

# 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