

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 AZ Heritage Center at Papago Park.

Time & Date: Noon Friday November 17, 2017
Location: AZ Heritage Center at Papago Park
1300 N. College Ave., Tempe, Arizona

MINUTES

A quorum is required to conduct the meeting

Please contact Tawn Downs (tdowns@azhs.gov or 480 387-5368) if you are unable to attend.

Members present: Kelly Corsette, Shelly Dudley, Nina Filippi, Seth Franzman, Larry Woolson, Deborah Bateman; Arv Shultz; Gene Robertson; David Garcia; Melanie Sturgeon; Telephonic: Billy Walker
Staff: Tawn Downs
Guests:

1. Call to Order/Introduction of the Board and Guests/Declaration of Quorum: Quorum declared at 12:06
2. Call to the Public for Comments: No public
3. Approval or Modification of September 2017 Board Minutes. Walker moved to approve the Minutes, seconded by Franzman. Approved
4. AHS Staff Report: Downs:
 - a. Achievements: Opened Footprints on the Desert exhibit opened by Virginia Korte. Great press. Opened 2017 HistoryMakers Exhibit, also nicely attended. Tomorrow another exhibit opening at the McDowell Sonoran Conservancy with Mayor Lane
 - b. Fund Rising: Harry and Rose Papp met with Tawn Downs to explore fund raising activities. Steele Auditorium is in need to repairs for AV and Lighting; getting in touch with the Steele Foundation. Deborah Bateman will contact Chaz Roberts, explore to help with HVAC; Grants committee: Corsette, Downs, Ann Lupici met with Scottsdale City grants person.
 - c. Rebranding: Rack cards updated and delivered; brochures updating and going to print; Website is also being updated; process is a little slow, since Downs has to review the content and then send it back to the designers. Need to maximize Facebook pages for AHS and the separate Museums. Need to coordinate the information.
 - d. AHS membership Survey: gather responses and let State AHS Board know results. Primarily repondees were in the 70 year range. Need to develop younger age membership. Asked what they were looking for: older reason to join: support AHS and mission; Journal of Arizona History. Younger age reason: Support AHS and its mission, least was the Journal. Bateman: is there a business membership. Consider bundling a list of services for a business membership. Downs: don't have a corporate

offering for the large businesses (we should). Membership for business is geared for small business, but not giving much. Bateman: offer perks of the Facilities, make it accessible for large businesses. Corsette: AHS State talked about membership and overhaul its structure. Bateman mentioned perks from another organization, like VIP tickets, preliminary previews, a sense of belonging and value. Further discussion on the membership and what there is to offer. Younger crowd does not like Journal of Arizona History [black and white photos, history stories] Might reengineer the publications of the AHS.

- e. Facilities: Stucco finished within two weeks. And then signage. Water feature had problems, will be moved near the Green Line. It is a selling feature for renting the facility. Fixed in the next three weeks. Steele Auditorium is unreliable, but people have volunteered their time to get it fixed. Looking to hire for repairs. The equipment is dated and not working. Need at least \$50,000. Robertson asked whether you could lease the equipment (discussion followed). The full lighting system for the Museum is still problems with having to do the breakers each time
 - f. Education curator is filling role of the Museum Curator. Trying to get time for building program 2018 tours, etc.
 - g. Business development. SRP lease ended. Good news that Debbie McKinnon is working at filling the same amount in revenue leases. Secured proms
 - h. Marketing and PR: Corsette helping with the newspapers, etc. Phoenix Home and Garden for FLW exhibit
 - i. Performance goals: visitor numbers down, revenues staying static. Culture pass program was ended, admitting people to Museum free, but not being used as to how it was intended. Should have been 2 for 1. Bateman: suggested Groupon, buy one ticket, get one free; found it to be enormously effective.
 - j. Future exhibits: Schultz asked about the Aviation Exhibit that was planned 2 years ago, but nothing has happened. Downs: said they are going to meet in a few weeks – a number of factors, including updating Civil Rights exhibit. Schultz asked what can we do to help get an Aviation exhibit – come up with money.
 - k. Franzman: what is happening with the Speakers Program. Downs mentioned Buckhorn Mineral Baths presentation. Franzman mentioned that he is always learning about them. New calendar events will be coming. Speaker Series dealing with Frank Lloyd Wright and Sonoran Silver exhibits.
 - l. Donations to Friends of AHS, designate for CAC, make the deposit at the Museum
5. Historical League Report: Filippi: Publicity chair is Susan Dale, she helped with the Phoenix Home Garden Magazine. Mention of the HistoryMakers exhibit and Frank Lloyd Wright exhibit. Canyon Lake Cruise. Holiday luncheon coming up. Cookbook will be available January 15. \$30. Has recipes and stories about the State. HistoryMakers committee formed and looking at nominations. Clara Carter will be speaking about Paolo Soleri. Garcia wants a digital email with this information. February is Joan Fudala about Scottsdale post WWII. Fund raising in mid February, Vern Swaback architect, home tour
6. President's report: Corsette
- a. AHS State Board update – Recruitment of AHS Executive Director. Professional service firm hired working with the selection committee. Position will be posted in January; March have interviews; hired by May 2018. Bill Ponder is interim director
 - b. Discuss 2018 CAC chapter board meeting schedule. Four board meetings proposed in 2018: Board can meet as Executive Board to handle issues quickly. Fridays, Jan. 26, 2018; April 27, 2018 (move it to the first week in May 4; because of AHC); Jul. 27,; Oct. 26, 2018

- c. Look at recalibration of the chapter boards, nimble, focused, and including larger number of volunteers to lessen number of chapter board members
 - d. Solicit interest for CAC chapter officers (to be elected January 2018 board meeting). Will occur at the January meeting. Need Vice President, Secretary/Treasurer; Corsette willing to continue to serve at President. Tell Corsette if you are interested.
 - e. State Board meeting in Tucson. Corsette elected Vice President of the State Board. Will evaluate AHS license plate program, modernize, attractive and more desirable.
7. Treasurer's Report
- a. 1107 fund balance: As of October 31, 2017: Beginning balance from 10/1/17: \$22,244.75. Revenue \$1,700.00. Expenses: \$479.18 Ending balance \$23,465.57. Committed \$20,000 to the repair of the building
 - b. Garcia: now is the time to reach out for donations. When was the last time there was a donation campaign? State AHS sends out a letter. Should consider a local chapter donation campaign. Downs is seeking help to do an email campaign and a strategy. Bateman need a global proposition, with giving a large level, need to give something back. Important get value proposition.
8. Working Group Reports
- a. Programming (Valerie Adams)
 - b. Grants (Kelly Corsette) Ann Lupici helping to write grants, met with Scottsdale staff; looking at gaming grants – potential for funding with programing; Sturgeon will be able to help. Not so much with facility improvements.
 - c. Fundraising (George Flores) see above
 - d. Signature Events (Gene Robertson) Look at State Birthday, mini signature event at Feb. 13 at Az Heritage. Dolan Ellis and Marshall Trimble will be presenting. Need save the date cards to go out. Bateman: don't have one now, should try to develop one which will attract the right people including the old Arizona families. Look at bringing in an Arizona speaker (Jana Bombersbach). Find a book sponsor, receive value. Enjoy the evening not get pounded with a request for more money. Need to get underwriting: FreePort MacMoRan; Blue Cross, etc. Look to getting larger donations. Spend an afternoon to put a plan together, at January 26 meeting. Full afternoon
9. Announcements and Other Matters for Consideration at future Board meetings
10. Adjournment meeting at 1:30 pm

Submitted by Shelly C. Dudley, Secretary/Treasurer

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