

**Arizona Historical Society
Southern Arizona Chapter Board Meeting
January 9, 2017**

Present: Bill Cavaliere, Betty Cook, Ron Green, Jeff Horwitz, Leslie Hunter, Walter Lane, Frank Ratey, Tom Sheridan, Bob Vint, Ralph Wong, Dorothy Yanez

Absent: Linda Head, Shirley Pinkerton, Bernard Wilson

Staff Present: Les Roe, Eric Gonzales, Caitlin Lampman

Guests Present: none

Call to Order

President Walter Lane called the meeting to order at 3:08 p.m.

Roll Call

Roll was called and a quorum declared.

Approval of Board Minutes

The minutes of the November 7, 2016 Chapter Board meeting were unanimously approved on motion by Tom Sheridan and seconded by Bob Vint.

USAM 21161 Fund Report

Director Roe reported that our current estimated fund balance is \$14,097.82.

Walter Lane moved up new business item regarding use of membership funds. Les provided discussion on the museum's advertising and marketing plan for 2017. Eric Gonzales reported on marketing trends and reported how museum visitors increase with advertising dollars. Les proposed that the Southern Arizona Chapter Board approve \$3,000 from the membership fund to be used towards the annual 2017 marketing plan. The request was approved on motion by Bob Vint and seconded by Tom Sheridan.

President's Report

President Walter Lane acknowledged and expressed appreciation to BKW Farms and Ralph Wong for being one of the sponsors for History on Tap.

Time was given to Jeff Horwitz to announce the Tubac annual meeting. Jeff also reported that the State board has asked him to recruit 5 new AHS members. He also invited all Southern Chapter Board members to attend History on Tap.

Betty Cook asked for help to request donated water for the event.

Director's Report

Director Roe provided a presentation on how to achieve success at the museum. He discussed a three-legged stool concept that incorporates a great product with good P.R. and income to achieve success. Les would like to museum to focus on developing History Lab, lobby improvements, donor recognition, and building identification. \$10,000 is needed for History Lab, \$4,000 is needed to improve the lobby, \$6,000 is needed for donor recognition, and \$10,000 is needed to improve building identification.

Les stated that he will be asking the Southern AZ Chapter Board in the near future to provide \$6,000 towards these monetary needs.

Tom Sheridan asked a follow-up question on History Lab. Les stated that there are already several groups currently working on or in the cue to work on a History Lab project.

Support Organization Reports

Pathfinders: Dorothy Yanez reported on a back of the house tour to take place February 11th. Details can be found at www.azpathfinders.org

Los Amigos: Frank Ratey described efforts taking place for History on Tap. Added additional appreciation to the Tucson Illini Club for also being a sponsor for the event.

Betty Cook announced the Los Amigos trip will be to the Hopi Mesas on the reservation and the cemetery tour has been postponed.

Committee Reports

Community Outreach: Nothing to report.

Operations: Nothing to report.

Resources: Tom Sheridan gave a brief report on the committee meeting held in December. Mentioned that there was discussion on marketing the museum, bringing in a new tenant (Borderlands Theatre) to the Sosa-Carrillo-Fremont House by the end of January.

New Business

The first item of new business was discussion and action on the 2017 Meeting Calendar. Tom Sheridan moved that the board change the calendar to have one board meeting each quarter and to transfer the support group and committee reports to the 501 c 3 agenda. Jeff Horwitz seconded, and all approved.

Tom Sheridan also moved to move the Annual Meeting from November to October to avoid conflicts with the State Board Annual Meeting. Bill Cavaliere seconded, all approved.

Another item of new business regarding membership funds was moved up by President Lane and voted on previously in the meeting.

Call to the Public

There were no comments from the public.

Announcements

President Lane announced that the next committee meetings will be Monday, February 6, 2017 at 3:00 PM, and the next Board meeting is scheduled to be held, Monday, April 3, 2017 at 3:00 PM.

Adjournment

The meeting was adjourned at 4:37 PM.

Respectfully submitted,
Eric G. Gonzales, Museum Operations Manager

Walter Lane, President

