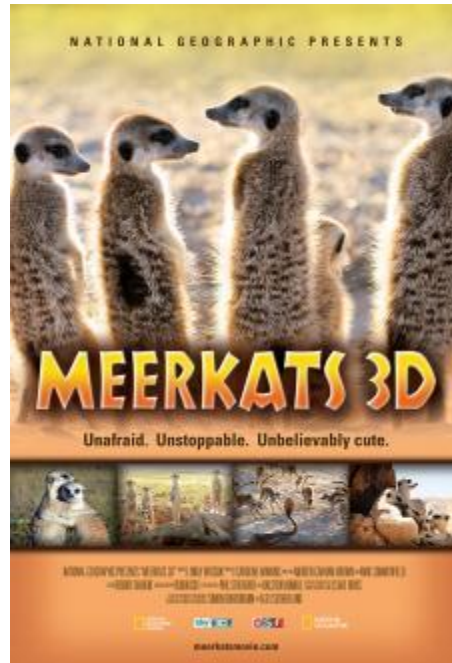


# THE HOGLUND FOUNDATION THEATER

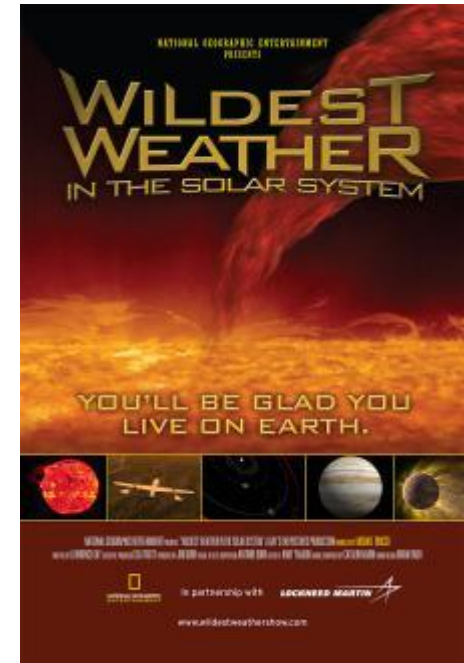
- 300 seat, digital 3D theater
- More than 70,000 visitors have enjoyed a film and been transported to ancient oceans or the South African desert
- Three-year theater partnership in place with National Geographic



January 7 – March 7



January 7 – May 24



March 8 – August 29







Museum of Nature and Science

[perotmuseum.org](http://perotmuseum.org)

# Memorandum



CITY OF DALLAS

DATE March 1, 2013

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

SUBJECT International Book Fair Programming Update

On Monday, March 4, 2013 the committee will be updated on programming for the International Book Fair. 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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Presented to the  
**Arts, Culture and Libraries Committee**  
**March 4, 2013**



Saturday April 27, 2013

2 to 5 p.m.

J. Erik Jonsson Central Library  
1515 Young Street, Dallas, TX 75201





# History

- Founded in 2006 the Dallas International Book Fair is an annual literary event showcasing works by award winning international, national and local authors. This fun family event offers artistic and cultural performances, film and book presentations, educational workshops and children's activities. The goal is to promote a love for books, reading and literacy through multilingual and multicultural activities.
- In 2012 the International Book Fair moved to a one-day event and attracted over 3,000 visitors of all ages from various communities last year.

# Events & Activities

- Author Lectures



# Events & Activities

- Author/Vendor Booths





# Events & Activities

- Children's Story Time



# Events & Activities

- Panel Discussions





# Events & Activities

- Book Talks



# Events & Activities

- Teen Poetry



# Events & Activities

- Face Painting



# 2013 IBF Events Schedule

- 12-1:00 p.m. Lunch with Nancy Smith featured author of *Dallas International with J.R. Ewing: History of Real Dallasites in the Spotlight of 'Dallas,' Southfork and the 1980's Gold Rush*. **7th Floor, O'Hara Room**
- 12-1 p.m. Big Thought artist Melody Bell presents Griot Storytelling for children ages 4 – 8. **2nd Floor , Reading Area**
- 12-1 p.m. Children's Studio Creations presented by the Dallas Museum of Art. **2nd Floor Craft Area**
- 12-2 p.m. Spanish Films by Mexican Consulate. 1st Floor Auditorium
- 1-2 p.m. Children's Studio Creations presented by the Dallas Museum of Art. *Reuse, Recycle, READ!* Make a bookmark by weaving found materials into rug canvas. **2nd Floor, Craft Area**
- 1-2 p.m. *How do I get published? Workshop* presented by Carve Magazine **3rd floor, Studio**
- 2-3 p.m. Big Thought artist Melody bell presents Griot Storytelling for children ages 9 and up. **2nd floor, Reading Area**
- 3-4 p.m. Spoken Word Poetry by Brandon Jackson. **1st Floor , Auditorium**
- 3-5 p.m. Music Presentations by Letra Y Musica: Musicians: Tony Sol, Naranja Bohemia and Marco Antonio Torres. Poets: Pricilla Rice, Will Richey, Gerson Gomez, Lucía González, Efraín González, Ingrid Macarty, Ricardo Garza, Josué Gabriel de Montemayor. **1st Floor , Auditorium**

# Promotional Advertising provided by

- *Clear Channel Outdoors Billboard*
- *Univision television ad*
- *Dallas Public Library website*
- *City of Dallas website*
- *Poster and flyer distribution*
- *Dallas County Community College District website*
- *Dallas Independent School District Media Services*
- *El Dia Newspaper*
- *Dallas Convention & Visitors Bureau website*

# Sponsors & Supporters

- UNIVISION
- Consulate General of Mexico in Dallas
  - Big Thought Inc
  - Bishop Arts Foundation
  - Clear Channel Outdoors
- Crowne Plaza Hotel Downtown Dallas
- Dallas Convention & Visitors Bureau
  - DFW International
- Library Media Services, Dallas Independent School District
  - Dallas Museum of Art
  - Dallas Theater Center
  - Downtown Dallas Inc
- Dallas Institute of Humanities and Culture
  - Making Connections Inc
- Friends of the Dallas Public Library. Inc
- Informate DFW International Museum of Cultures
  - Latino Cultural Center
    - Letra y Musica
  - Reforma Rio de Trinidad
    - Telemundo
  - Teatro Mirarte



# For More Information

214-670-7809

[www.dallasinternationalbookfair.com](http://www.dallasinternationalbookfair.com)





# Annual Library Events

- |  |                     |
|--|---------------------|
| • Big Thought-Library Live! Series           | Once a month        |
| • DallasKidsRead Book Fair                   | July                |
| • Express Yourself! Poetry Competition       | September – January |
| • Hispanic Heritage Drawing Contest          | September – May     |
| • International Book Fair                    | April               |
| • Letters About Literature Contest           | September – January |
| • Mayor's Summer Reading Club                | May – August        |
| • Mayor's Back to School Fair                | August              |
| • Mu Phi Epsilon Concert Series              | Every Sunday        |
| • State Fair of Texas-Mother Goose Storytime | October             |
| • Tulisoma – South Dallas Book Fair          | August              |