

**CENTRAL ARIZONA CHAPTER – ARIZONA HISTORICAL SOCIETY
CHAPTER BOARD OF DIRECTORS MEETING
OCTOBER 15, 2009**

Members Present:

Jacqueline Berkowitz
Janice Bryson
Tobe Daum
Jack Donnelly
Phil Hanson
Ruth Ann Hogan, Historical League
 President
Travis Junion
Joseph Lane
Charles Lucky
James McBride
Anna Dean Millett
Jeannine Moyle
Emma Lou Philabaum
Richard Shaw
Michael Wade

Members Not Present:

Malcolm Comeaux
George Hartz
Millicent Jones
C.J. Smith
Sarah Whitmore

Staff Members Present:

Peter Welsh, Director, AHS Museum at
 Papago Park

Guests Present:

- 1 **1. Call to Order/Introduction of the Board and Guests/Declaration of Quorum**
2 Meeting was called to order at 3:30pm
3 There was a Quorum
4 **2. Call to the Public for Comments**
5 None heard.
6 **3. History Moment – Jeannine Moyle**
7 Ms Moyle presented a short history of commercial aviation at Sky Harbor Airport.
8 **4. Appointments/Resignations/Oath of Office**
9 Ms Moyle informed the Board that Connie Whalen had declined the invitation to join the
10 CAC board. However, Mr. George Flores, Retired Deputy City Manager of Phoenix and
11 currently the Community Development Director for the City of El Mirage, has agreed to
12 serve on the board. Ms Moyle made a motion for George Flores to become a member of the
13 CAC Board, Mr. Hanson seconded, Motion Passed.
14
15 **5. Approval or Modification of August 20, 2009 Board Minutes**
16 Ms. Berkowitz moved to accept the minutes. Mr. Hanson seconded the motion. Motion
17 passed.
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19 **6. Treasurer’s Report**
20 Ms Daum reported that as of mid September, there was \$32,499 in the 1107 fund. Ms
21 Berkowitz moved to accept the Treasurer’s Report, Ms Philabaum seconded. Motion
22 Passed.
23
24
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26 **7. President’s Remarks – Report on October 3, 2009 Retreat – Michael Wade**

27 Mr. Wade provided a review of the board retreat. He remarked that it was a very good
28 beginning. Others concurred. He mentioned that one outcome of the retreat was the
29 production of the Dashboard Report. He also noted that in the future the board would be
30 receiving a report concerning publicity levels to be used for different campaigns. Mr.
31 Wade's report of the retreat is attached to these minutes.
32

33 **8. Historical League Report – Ruth Ann Hogan**

34 Ms Hogan reported that the Historical League toured the Arizona Biltmore Hotel, and 22
35 members attended. Now getting ready to open the Sandra Day O'Connor Exhibit, expecting
36 over 150 people. Pat Faur and April Riggins have done a first class job. The Children's
37 Holiday Party will be December 19th at the Kierland Resort and Spa. She encouraged all
38 members to attend with children and grandchildren. On November 5th the League will have
39 a tour to Globe, including a train ride. All materials have been submitted for the League's
40 next Gala to be named a Centennial Project. The League is partnering with the Friends of
41 O'Connor House. She encouraged everyone to begin planning now. Mr Wade added that
42 former League President Mary Parker has been nominated to serve on the AHS State Board.
43

44 **9. Director's Report/Review of Dashboard Report – Dr. Peter Welsh**

45 Welsh reported that AHS has been in communication with the Arizona Department of
46 Administration to develop a plan to utilize stimulus funds that have become available to
47 improve the energy efficiency of state buildings. Prospective contractors were given a
48 thorough tour of the facility so that they could prepare proposals to do the work. They
49 looked at light fixtures, the roof, and the HVAC system. The contractors proposals will
50 show how we can see energy savings, and use those savings to pay for the cost of the
51 improvements, with no additional cost to the AHS. The timeline is to have proposals in
52 early November, and we are working closely with the Arizona Department of
53 Administration, who will oversee the project. On September 26 we participated in
54 Smithsonian Museum Day. Our participation allowed us to be listed in Smithsonian
55 Magazine. Over 160 visited the museum that day. The other benefit is that we are given a
56 list of 5,000 names of Smithsonian Magazine subscribers, for one-time use for a purpose of
57 our choice. We are currently developing a strategy for how to reach out to that group. The
58 AHS has responded to the Governor's Office request, which went to all agencies, to show
59 how the AHS could reduce its budget by approximately 15%, or \$580,000 between January
60 and June, 2010. This exercise would provide data as the state faces a serious budget deficit.
61 Such a cut would be very hard on the AHS. Mr. Shaw recommended that the AHS propose
62 to the state that they write off the loan payment for the Museum at Papago Park, as it is
63 essentially a loan to itself and conceptualize it as a budget cut.
64

65 Mr. Wade made a comment regarding the Dashboard Report. It is meant to be an easy way
66 to keep track of what has been happening in a condensed form. Mr Hanson asked about the
67 origin of the term "Dashboard Report." Mr. Wade explained that is designed to provide a
68 quick snapshot of key indicators of the organization. It forces you to think about what are
69 the key indicators for the organization. Mr. Shaw commented that once the baseline date is
70 established, updating becomes relatively simple. Mr. Wade noted that the report will be
71 refined over time.
72

73 Mr. Wade asked Welsh to provide some background on what goes into the preparation of
74 exhibits. Welsh distributed copies of the AHS Program Development Process (appended to
75 these minutes) which serves as a road map for the things that need to be attended to in
76 exhibit development. He noted that 60% of time is devoted to planning and preparation,

77 while only 40% is implementation. We evaluate concepts in relation to the core questions of
78 “how does this fit with our mission?” and “who will be the audience?” Then we ask what
79 resources are available—will this be an exhibit driven by artifacts and collections or is it
80 driven more by story and narrative? The O'Connor exhibit is an example of an exhibit
81 shaped by the story, and we went to other institutions and individuals to find the artifacts
82 and photographs to help tell the story. Mr. Wade wanted to know the average amount of
83 time to put up an exhibit. Welsh estimated that for an exhibit on the scale of the O'Connor
84 exhibit it takes about six months. Work on the O'Connor exhibit began about 9 months
85 previously, when the basic structure was developed. The exhibit was relatively simple, with
86 only a few walls and case construction—very different from something like Desert Cities.
87 Decisions about whether the exhibit will be experiential or conceptual impact the length of
88 time to produce the exhibit. The Butterfield exhibit took about a month. Staff resources are
89 also critical. Mr. Shaw mentioned the Transportation gallery as an example of an exhibit
90 done in-house. Welsh noted that this 1,300 square foot exhibit was funded by the Arizona
91 Department of Transportation for \$300,000 (\$225/sq ft). The O'Connor exhibit, for
92 comparison, is 1,700 square feet and its budget was \$30,000 (\$18/sq ft). Most exhibits that
93 we would do would be in the \$20-\$50 per square foot range. External funds will be required
94 for these kinds of project to go forward. The National Endowment for the Humanities
95 process, which many use, can take years. Mr. Wade said he would like to come back to this
96 important topic, and explore ways to have more exhibits. Welsh noted that there will be
97 several exhibits opening in the spring, such as the Phoenix Needlework Show and the
98 Historic Photographs Fair and the Congressional District 5 Art Show.
99

100 **10. Committee Reports.**

101 Mr. Lane reported on progress with the tours. He said that each of the tours up to this time
102 had been cancelled. He spoke with Connie Cornelius and they are exploring trips out of
103 state. Board members suggested several ideas for greater publicity for the tours, such as RV
104 parks, churches, fraternal organizations, and Sun City. Welsh reminded the board that the
105 tours were not an AHS project, but an Affinity Group Tours project that is being offered to
106 AHS members.

107 Ms. Moyle gave a report about the historic photograph fair. She brought several photos for
108 the board to see. There was discussion of the dates for the Fair. Ms. Bryson asked whether
109 the categories would change, and Ms. Moyle responded that was still under consideration.

110 **11. Announcements and Other Matters for Consideration at Future Board Meetings.**

111 Mr. Wade said that exhibits would be considered by the board at a later date. Mr. Hanson
112 commented that there might be a possibility of collaborating with the Arizona Military
113 Museum. The Board discussed a variety of topics for exhibits.
114

115 **12. Next CAC Board Meeting is scheduled for November 19, 2009 at the Arizona Historical 116 Society Museum at Papago Park**

117 **13. Adjournment**

118 The Meeting adjourned at 4:45 pm.
119
120

121 Recorder:

122 Peter Welsh