

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

**Date:** Friday, Feb. 24, 2017  
**Time:** Noon  
**Location:** Boardroom- AHS Museum at Papago Park  
1300 N. College Ave., Tempe, Arizona

## MINUTES

Members present: Jackie Berkowitz, Valerie Adams, Melanie Sturgeon, Seth Franzman, George Flores, Gene Robertson, Larry Woolson, Anne Lupica, Kelly Corsette, Arv Schultz (tel) - left at 1:35 p.m., Billy Walker (tel)

Staff: Tawn Downs

Guests: none

1. Meeting Called to order at 12:08 p.m.
2. No public / no public comment
3. January minutes approved - Moved by Woolson second by Franzman, approved unanimously
4. AHS Staff Report by Tawn Downs
  - a. Discussed the 2017 Revenue Goals document (provided)
  - b. Plans are to grow tour revenue by at least 10 percent, primarily through student and adult tours through various direct outreach methods (assisted living centers, activity directors, coordinators, etc.)
  - c. Developing contact databases in these areas
  - d. Also seeking to increase event bookings and rental revenue by 10 percent
  - e. Business development manager position has been approved, awaiting state HR to post for permanent hire. The position is funded by venue rental revenue
  - f. Goal to grow program & special event revenue by 8 percent will be more difficult to achieve, due to the already low-cost/free events
  - g. Facility admission is going back up after analysis that the lower rate didn't increase attendance
    - i. About 30 percent of the venue attendance is free - culture passes, or veterans. Some ideas to track that attendance, its cost impact and potential ideas to offset the lost revenue were discussed
  - h. To follow-up with members who let their memberships lapse, board members and possibly the Historical League were discussed.
  - i. Rebranding continues; new collateral material being developed - base brochure coming first, which will be the springboard for the rest of the materials needed
    - i. Web redesign continues as well

- j. Cuseum mobile app launching first in Flagstaff, coming soon to Tempe (at launch primarily associated with the Frank Lloyd Wright exhibit). Will allow a variety of communication with people at or who have connected with the museum.
  - k. Still seeking sponsorship dollars for the Frank Lloyd Wright exhibit - several potential paths were discussed; board members will pursue them or make introductions for Tawn Downs to pursue
  - l. At Work in Arizona exhibit wrapping up ... Phabulous Phoenix exhibit will take its place (an artistic depiction of Valley history told through murals).
  - m. Sonoran Silver will open in July, a partnership with the McDowell Sonoran Conservancy
    - i. 25 year anniversary of the conservancy exhibit will come here
    - ii. Brown's Ranch Trailhead in Scottsdale will host an exhibit from AHS
  - n. Footprints on the Desert - the Frank Lloyd Wright exhibit, opens in October
  - o. Additional programs are scheduled in March and April
    - i. Still trying to determine the best time for events, nothing seems to be hitting the mark yet in terms of audience/attendance
  - p. Promoting events and programs remains a challenge
    - i. Emails gathered at the museum will start to receive AHS news
    - ii. Co-branding events with ASU is still a possibility - which would open ASU to getting the word out.
      - 1. Kelly will explore city of Tempe possibly posting events
      - 2. Using 1107 funds for any advertising is complicated by state procurement process
      - 3. Other publications and options for getting the word out were discussed
    - iii. Some hesitancy in booking new events exists due to low turnout
    - iv. Co-sponsorship and coordination between the Historical League and the board will be explored to hold programs in association with Historical League meetings to garner a larger audience
  - q. Tawn Downs presented an updated list of sponsorship and donation opportunities
    - i. The board discussed the process through which things like facility repairs and renovations are addressed (usually not) by the state Dept of Administration
    - ii. (Kelly/George) will consider having AHS State Board prepare a resolution registering displeasure with ADOA funding of basic facility maintenance needs
    - iii. Larry will introduce Tawn to a local company which may be a possible sponsor for some of the HVAC repairs
    - iv. A permanent liquor license is being explored, which would provide more potential revenue for the facility
5. Anne Lupica presented the Historical League Report
- a. Final preps for the March 4 Gala are underway -- on pace to exceed the previous event fundraising total of \$46,000

- b. After that, the Historical League cookbook will be completed and sold -- previous version raised over \$100,000 during its lifespan
          - i. Tribute pages will be available for purchase
6. President's report:
  - a. Kelly working on a draft board member application - will be finished soon and provided to board members for comment
  - b. Inquired with George Flores about proposed by law changes - informed they can come to the next state board meeting - Kelly will make that happen
  - c. Inquired with George Flores about the white paper on the role of the chapter boards - that will be coming soon and Corsette will be asked to chair a subcommittee to explore and forward to full state board
7. 1107 fund report - \$15,034.75 as of Jan. 31
  - a. Future funding requests will be submitted by Tawn for board consideration
8. Working Group reports
  - a. PROGRAMMING: Valerie continues booking events and exploring other potential speakers
  - b. GRANTS: Kelly and Melanie exploring future opportunities
  - c. FUNDRAISING: George beginning exploration
  - d. Signature EVENT: Focus on the next event - Spirits and Spirits - ghost stories and local breweries, distilleries - considering Oct. 21
    - i. George Flores mentioned a potential story teller - Zarco Guerrero
9. The board complimented Tawn and staff for all their work on making the museum relevant
10. No other announcements or matters for future meetings
11. Adjourned at 1:48 p.m.