

**Arizona Historical Society
State Board of Directors Meeting
Friday, August 11, 2017
Flagstaff, Arizona**

Board Members Present

George Flores, President, At-Large
Voie Coy, Vice President, Northern Chapter
Joseph Abodeely, Pinal County
Douglas Barlow, Greenlee County
Lorna Brooks, Yuma County
Janice Bryson, At-Large
Kelly Corsette, Central Chapter
Thomas Foster, Eastern Chapter
Bruce Gwynn, Rio Colorado Chapter
Douglas Hocking, Cochise County
Philip "Jeff" Horwitz, Southern Chapter

Jeannine Moyle, At-Large
Richard Oldham, LaPaz County
Dennielle "Dolly" Patterson, Apache County
Meredith Peabody, Yavapai County
William Porter, Mohave County
Thomas Rose, Coconino County
Gregory Scott, Santa Cruz County
James Snitzer, Navajo County
Marshall Trimble, At-Large
Michael Wade, Maricopa County

Board Members Absent

Jackie Berkowitz, At-Large
Robin Horta, Gila County

John Lacy, Pima County
Patrick Lukens, Graham County

Staff Members Present

Bill Ponder, Interim Executive Director
Kim Bittrich, DAO
Tawn Downs, Central Division Director
Bill Peterson, Northern Division Director
Les Roe, Southern Division Director

Susan Irwin, Library & Archives Director
Yanna Kruse, Rio Colorado Division Director
Laraine Daly-Jones, Collections Manager, Southern
Ashley Smith, Registrar Central Division
John DeGraff, Park Ranger, Northern Division

Others Present

Trista Guzman, Governor's Office, AHS Liaison
Jim Moyle
Vivian Flores
Debbie Gwynn
Debbie Hocking
Marilyn Hammerstrom, Northern Chapter Board Member, Director of Fort Tuthill Military History Museum

Prior to calling the meeting to order, Flores asked AHS Director Thomas Rose to recite a brief history of the Gregg Cabin, where this meeting is being held. Rose first thanked the Northern Chapter board members for providing lunch: Pat Loven, Mary Lou Morrow, Joan Brundidge-Baker, Rich Boyd, Mary Vasquez-Powell, and Voie Coy. AHS then Northern Division Director Les Roe and volunteers took pictures, numbered logs, and dismantled the cabin. Over three years ago sufficient funds were obtained to reconstruct the cabin. Xix volunteers donated more than 5,000 hours to reassemble the cabin, at a cost of \$300,000. All logs are from the original cabin, and pursuant to State requirements, a new roof and flooring were installed. Loven Contracting was the State contractor for the restoration project. The Cabin is rented as a public venue for meetings, weddings, educational programs, etc. The Gregg family remains in the Flagstaff area.

Flores asked Ponder to introduce guest, Trista Guzman of the Governor's office. Guzman is the Policy Advisor liaison for AHS. She invited AHS Board and staff members to contact her for any assistance she may provide.

Board members introduced themselves.

Bill Porter presented a check to AHS for \$2,300.00 raised from the Arizona History Convention raffle. Porter has historically donated the difference for a total of \$2,500.00. This year Porter contributed \$500, making it the largest donation for the Certified Museum grant program, totaling \$2,800.00.

Gwynn announced that the Ghost Tour in Yuma was listed as one of the top 10 things to do in Arizona. The event was organized by AHS Board member, Lorna Brooks.

Actions taken at this meeting:

- Porter moved, seconded by Oldham, to approve the May 12, 2017, AHS State Board of Directors meeting minutes, with the following corrections:

Amend page 5 following the annual meeting discussion to include that there was discussion of the relationship between AHS and the Friends of AHS. The relationship shall be described as "the Friends of AHS is a fund raising arm of the Arizona Historical Society."

Reflect that Bryson presented a \$500 donation from the First Families of Arizona.

Include that the last membership plan was created in 2002.

The motion passed unanimously.

- Flores moved to accept the consent agenda as presented, seconded by Abodeely, approved unanimously.
- Scott moved, seconded by Patterson to approve items proposed for deaccession. Following discussion, Scott amended the motion, seconded by Patterson, Brooks and Abodeely to approve items for deaccession and directing that proceeds from the sale of the chickering piano be delegated to the Rio-Colorado Division. The motion passed unanimously.
- Bryson moved, seconded by Porter, to approve the certified museum grant recommendations as recommended by the Community Outreach Committee. The motion passed unanimously.

- Porter moved, seconded by Trimble, to approve the affiliate application of the McClelland Library at the Irish Cultural Center. The motion passed unanimously.
- Porter moved, seconded by Trimble, to approve the certification application of the McClelland Library at the Irish Cultural Center. The motion passed unanimously.
- Abodeely moved, seconded by Gwynn, to designate Dr. Anne Woosley as Director Emeritus of AHS. The motion passed unanimously.

Call to Order

Flores called the meeting to order at 12:17.

Roll Call

Roll call was taken; Flores declared a quorum.

Approval of Minutes

Minutes of the May 12, 2017, AHS State Board of Directors meeting had been previously distributed, and a copy made available at this meeting. Porter moved, seconded by Oldham, to approve the May 12, 2017, AHS State Board of Directors meeting minutes. Following discussion, the motion was amended to include the following corrections:

- Include a statement regarding the relationship between AHS and the Friends of AHS, as cited by Gwynn, “the Friends of AHS is a fundraising arm of the Arizona Historical Society.” Gwynn confirmed this correction.
- Include a statement that Bryson presented a \$500 donation from the First Families of Arizona.
- Include a statement that the previous membership plan was created in 2002.

The motion passed unanimously with the aforementioned amendments.

Introductions

Flores asked for staff introductions, and acknowledged and expressed appreciation for the work that staff devote to AHS.

Call to the Public

No public comments were received.

President's Report

Flores reported that Anne Woosley, former AHS Executive Director, retired on June 30, 2017. AHS is now tasked with hiring an executive director for the first time in 16 years. Two Executive Committee meetings have been conducted to discuss recruitment of an executive director.

At the July 6, 2017, Executive Committee meeting Bill Ponder was appointed as Interim Executive Director. It was also approved to hire a consultant to guide AHS through a nationwide search/hiring process.

At the August 2, 2017, Executive Committee meeting, which was largely conducted in Executive Session, Ponder was granted a ten percent (10%) salary increase, retroactive to July 6, 2017, and continuing through his tenure as Interim Executive Director.

An RFP was issued for the solicitation of consultants to assist with a nationwide search for Executive Director applicants. The RFP expires August 18, 2017. Such services will be paid by the salary savings from the Executive Director vacancy. Coy, Flores and Ponder have been authorized to select the consultant.

The Executive Director's job description has been discussed and reviewed. It is suggested that Fundraising, Community Outreach and Community Engagement comprise 60% of the position's responsibilities. Educational requirements will include a Master's degree of any subject, with a Doctorate preferred but not required. Additional requirements include the ability to quickly learn and understand State Historical business. Flores will coordinate with the consultant to better define the search criteria. The position's salary range shall be competitive based on approved job description.

It is hoped that the interview process will commence in December 2017 and possibly continue into January 2018. Though his term expires in November 2017, Flores committed to continue with the hiring process if the Board so desires.

Additional discussion ensued:

Bryson expressed concern that the full Board had not been kept apprised of the Executive Committee's actions. Flores apologized for the oversight.

Abodeely inquired if the full Board selects the Executive Director. Flores explained that a small group of Executive Committee members will work with the consultant in screening qualified applicants; the full Board will participate once the applications have been pared down. Flores stated that the Executive Committee has authority to appoint the Interim Executive Director, but appointment of a permanent Executive Director requires full Board approval.

Consent Agenda

Flores moved to accept the consent agenda as presented, seconded by Abodeely. There being no discussion, the motion passed unanimously.

Items Scheduled for Board Discussion and/or Action

a. AHS Board of Directors Work Priorities - 2017:

There was extensive discussion regarding each item of the AHS Board of Directors Work Priorities – 2017:

1. In the first quarter of 2017 revisit and review the number of AHS Board standing committees and the need for them. Voie Coy, Chair, along with John Lacy and Joe Abodeely to report to the Board at the March 17, 2017 Board meeting:

It was agreed that this item is largely complete. Prior to the October 2017 Board meeting Flores, working with Executive Assistant Shanahan, will compile detail.

2. In 2017 the AHS Board will hold five board meetings, one each in the following locations: Tempe, Miami, Kingman, Flagstaff and Yuma.

Completed to date.

3. To best facilitate the work of the AHS Board, Board member attendance at AHS Board meetings must be in person and no conference call attendance will be allowed.

Completed.

4. In the second quarter of 2017 the AHS Board will clarify the role of Chapter Boards. Kelly Corsette, Chair, Voie Coy, Jeff Horwitz, Walter Lane, Tom Foster, Tom Rose and Bruce Gwynn. Report to the Board May 12, 2017.

In progress. Formal recommendation will be presented to the Board at its October 2017 meeting.

Discussion:

The purpose of clarifying the role of Chapter boards is to reduce or eliminate the AHS administrative burden if the Chapter board is not needed, while recognizing that each chapter area is unique. It is discussed that retention of chapter boards should: Contain fewer members; meet less often (once per year, minimum); oversee 1107 funds; coordinate/communicate with the State Board; serve in relationship

building roles with supporters; establish alliances with certified and affiliated museums; and provide support to AHS limited staff (i.e., making lunch arrangements for Board meetings). There was brief discussion regarding terminology to eliminate administrative burden of Open Records Laws, such as organizing Community Support Teams rather than Chapter Boards.

5. In 2017 the AHS Board will return to alternating the AHS Annual Meeting between Tucson and Tempe with the 2017 Annual Meeting being held in Tucson.

Completed.

6. In 2017 the AHS Board will refine and better define the relationship between the AHS Board and the Friends of AHS Board. Bruce Gwynn, Chair, along with Bill Garbarino and John Lacy to report to the Board at the March 17, 2017 Board meeting.

Completed.

7. In 2017 each AHS Board member commits to recruiting up to five new AHS members.

In progress. It is hoped that by the October 13, 2017, Board meeting in Yuma, all directors will have recruited five (5) new members to AHS.

8. AHS Board meetings will generally follow Robert's Rules of Order.

Completed/ongoing.

9. In the second quarter of 2017 review the AHS By-Laws for the efficient operation of AHS Board business and adherence to election processes under the terms of the 2016 legislation that established a Governor-appointed Board. Voie Coy, Chair, along with John Lacy, Joe Abodeely, Bill Garbarino and Richard Shaw. Report to the Board May 12, 2017.

In progress. Very defined, by-laws compliant election process will be completed no later than the November 4th Board Meeting.

10. In the second quarter of 2017 prepare a Board of Director Transition Plan schedule to identify potential new board members for consideration and possible appointment by the Governor. Michael Wade, Chair, Dolly Patterson and Tom Rose. Report to the Board May 12, 2017.

Completed.

11. At the August 11, 2017, Board meeting discuss the AHS Board member responsibilities relative to fundraising.

Completed. Following extensive discussion, the following statement is the concluding consensus: If AHS Board members wish to make a financial contribution to AHS, they are encouraged to do so.

b. Interim Executive Director Work Priorities - 2017:

1. Management

- a. Staff is currently refining metrics that track operations and, therefore, measure the effectiveness of programs, activities, etc. This document should be operational and used by all AHS staff with the first compiled set of statistics available by the end of the first quarter 2017.

Completed.

- b. Implement Cuseum technology in two AHS Museums in 2017.

Implemented in Northern Division; scheduled for implementation in Central Division in October 2017.

- c. Expand the National History Day Program in 2017 by increasing the number of school teachers involved in the program from 36 to 40.

Completed.

- d. Proceed with the development of the AZ Story by working to raise funds necessary to initiate the project with the initial fund raising goal of \$50,000.00 in 2017.

In progress. Friends of AHS has collected \$16,000.00.

- e. Participate in the January 8th Memorial Foundation Partnership and provide updated reports to the AHS Board at their meetings.

Ongoing.

- f. Ensure that appropriate orientation and education is available to incoming Board members. Survey new Board members at the end of their orientation.

Completed; ongoing.

- g. Track progress of policy implementation for incorporation in a written quarterly report.

Completed.

2. Money

- a. Develop a plan by the end of the second quarter of 2017 to increase revenues in 2017/18 with specific steps and benchmarks noted in the plan.

Completed; accepted by Board.

- b. Increase income by 8% to 10% in 2017, in the cumulative categories of admissions, gift store sales, publications, donations and use fees.

Currently 7.9%.

- c. Operate within state appropriations and other income in 2017.

Compliant.

3. Membership

- a. Develop a plan by the end of the first quarter of 2017 to increase membership in 2017/18 with specific steps and benchmarks noted in the plan. AHS Board to review results.

Results accepted by Board; further review at this meeting.

- b. Increase total AHS membership in 2017 from 1,591 to 1,641.

Incomplete. Moyle will recommend that Arizona Historical League members be required to be AHS members.

There was discussion whether legislators may be appointed as Honorary AHS members. Each legislator currently receive a copy of the *Journal of Arizona History*. This item will be further discussed at the October 2017 Board meeting.

Interim Executive Director's Report

Cuseum: Ponder reported that the Cuseum application has been implemented at Northern Division. It is expected to be implemented at Central Division in conjunction with the Frank Lloyd Wright exhibit in October 2017. Rio-Colorado Division expects to implement Cuseum in conjunction with its Arizona History Timeline, however funding is lacking at this time. Gwynn has applied for a \$25,000 grant to apply toward cost of Arizona History Timeline.

National History Day: There was a brief update regarding the successes of Arizona students' participation in National History Day. Nationally, 3,500 students competed in Washington, DC, and Arizona's students won numerous awards. AHS has hired a National History Day coordinator who understands the program, so it is expected that the program will expand. Several of Arizona's National History Day participants will be invited to the AHS 2017 Annual Meeting to show their projects.

January 8th Memorial Foundation Partnership: The January 8th Memorial Foundation did not receive legislative funding, however the Foundation continues to seek alternate fundraising activities. The Foundation's goal is to erect a memorial park in downtown Tucson.

Revenue Plan: A revenue plan is in place to enhance long-term revenue strategies.

FY 2016/17 Appropriated Funds: All 2016/17 AHS appropriated funds were expended, but were not exceeded.

Membership: It was reported that membership brochures and rack cards are completed and available to all. A member survey was sent to select members on August 10, 2017, with additional member surveys to be sent the week of August 14, 2017. Multiple reminders will be sent to generate as many responses as possible. Staff is working with Bank of America to establish auto-renew sustaining memberships.

Staff will work with state and local boards to engage them in membership. Training will be provided to staff by August 31, 2017, regarding tips for selling memberships.

Wade requested twenty (20) years' worth of membership data as a tool to identify trends.

Recess

Flores recessed the meeting for approximately five minutes.

Reconvene

Flores reconvened the meeting.

Call to Public (Continued)

Flores returned to Call to Public to allow Marilyn Hammerstrom, Northern Chapter board member and director of Ft. Tuthill Military Museum, to invite board and staff to visit the Ft. Tuthill Military Museum on Saturday, August 12, 2017, at its earlier opening of 9:00 a.m.

Items Scheduled for Board Discussion and/or Action (Continued)

c. **Deaccessioning:** Scott moved, seconded by Patterson to approve items proposed for deaccession. Following discussion, Scott amended the motion, seconded by Patterson, Brooks and Abodeely, to approve the items proposed for deaccession, and directing that proceeds from the sale of the chickering piano be delegated to the Rio-Colorado Division. The motion passed unanimously.

d. **2017-18 Small Grant Awards:** Bryson moved, seconded by Porter, to approve the certified museum grant recommendations as recommended by the Community Outreach Committee. The motion passed unanimously.

e. **Affiliate/Certified Museum Requests:** Bryson recommended approval of the McClelland Library at the Irish Cultural Center as an affiliate AHS member, and if approved, accept and approve the McClelland Library as a certified museum.

Porter moved, seconded by Trimble, to approve the affiliate application of the McClelland Library at the Irish Cultural Center. The motion passed unanimously.

Porter moved, seconded by Trimble, to approve the certification application of the McClelland Library at the Irish Cultural Center. The motion passed unanimously.

f. **Designation of Anne Woosley as Director Emeritus of AHS:** Abodeely moved, seconded by Gwynn, to designate Dr. Anne Woosley as Director Emeritus of the Arizona Historical Society. The motion passed unanimously. It was noted that no monetary compensation is afforded to Director Emeritus, and that the designation is non-expiring.

Announcements and Other Matters for Consideration at Future Board Meetings

Flores requested additional language regarding Board fundraising responsibilities. Current language is, "AHS Board members are encouraged to raise or give financial and other donations to support the work of AHS."

Flores will work with Ponder and the Executive Committee to prepare a draft of the 2018 AHS Board and Executive Director Priorities for discussion at the October 2017 Board meeting.

Flores is desirous of preparing such documents so the new president and Board have direct goals from which to work at the beginning of 2018.

Wade requested that copies of the Employee Satisfaction surveys be distributed to board members. The last distribution was in 2015, and he feels it is important to receive the surveys annually.

With multiple Board vacancies expected in November 2017, Wade asked that the Transition Committee begin work to prepare for new appointments.

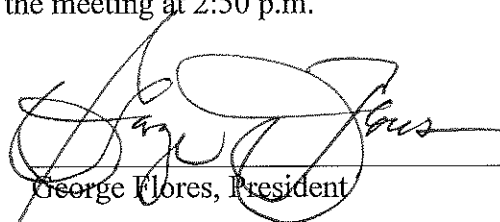
Kelly asked that the AHS license plate program be reviewed in 2018 and identify how it may be more beneficial to AHS.

The Board offered its expression of appreciation to the Executive Committee for its work in hiring a new Executive Director, and to Bill Ponder for accepting the role of Interim Executive Director.

It was stated that Bruce Dinges has prepared the next two issues of the *Journal*. Following his retirement in September 2017, his successor will then be responsible for preparation and distribution of the *Journal*.

Adjourn

There being no further business, Flores adjourned the meeting at 2:50 p.m.


George Flores, President