

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 July 28, 2017
Location: AZ Heritage Center at Papago Park
1300 N. College Ave., Tempe, Arizona

AGENDA

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, Billy Walker, Larry Woolson, Arv Schultz, Gene Robertson, Seth Franzman, Shelly Dudley, Valerie Adams; telephonic Deborah Bateman

Staff: Tawn Downs

Guests:

1. Call to Order/Introduction of the Board and Guests/Declaration of Quorum: Quorum declared at 12:01 pm
2. Call to the Public for Comments: No public
3. Appointments and Resignations: Consideration of Board Candidate David Garcia. Corsette has already met David Garcia; his wife's family is long time Arizona residents, the Udalls; He is involved in Spanish Chamber of Commerce; the Board would like to strengthen its connect with the Hispanic Community. Walker moved to include Garcia on the CAC Board, Franzman seconds. Motion approved
4. Approval or Modification of May 2017 Board Minutes. Motion to accept as written by Robertson, seconded by Walker. Accepted
5. AHS Staff Report: Downs: Staff report submitted with everything going on. Downs is leading Agency wide initiatives: lobbyist, membership, rebranding, AZ Historical Advisory Commission.
Membership: Rack card and brochure sent to the printer. Survey sent to current and past members who did not renew (find out what they like and not like, how to improve, etc). Will be sent out as an email soon and potentially at the museums electronically by August 8. Want to offer sustaining or auto-renewal membership: see it as a means to develop more revenue and maintain membership levels. Membership contribution above \$65 goes to the local level. Marketing initiative for business membership (at \$500 and \$1000). Different benefits for businesses. Brochures printed with the new information on membership, hope to have them finished for AHS State Board meeting by Aug. 11. Downs creating a training program to develop membership with visitors.
Rebranding initiative: new logo and now developing website and collateral material (brochures and membership information) distributed at State Board meeting. Website, massive project, now taking content from existing website and put it into the new site with

everything being reviewed. Number of pages being submitted to Moses (rebranding firm). Sept. 15 to have a test version and then go live in the Fall. Maps are being prepared for each of the museums as part of the Rebranding program.

AHS Internal Lobbyist. Downs just met with State government officials and how to proceed with the Capitol Times program. She is a registered lobbyist

Arizona Historical Advisory Commission: Review matters involving Arizona. 9 members; review monuments, sites, etc.

Personnel: Michelle Prosser new Museum Educator Curator. She can relate to children and has a high energy level. Adams: since Prosser has a MA in military history, might focus on aviation history, Thunderbirds trained, etc. (Sidebar on Pastfinders with upcoming speaker on Aviation). Museum Exhibit and Collection Curator position on hold pending budget review. SRP contract was not renewed. Not seeing benefit of facilities revenue until next year. Debbie is looking to rent out office space.

Facilities: Front doors on order and installed within a few weeks. Pavilion HVAC not working, so unusable, but might not need all the units. Repair has to be approved with State vendors unless sponsorship money is found. Bateman: connection to Chas Roberts air condition. Parapet of front building, stucco came off and fell, tore some of the new roof. It is being repaired. The Capital Budget Committee approved the project to repair whole east side and signage to place name with AZ Heritage Center. City of Tempe taking care of trees fallen on Green Line. Need floor buffer getting quotes. Might request 1107 funds to be used. Walker will check his connections. Downs went to Capital Budget Committee for 2019 to install a lighting control system without going through the breaker panels. Water Feature dispute with contractor with proposed solution resolved. Chiller cooling system is going to be moved and new chiller installed.

Exhibits and Programs: Sonoran Silver Exhibit opened on July 13. Great number of people Phabulous Phoenix Fall Conservations coming; FLW Footprints to open 10/12; HistoryMakers 2017 Exhibit opening 10/18. Hired company to help with Spirits and Spirits event 10/21 (cost is \$3000; with paid by Historical League).

Statistics for 2016/17 Results: Attendance, tour revenues up. Program and Event revenue is down; Membership and donations up

6. Historical League Report: Not present
7. President's report: Nothing specific, will attend State Board in August. Still talking about chapter boards. State Board appointed Bill Ponder as Interim Board Director. Executive Committee of AHS to discuss new director
8. Treasurer's Report
 - a. 1107 fund balance: As of June 30, 2017: Beginning balance from 7/1/16: \$10,569.32. Revenue \$10,760.00. Expenses: \$814.57- Ending balance \$20,514.75
9. Working Group Reports
 - a. Programming (Valerie Adams) Joined Historical League; monthly meeting have guest speakers. Downs: we need to a good communication with the League, so we understand what is going on with the schedules
 - b. Grants (Kelly Corsette) Approval of LSTA to support FLW, Scottsdale Library, Taliesin, this facility is the lead. Grant acceptance to Scottsdale City Council. We can spend the funds for the event. Corsette encouraged to partner with the Valley libraries (Scottsdale Civic Center Library gets 50,000 people thru the doors) Excited to work with these entities. Exhibit of FLW will travel to the various partners. Another partnership with Sonoran McDowell Conservancy work with event at

trailhead. No other grants, will look at potential Tribal Gaming Grants for children's program

- c. Fundraising (George Flores)
- d. Signature Events (Gene Robertson) Change in course with Spirits & Spirits event. Still need volunteers, October 21. Save the Date. State 48 (T-Shirt Company)
Corsette talking to them about partnership – AZ History Apparel

10. Announcements and Other Matters for Consideration at future Board meetings

11. Adjournment meeting adjourned at 1:08pm

2017 CAC Meeting Schedule: July 28; Sept. 22; Nov. 17

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