

CENTRAL ARIZONA CHAPTER – ARIZONA HISTORICAL SOCIETY CHAPTER BOARD OF DIRECTORS MEETING

Pursuant to A.R.S. 38-431.02, notice is hereby given to the members of the Arizona Historical Society and to the general public that the Arizona Historical Society Central Arizona Chapter Board will hold a regularly scheduled board meeting, open to the public, at the AHS Museum at Papago Park.

Date: Friday January 22, 2016
Time: Noon
Location: Boardroom- AHS Museum at Papago Park
1300 N. College Ave., Tempe, Arizona

MINUTES

Members present: Kelly Corsette, Larry Woolson, John Southard, Arv Schultz, Billy Walker, Jackie Berkowitz, Shelly Dudley, Don Nordlund, Janice Bryson, Margaret Baker, telephonic: George Flores
Staff: Tawn Downs

1. Call to Order/Introduction of the Board and Guests/Declaration of Quorum. Called to order at 12:03;
2. Call to the Public for Comments No public
3. Appointments/Resignations/Oath of Office. Arv Schultz might have someone interested; Billy Walker suggested Clyde Burrell (sp!), interested in Arizona history
4. Approval or Modification of Board Minutes. Secretary Dudley consistently misspelled John Southard's name (sorry), spelling corrected. Southard moved to approve minutes as amended; Schultz second. Motion carried
5. AHS Staff Report. Tawn Downs
 - a. Financial sheet regarding the AZ Heritage Center. The lease listing includes catering and SRP monthly payments. Admissions gate count is down 6% from previous year, but (2016 vs 2015), however admission revenue is up more than 39%. The revenues are up from tours and facility rental. The facility is moving in the right direction. It is difficult getting some of the data from prior years to compare apples to apples.
 - b. Administration. Geology curator is Catherine Cater, starting in February. The priority is education and placing some of the mineral collections in other museums around the state. AZ Heritage Center added staff with a full time person who makes exhibits and soon maintenance will have a full time person. Downs was given approval to hire an Event Manager to work with existing staff. The event manager will work with corporations to use the facility.
 - c. Facilities. The new sign on the street is now back lit. The front door has been replaced and is working now, ADA compliant. The HVAC modifications will permit zoned heating and cooling.

- d. Exhibits. There is nothing new on the mining model. Downs is in discussion with mining companies regarding partnership for a Copper Days event in April. It would be a four-day event, with school tours during week and families on weekend.
 - e. Collections Management. Rebekah and Susan participated in the review of Collection Source files as part of the Collections Care initiative.
 - f. Miscellaneous. Downs met with the Scottsdale Chamber of Commerce to hold the Tres Amigos event here on May 4 with 400 people. Discussion with Arizona Highways to have their workshops at the AZ Heritage Center in exchange to have them photograph the museum. Downs is actively meeting with the community and explaining what the Center has to offer. Rebranding: AHS is in the process of hiring a publicity company, looking at Awe Collective as the company. The AHS museums will share in funding. Downs presented the proposals on PowerPoint for Arizona Historical Society, not just AZ Heritage Center, which included branding (signage, letterhead, email) and website. Corsette: commented that the proposal looked great and that the price was competitive. Downs: AHS is waiting for signatures on contract; once that is done Awe Collective will begin talking to the different agency stakeholders to begin the creative development process. Downs reported that it would be a 4 to 5-month process with some work being done simultaneously. Woolson: does Awe Collective understand history and how to sell it. Baker: what about the Historical League, can anything be done for the League? League has donated over \$1 million and this past year \$55,000 past year, yet no one has asked for their opinion. Downs: a representative from Historical League will be part of the focus group to talk to the Awe Collective. (Mention of admission price increased – no one told, Tawn Downs should have made it known). Corsette: commented that this process is a refinement of AHS, updating the website, but nothing drastic will change the Society.
6. Historical League. Baker reported that the newsletter was sent out and all CAC Board members should have received it. The Family Holiday party in December made a profit of \$10,000. The annual operating expenses of the League were more, resulting in an operating loss for the year. Baker discussed the grants procedure with some modifications from previous years. Mention was made of the Friends of AHS organization. The Historical League will manage its own funds. The Historical League spent \$43,000 refurbishing the HistoryMakers exhibit and have contributed approximately \$60,000 to the Museum this year. Between 2000 -2010, the League has donated about \$56,000 each year. On February 17 at 10 am, the League will announce the new HistoryMakers at a press conference; Members of the Board are invited. Downs: should notify Jim Norton (AHS lobbyist) for publicity with state government. The League will hold a fund raiser on Saturday evening April 9, at the David and Gladys Wright home in Scottsdale; the event is limited to 150 people. On May 3, the League annual meeting will be held at the Wrigley Mansion, Barbara Barrett will be speaking.
7. Discussion of event and program ideas for 2016. Corsette: Members of the subcommittee (Corsette, Schultz, Southard) met prior to CAC Board meeting. One idea to consider: 1980s in Arizona as an event. The function's primary goal would be to raise awareness of the museum. It would focus on those who grew up in the area in the 1980s, getting them to support the museum while appealing to popular culture not so much history. Ideas suggested: collect photos of people from the 1980s, clothes, doing things, events, etc. and set up a room to share memories. There could also be live music, hire a band or get a DJ, such as Dave Pratt. Consider inviting local icons of the 1980s such as Alice Cooper or Jerry Colangelo to the event. Suggestion of making it a multi-day event with different themes

such as sports, business, etc. Timing of the event is important to allow planning and include residents and early visitors, maybe in October. Baker: can 1107 funds be used? The event must be open to the public (which it would be). Can the 1107 money be used to pay for the band. Still some logistical questions about charges to enter, donations, where does the money go need to be addressed. Marketing strategy must be well-thought out. CAC might try a partnership with other museums in the area.

8. Discussion and possible action to approve 2016 CAC Board Meeting Schedule (moved to the 4th Friday). Two possible conflict dates: March 25 is Good Friday, March meeting is moved to March 18 and the November meeting is moved to Nov. 18 because of Thanksgiving. Dudley moved as amended, Baker seconded; motion approved
9. President's Report. Corsette reported nothing else new. As the CAC Representative, Corsette will testify before legislature, no character references needed. Wed. Jan. 27. The CAC Board Roster was handed out, requesting corrections be sent.
10. Treasurer's report
 - a. 1107 fund balance: Not received, similar amount still in the account
11. Announcements and Other Matters for Consideration at future Board meetings. On Feb. 9, there is a speaker on Route 66; sign up at front desk, 1:30 pm. If enough people register, the event will be moved to the auditorium. Other presentations include: Bill Harrison. Feb. 11; Roger Naylor on hiking in Arizona; March 3, screening of Powers War, 6pm. The new website will make it easier to post all events and spread the word. Schultz: suggested getting Len Marcisz a remembrance for his contributions to the AHS. Corsette agreed and will start the process.
12. Adjournment: 1:40 pm

Submitted by Shelly C. Dudley

Attendance would be appreciated.

Our bylaws state that we need a quorum to conduct official business. A quorum is a majority of the members of the Board of Directors.

**Please call Tawn Downs 480-387-5368 if you are unable to attend.

The Arizona Historical Society does not discriminate on the basis of disability in the administration of its program and services as prescribed by Title II of the Americans with Disabilities Act of 1990, as amended, and Section 504 of the Rehabilitation Act of 1973, as amended. Persons with a disability may request a reasonable accommodation such as a sign language interpreter, by contacting the Museum Director Tawn Downs at 480-387-5368. Requests should be made as early as possible to allow time to arrange the accommodation. This document is available in alternative formats upon request