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**Arizona Historical Society
State Board of Directors Meeting
Friday, October 7, 2016
Yuma, Arizona**

Board Members Present

Marshall Trimble, President, At-Large	Voie Coy, Northern Chapter
George Flores, Vice-President, At-Large	Thomas Foster, Eastern Chapter (by phone)
William Garbarino, Secretary, Coconino County	Bruce Gwynn, Rio Colorado Chapter
Kelly Corsette, Treasurer, Central Chapter (by phone)	Jeannine Moyle, At-Large
Joseph Abodeely, Pinal County (by phone)	Richard Oldham, La Paz County (by phone)
Douglas Barlow, Greenlee County (by phone)	Meredith Peabody, Yavapai County
Jackie Berkowitz, At-Large	William Porter, Mohave County (by phone)
Lorna Brooks, Yuma County	Gregory Scott, Santa Cruz County (by phone)
Janice Bryson, At-Large	Michael Wade, Maricopa County

Board Members Absent

Douglas Hocking, Cochise County	Dennielle Patterson, Apache County
Robin Horta, Gila County	Jim Ronstadt, Pima County
Philip Horwitz, Southern Chapter	James Snitzer, Navajo County
Patrick Lukens, Graham County	

Staff Members Present

Anne Woosley, Executive Director
Bill Ponder, Chief Administrative Officer
Kim Bittrich, Deputy Administrative Officer
Bruce Dinges, Publications Director
Susan Irwin, Library & Archives Director
Yanna Kruse, Rio Colorado Division Director
Les Roe, Southern Division Director

Actions taken at this meeting:

- Bryson moved, seconded by Gwynn, to approve the minutes of the August 12, 2016, AHS State Board of Directors meeting. The motion passed unanimously.
- Wade moved, seconded by Gwynn, to approve the Bisbee Association and Historical Society, Inc. application for certification. The motion passed unanimously.
- Peabody moved, seconded by Porter, to approve the AHS Executive Director Proposed Priorities – 2017, with the following additions: Work with the Board to develop a plan to increase revenue; and work with the Board to develop a plan by the end of the first quarter to increase membership. The motion passed; Garbarino abstained from the vote only as it pertains to the January 8th Memorial Foundation Partnership.
- Gwynn moved, seconded by Coy, to approve the AHS Board of Directors Proposed Work Priorities – 2017, as discussed. The motion passed unanimously.
- Coy moved, seconded by Gwynn and Bryson, to add Business membership category of \$1,000.00. The motion passed unanimously.

34 Call to Order

35
36 President Trimble called the meeting to order at 11:57 a.m.

37
38 Roll Call

39
40 Roll call was taken; Trimble declared a quorum.

41
42 Point of Order

43 Coy initiated discussion regarding unfinished business from previous meetings and the procedure for assuring
44 that any such items are included on subsequent agendas. He stated that pursuant to Robert's Rules of Order,
45 any board member may request that any item be placed on the agenda at any time; the agenda is not set by
46 the Board President. Porter cautioned not to violate open meeting laws.

47
48 Coy requested that the following item be placed on a future agenda as unfinished business: Board action
49 regarding corporate membership.

50
51 Coy also asked that the topic of a business membership, tabled from the May 2016 Board Meeting, be
52 discussed later in the meeting.

53
54 Woosley requested Board guidance regarding the desired agenda format. Historically, AHS agendas have not
55 strictly adhered to Robert's Rules of Order, but followed Arizona State Policies. Garbarino suggested that the
56 Governance Committee address parliamentary procedures.

57
58 Coy moved, seconded by Peabody, to reach a Board decision at this meeting regarding the creation of a
59 Business membership category, and its related benefits. The motion passed unanimously.

60
61 After further discussion, Coy redacted his motion, as the subject is not an action item on today's agenda.

62
63 Garbarino observed that AHS By-Laws, Article X, Section 4, state that the President may appoint a
64 Parliamentarian annually, and that Robert's Rules of Order shall be observed on the rules of procedure for all
65 meetings. In his opinion, AHS meetings and related documents should be more consistent. Abodeely
66 suggested that following Robert's Rules of Order can become too legalistic and distracting from the business of
67 the Board.

68
69 Flores recommended a review of the recent audit for guidance. Flores also recommended adding the above-
70 matters to the AHS Board of Directors Proposed Work Priorities – 2017.

71
72 Introductions

73
74 Board and staff members introduced themselves. No members of the public were present.

75
76 Call to the Public

77
78 Garbarino presented a letter from Gwen Groth regarding increased costs for services resulting from State
79 procurement policies, specifically that mandate the use of State-approved vendors. Garbarino requests that

80 AHS Board members and Executive Director write to the Governor, expressing dissatisfaction with current
81 procurement regulations which often result in price increases over that of the private sector.
82 Extensive discussion ensued regarding membership funds which are public money and are, therefore,
83 deposited into the General Fund, subject to State procurement policies. There was discussion regarding pros
84 and cons of membership fees being payable to Friends of AHS, Inc., rather than AHS.

85
86 While there is little chance of success to impact State procurement policies, there was Board consensus to use
87 the AHS voice to express concerns regarding current requirements.

88
89 Wade asked that this matter be more fully discussed at the January 2017 Board meeting.

90
91 **Discussion and Action to Approve the Minutes of the**
92 **August 12, 2016, Board of Directors Meeting**

93
94 Bryson moved, seconded by Gwynn, to approve the minutes of the August 12, 2016, AHS State Board of
95 Directors Meeting. The motion passed unanimously.

96
97 **Other Matters**

98 Due to a poor telephone connection, and fear of disconnection, Abodeely offered several personal
99 observations:

- 100 o Board meetings should be conducted only in Tucson, Phoenix and Flagstaff;
101 o Board meetings should be at locations with strong telecommunication capabilities;
102 o The Executive Director's performance should be evaluated every four (4) years, not annually;
103 o He supports Coy's earlier proposal regarding agenda structure, but is unsure of proper
104 procedure.

105
106 **President's Report**

107
108 Trimble deferred to the Executive Director's Report.

109
110 **Executive Director's Report**

111
112 **Board Vacancies**

113 The Governor's Office indicated that the four (4) expiring Board seats (Bryson, Garbarino, Wade, Ronstadt)
114 may be filled by November 1, 2016. However, with the Governor's recent consolidation of boards and
115 commissions, it is possible that open Board seats may not be filled until 2017. All applicants expressing
116 interest in 2016 vacancies remain active for potential appointment to terms beginning November 1, 2016.

117
118 A number of directors have expressed interest in serving on the Friends of AHS, Inc. Board. Friends bylaws
119 limit the number of AHS directors that can dual-serve.

120
121 **Gun Policy**

122 AHS Division Directors thoroughly discussed a possible gun policy for AHS facilities. At this time, it is staff's
123 recommendation that AHS not adopt a gun policy due to potentially negative impacts and publicity. Moreover,
124 to implement any gun policy, AHS would be required to provide containment receptacles to secure weapons.

125 Both staff and volunteers would be required to undergo safe gun handling training. The responsibility for
126 implementing a gun policy may be extremely uncomfortable for some.

127

128 Certified Museum Grant Program

129 The Certified Museum Grant Program demands a great deal of staff time, including the distribution of grant
130 funds, contracts, as well as responding to many requests for information to AHS staff from museums AHS
131 serves.

132

133 Priorities, 2017

134 The Executive Director recently met with the President and Vice-President regarding both AHS Board of
135 Directors 2017 Proposed Work Priorities and AHS Executive Director 2017 Proposed Priorities, which will be
136 more fully discussed later in the agenda.

137

138 Administrative Legal / HR Matters

139 AHS Administrative staff is in communication with the Attorney General's (AG) Office regarding two matters
140 pending legal action. Due to the nature of the action, no further information can be discussed at this time.

141

142 The Arizona Republic submitted a blanket public records request of all state agencies seeking information,
143 from 2011 to the present, regarding employees who may have been released from duties while on Family
144 Medical Leave Act (FMLA) status. AHS responded to this request, pursuant to guidelines established by the
145 Attorney General's (AG) Office, and has provided the AG's Office with pertinent documentation.

146

147 Natural History Collection

148 Pursuant to legislative action, the Arizona Geological Survey (AzGS) is the recipient of the former Arizona
149 Mining and Mineral Museum collections and the Centennial License Plate Fund. The University of Arizona (UA)
150 has authority over the AzGS. AHS has been in negotiations with AzGS and UA regarding an appropriate rental
151 charge for storage of the mineral collection and possible distribution of proceeds from store inventory sales
152 now under the authority of UA. The sad and untimely passing of the AzGS Director has put reaching decisions
153 on hold.

154

155 Friends Fundraising Projects

156

Cuseum

157 Cuseum is a GPS-based mobile application designed to enhance museum visitor experience. It is a free
158 app that the patron can access on a mobile device that provides interactive museum maps. It also
159 tracks how long visitors spend at exhibits and can provide information based on their location in the
160 museum (e.g., to promote the gift shop or locate a restroom). The app accesses additional
161 information, including audio and video messages regarding individual objects or exhibit themes in
162 greater depth.

163

164 Benefits to AHS, such as tracking where visitors spend time, will assist staff in developing programs of
165 most public interest. Cuseum interfaces in real time with social media, allowing the user to post
166 comments. AHS staff will monitor comments as a form of feedback, providing opportunities for
167 program improvement. Cuseum offers features such as instant ticketing, and delivery of messages to
168 encourage donations and promote membership.

169

170 Initial cost of the software is \$6,000, with an additional \$10,000 to support content development and
171 application. This project has been fully funded by a Friends donor. It is anticipated that Cuseum will
172 increase AHS revenue through on-site ticket purchasing, rentals and other promotional opportunities.
173

174 Information regarding Cuseum is attached.
175

176 **The Arizona Story**

177 AHS welcomes approximately 70,000 visitors annually, yet none of its museums tell the story of
178 Arizona. The Arizona Story is a proposal for a project that will provide an overview of Arizona history,
179 while it emphasizes aspects of each region that our museums serve. It is estimated that cost of exhibit
180 is \$50,000 per division. The proposed project timeline is presented. The Arizona Story is a high
181 priority project for AHS staff, previously presented to friends as a potential fundraising project. Porter
182 will be the AHS/Friends liaison for this project. AHS staff will continue to develop a detailed plan, while
183 Friends will initiate fundraising.
184

185 An outline of The Arizona Story is attached.
186

187 January 8th Memorial Foundation

188 AHS was approached by the January 8th Memorial Foundation not only to serve as the repository for
189 collections generated by the January 8th tragedy, but to partner in development of an exhibit at Tucson's
190 Historic Court House. AHS and the Foundation are pursuing support for related compact collections storage as
191 well as the exhibit.
192

193 Re-Branding

194 AHS staff and Moses, Inc. have prepared a business packet that includes letterhead, business cards, and
195 related materials, which incorporates the new AHS logo. Friends was also provided with the design template.
196 AHS web site design and mapping are underway.
197

198 Annual Meeting

199 Annual Meeting planning and preparation of the Annual Report are time-demanding, but well underway.
200

201 Arizona History Convention

202 Dinges is devoting considerable time to the 2017 Arizona History Convention. To date, he has received over 80
203 article and session proposals, compared to an average of only 30 by this time in past years.
204

205 Arizona School for the Deaf and the Blind (ASDB)

206 Dedication of the AHS Historical Marker at ASDB is October 27, 2016. Laraine Daly-Jones will represent AHS at
207 the ceremony.
208

209 State Historical Administrators Meeting

210 Woosley will attend the annual State Historical Administrators Meeting, the professional association for
211 directors of state historical societies, in Savannah, Georgia, in December.
212

213 Committee Reports

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Community Outreach Committee: Chair Bryson reported that the Bisbee Association and Historical Society, Inc. submitted an application for certification, copies of which were provided to Board members. The Community Outreach Committee recommends approval of the application.

Wade moved, seconded by Gwynn, to approve the Bisbee Association and Historical Society, Inc. application for certification. The motion passed unanimously.

The Bisbee Association and Historical Society certification application is attached.

Finance Committee: On behalf of Chair Corsette, Ponder presented financial information through August 31, 2016. Due to timing of this meeting, end of September financials are not yet available. It was noted that the column for "Natural History" is zeroed out, as these resources were transferred to AzGS and UA.

The Centennial Plate Fund, held by AHS, will be transferred to UA. This transaction is expected to be finalized by both parties in October.

There are higher appropriated expenditures in the first quarter of each fiscal year. These balance out over the following three quarters but do not, therefore, provide a true quarter-to-quarter comparison of expenditures.

"1107 Funds" are funds distributed to each chapter (Eastern, Southern, Central, Pioneer and Rio-Colorado) from membership funds.

Governance Committee: Chair Garbarino reported that the Governance Committee reviewed the proposed Northern Chapter Bylaws. The Committee returned its recommendations to the Northern Chapter, and awaits Northern's response.

Membership Committee: Chair Coy reported that the Membership Committee reviewed the AHS staff recommendations regarding membership and sponsorship. It is recommended that matters regarding sponsorship be addressed by the Executive Committee, as the Membership Committee is limited to matters of membership only.

Friends of the AHS, Inc.

Garbarino reported that the Friends Board meets monthly. At this time Friends has what it needs to start progressing toward fundraising for Cuseum and The Arizona Story. He affirmed that the purpose of Friends is to serve AHS.

AHS Executive Director Proposed Priorities – 2017

Flores reported that AHS bylaws require an annual performance review of the Executive Director. Flores explained each proposed priority.

Peabody moved, seconded by Porter, to approve the AHS Executive Director Proposed Priorities – 2017.

259 Discussion ensued.

260

261 Peabody amended the preceding motion, seconded by Porter, to approve the AHS Executive Director Proposed
262 Priorities – 2017, with the following additions: Work with the Board to develop a plan to increase revenue;
263 and work with the Board to develop a plan by the end of the first quarter to increase membership. The motion
264 passed; Garbarino abstained from the vote only as it pertains to the January 8th Memorial Foundation
265 Partnership. The AHS Executive Director Proposed Priorities – 2017 is attached.

266

267 **AHS Board of Directors Proposed Work Priorities – 2017**

268

269 There was extensive discussion regarding each of the six (6) proposed AHS Board of Directors Proposed Work
270 Priorities – 2017:

271

272 Revisit and review the number of AHS Board standing committees and the need for them: This was previously
273 suggested with no action taken. This is a subject for the Governance Committee. Additionally, the
274 Governance Committee should assess the usefulness of ad-hoc committees or standing committees. There
275 was consensus that ad-hoc committees shall consist of up to five (5) members. There was further consensus
276 that recommendations be presented to the full Board and action taken by the end of the first quarter.

277

278 Determine the necessary number of AHS Board meetings in 2017: It is recommended that AHS State Board
279 conduct four (4) meetings per year, in addition to the Annual Membership Meeting. Reducing the number of
280 meetings will result in longer meetings, but each will be scheduled at the beginning of the year to enable
281 Board members to plan appropriately. It was decided that Board meetings be conducted in Yuma, Flagstaff,
282 Globe/Miami, and alternate between Tucson and Tempe dependent upon location of the Annual Membership
283 Meeting each year.

284

285 There was extensive discussion regarding telephonic Board meeting attendance. There was consensus that a
286 statement be added to this priority that in-person attendance is required at all AHS State Board meetings (not
287 applicable to committee meetings).

288

289 Discuss the roles of chapter Boards and the need to continue, modify or extinguish them: This priority shall be
290 shortened, as follows: "Clarify the roles of chapter Boards." This shall be completed by the end of the second
291 quarter.

292

293 Return to alternating the AHS Annual Meeting between Tucson and Tempe: It was decided to alternate the
294 Annual Membership meeting between Tucson and Tempe. A quarterly Board meeting shall alternate
295 accordingly. For instance, when the Membership meeting is conducted in Tempe, the quarterly Board meeting
296 shall be held in Tucson.

297

298 Refine and better define the relationship between the AHS Board and the Friends of AHS Board: Garbarino will
299 distribute a copy of the Coordination Agreement between AHS and Friends. Garbarino stated that the Friends
300 Board will write a brief statement describing the relationship.

301

302 Each Board member commit to recruiting a minimum of one new AHS member: Following discussion, this
303 priority will be amended to state that each board member will recruit up to five (5) new AHS members.

304

305 Gwynn moved, seconded by Coy, to approve the AHS Board of Directors Proposed Work Priorities – 2017, as
306 discussed. The motion passed unanimously. The revised AHS Board of Directors Proposed Work Priorities –
307 2017 is attached.

308
309 **Corporate Membership / Proposed Sponsorships**

310
311 Discussion and action regarding creation of a Business membership was previously tabled. Coy brought the
312 matter for action. Friends of AHS had requested that the Membership Committee create a Business category
313 and benefits. Following lengthy discussions, staff presented the Committee and Board with proposed
314 membership and sponsorship categories. Coy withdrew his previous recommendation for corporate and
315 institutional membership categories.

316
317 Coy moved, seconded by Gwynn and Bryson, to add Business membership category of \$500.00.

318
319 Following additional discussion, Coy amended the previous motion, seconded by Garbarino, to add Business
320 membership category of \$1,000.00. The motion passed unanimously.

321
322 Coy recommended the dissolution of the Membership Committee. Pursuant to Robert's Rules of Order,
323 Membership Committee members have the opportunity to oppose such action prior to the proposed action
324 being presented to the Board. Membership Committee member Wade opposed such action at this time,
325 based on AHS Board 2017 Priority to review the number and need for standing committees.

326
327 **Historical Signage at Dragoon Springs Overland Mail Station**

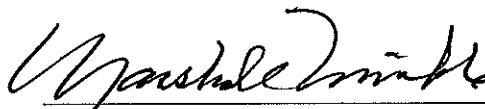
328
329 Woosley provided brief background regarding Hocking's request that AHS write to the U.S. Forest Service
330 (USFS) in support of accurate historical signage at Dragoon Springs. Hocking suggests that the letter of support
331 cite a Confederate engagement at the site. President Trimble, Woosley, and past AHS Field Historian, Jay Van
332 Orden, will draft a letter for USFS that recommends expanding interpretive signage at the site to include the
333 cessation of hostilities between the U.S. and Apache with the treaty signed by General Howard and Cochise.

334
335 **Announcements and Other Matters for Consideration at Future Board Meetings**

336
337 Bruce Gwynn expressed his appreciation to directors and staff for commuting to Yuma in support of AHS Rio
338 Colorado Division and local support groups.

339
340 **Adjourn**

341
342 There being no further business, President Trimble adjourned the meeting at 3:40 p.m.

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Marshall Trimble, President