

**Arizona Historical Society
State Board of Directors Meeting
Friday, May 11, 2018
Miami, Arizona**

Board Members Present

Voie Coy, President, Northern Chapter
Kelly Corsette, Vice-President, Central Chapter
Dennielle "Dolly" Patterson, Treasurer, Apache County
Joseph Abodeely, Pinal County
Lorna Brooks, Yuma County
Thomas Foster, Eastern Chapter
Douglas Barlow, Greenlee County
Philip "Jeff" Horwitz, Southern Chapter
Gregory Scott, Santa Cruz County
Leonard Marcisz, At-Large
William Garbarino, At-Large
Bruce Gwynn, Secretary, Rio Colorado Representative

Douglas Hocking, Cochise County
John Lacy, Pima County
Patrick Lukens, Graham County
Janice Bryson, At-Large
Thomas Rose, Coconino County
James Snitzer, Navajo County
Michael Wade, Maricopa County
Robin Horta, Gila County
Meredith Peabody, Yavapai County
Linda Whitaker, At-Large

Board Members Absent

Robert Ballard, Mohave County
Marshall Trimble, At-Large

Charles Oldham, LaPaz County

Staff Members Present

Bill Ponder, Interim Deputy Director
Tawn Downs, Central Division Director
James Burns, Executive Director

Susan Irwin, Library & Archives Director
David Turpie, Publications Director

Others Present

Sierra Rose

Actions taken at this meeting:

- Lacy moved, seconded by Hocking to approve the minutes of the March 17, 2018, Board of Directors meeting. The motion passed unanimously.
- At 11:50 a.m., the Board entered Session.
- At 1:25 p.m., the Board recessed Session.
- At 1:38 p.m., the Board reconvened Session.
- At 3:17 p.m., the Board adjourned Session.
- Chair appointment: Garbarino - Governance Committee.
- Scott moved, seconded by Hocking, to approve the Consent Agenda. The motion passed unanimously.
- Hocking moved, seconded by Gwynn, to adjourn the meeting. The motion passed unanimously.

Call to Order

President Coy called the meeting to order at 11:50 a.m.

Roll Call

Roll call was taken; Coy declared a quorum.

Approval of Minutes

Lacy moved, seconded by Hocking, to approve the minutes of the March 17, 2018, Board of Directors meeting. The motion passed unanimously.

Introductions

Sierra Rose – Tom Rose's daughter was present as a member of the public.

Absent: 4 Board members : Garbarino, Ballard, Trimble, Oldham

President's Report

Coy provided an update regarding the status of AHS.

- Senate Confirmations. AHS first to be confirmed. Got to listen to comments about AHS. There are legislators who are still concerned about the sunset review and performance audit findings and the future of AHS. Voie elaborated on that comment after receiving questions from Board members.
 - AHS does not have a good reputation - Board doesn't make the most well-informed decisions at times. The AHS lobbyist didn't help much, costing the Society money with little in return.
 - If we do not perform well in the next sunset review and performance audit, AHS will not be renewed again.
 - We need to do work with legislature. Nearly 2/3 of our funding is allocated by the legislature.
 - Voie has spoken with legislators regarding past and future audits. Trying to build relationship with auditors as well.
 - Staff comments about the agency are very interesting - staff has valuable insight into the organization.
 - We need to create a smoothly-run organization. Burns will make decisions regarding reorganization.
- Abodeely: Move on. Anne is in the past. Now the Board can speak freely. We might not operate as smooth as other businesses due to representatives of

every county and legislature tugging us in all directions. Time to move forward.

Gregory Scott has not yet been conferred. Might happen officially in the Fall.

Committee Chair Appointments

Garbarino - Governance Committee. One responsibility is audit. Within a limited scope, need to look at policy. Committee members include John Lacy, Len Marcisz, Bruce Gwynn, Richard Shaw, Linda Whitaker.

Executive Director Evaluation

Executive Committee to meet in June to discuss an evaluation tool. Legislature wants to know how the Executive Director will be evaluated. Current process is not effective. Board may be called for assistance. ADOA has evaluation forms and processes for all state employees annually. Tom Rose has copy. Dr. Burns has agreed to assist in gathering executive director evaluation instruments from comparable organizations.

Lacy: "Start with goals for following 6 months. Evaluate on established goals. Painless once process established.

Abodeely: State sets standards. Board needs to establish its own standards. We can't be completely parallel to the state. Board needs to define who we are so we can help Executive Director support and reach goals. Executive Director will be involved in setting standards. Legislature wants to know how much money Friends of AHS is bringing to AHS. Board needs to assist all support groups to raise money. Local groups are "nickel and dime fundraisers" - friends should be getting into the deeper pockets.

Vision Committee Report

Meredith: Is current (1864) mission and vision still applicable? Presented PowerPoint with proposed new mission and vision statements. Board discussion and feedback followed.

Garbarino suggested emphasizing our statewide role.

Brooks recommended not focusing exclusively on AZ. Include MX, CA, NM.

Whitaker asked how we are different from the State Archives and the State Library. She suggested that AHS represents the people's history, not just tied to government documents. We should be the premier keeper of AZ history.

Snitzer – likes that the proposed mission is outwardly focused and focuses on our customers.

Peabody: Requested board provide additional comments to Valerie and the Vision Committee. Vision Committee will summarize and return to Board for further discussion and a vote in August. June 1 deadline for submitting comments.

2018 Board Meetings

2018 Board meeting schedule reviewed. October 5 meeting in Tombstone. No comment. Schedule will remain as is.

Telephonic board participation. Not all facilities have capability to provide telephone for call-in board participation.

Ponder: "Board voted to not allow telephonic participation. Board would have to re-vote to change. Current system is not reliable, but we are mandated by State to use State's vendor."

Voie: Burns to assign staff to research options and report at next meeting.

Community Outreach Committee Report

Certified Grants upcoming: Discussion regarding members of the Board of Directors presenting checks in their local areas to gain more outreach/publicity for AHS.

Consent Agenda

Scott moved, seconded by Hocking, to approve the Consent Agenda. The motion passed unanimously.

AHS License Plates

License plates discussion

- Very minor revenue generator at present
- Corsette spoke with ADOT re: redesign
 - Large stock must be sold before new ones can be sold.
 - One alternative is to leave AHS plates as-is and pursue Friends of AHS plates.
 - Burns noted that another alternative is to buy out the existing plates, redesign the AHS plate to maximize sales, and retire the old plate.

- AHS license plate connotation is that you "belong" to AHS

200 people had to purchase plate before we could launch the program (288 sold to date in 12 years)

We put no resources into promoting plate

*People want embossed raised plates.

*People want personalized plates.

* Boring Design

Why are we the only one not on Service Arizona?

Downside: ADOT then becomes keeper of data if we go to servicearizona.com.

Friends of AHS could get plate but must go to legislature for approval and the start-up cost under the new system is \$30,000. Legislature is already concerned there are too many different plates.

Hocking: Plates not pushed at History Convention.

Ponder: Yes, they are promoted at membership table.

Corsette and Burns to conduct additional research on the replacement of the license plates and report to Board

Voie Coy: Called recess at 1:25 p.m.

Voie Coy: Reconvened Board at 1:38 p.m.

Coy: Acknowledgement and thanks to Lynn Haak for sponsoring lunch

History Convention raffle generated \$2,130 for Certified Museum grants. Will present at August meeting.

Rebranding Project

Burns: Update on rebranding project. Reminded board that the purpose was to create a standard look and feel through new logo, collateral materials and website redesign.

Tawn Downs presented demo of new website.

Downs: Recapped origin of initiative – multiple versions of logo, brochures for each region didn't look like they belonged to the same organization, didn't have a membership brochure or brochure that featured all locations. Objective was to develop a brand that had a consistent look and tone across agency, recognizing the need for some personalization and to deliver multiple collateral pieces consistent with the brand.

Status: New logo and brochures delivered, along with brand guidelines for use, and website nearing completion.

Voie – What did we get for our \$25,000 Investment?

Downs:

1. Redesigned AHS logo and 8 division/location logos
2. Logo email signatures – customized
3. Letterhead and envelopes
4. Business cards
5. Trifold brochure featuring all locations/divisions
6. Trifold membership brochure
7. Business membership rack card
8. Rack cards for Flagstaff, Tempe, Tucson, Yuma and Library & Archives
9. Website redesign

Downs presented a demo of test website.

Executive Director Report (Burns):

To date he has visited all sites except Strawberry and Douglas; he will visit these also.

1. Development plan desperately needs to be created; goal is to have a draft by the end of this year
2. Need a strategic plan to effectively fundraise
3. Needs strategic marketing and communications plan as well

Can't gain traction without those 3 things.

Ponder: 2018-2019 budget and 2-year cycle:

- 2018-19 approved budgeted basically same as 17-18 reduced by approximately \$35,000 for benefits but expected to be reinstated midyear.
- Put in list of funding issues: Approximately 15 issues we submitted; only one approved, which was for a part-time grant writer
- \$3.1m appropriated money and generated earned income - currently running 11% over goal. Staff working hard to generate income.
- Next fiscal year - submittal deadline 9/1/2018. Looking at maintaining facilities – major repairs still needed to maintain. List of needs being composed by each facility.

Tom Rose will work with James and Ponder on building maintenance budget this summer.

Some facility projects that weren't funded.

- Pioneer porch.
- Archives walk-in cooler.
- \$45,000 needed at Sanguinetti for various repairs

Budget requests denied:

- Asked for marketing position.
- Raises for staff; staff approaching 20 years without even cost-of-living-adjustment

Burns looking at organizational structure and where we can cut expenses, maximize resources and increase revenue. He will be looking at job descriptions, etc. Align resources where people's strengths are.

Burns and Corsette: Will work together to create template for light advocacy work by chapter boards.

Sunset Audit

Marcisz, Garbarino, Whitaker, Coy, and Burns to meet to review findings of last performance audit and sunset review and discuss current status. Burns has dived deep into audit and has asked staff for reports. Seeking to eliminate duplication and overlap.

Leonard: Will make a report on progress of most recent audit and report out in October.

Board audit follow-up for discussion in August and summary in October.

All Board members were asked to review the 2018 Board work priority and submit recommendations by first of July.

Transfer of archival material from AHS to Yuma County Library

- Gwynn, Ponder, Irwin, and Burns presented a proposal to transfer ownership of Archives at Yuma Library to Yuma Co. Public Library.

Motion: Moved by Corsette, seconded by Patterson to authorize Ponder and Burns to negotiate IGA with Yuma County Library with return clause.

Motion passed unanimously.

Meredith: Defer to James on employee engagement; change of leadership, current survey just concluded and will get results.

Rose: June 2-3 Wool and Fiber Festival - Rep from Marley Foundation will be there, please attend if possible.

63 Students sent to National History Day in MD

Wade: Work with Foster to examine how we can reestablish an Eastern Chapter. Foster will spearhead and let us know how to help. One suggestion was to visit Certified Museums

Hocking: Noted that on Aug 4, the Western History Symposium will take place at Sharlot Hall.

Foster: Noted that Smithsonian Water Exhibit opens in Sept. in Miami, through grant.

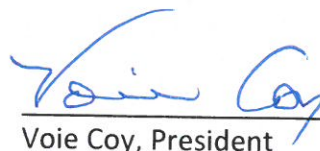
Reminder to board members to send bios and photos to Valerie/James.

Thank you, Bullion Plaza Museum and Cultural Center, for hosting the meeting today.

Adjournment

There being no further business, Hocking moved, seconded by Gwynn, to adjourn the meeting. The motion passed unanimously.

Coy adjourned the meeting at 3:17 p.m.



Voie Coy, President