

**Strategic Planning Committee of the
Board of Directors of the
Arizona Historical Society**

Mission: Connecting people through the power of Arizona's history.

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 Community Outreach Committee of the Board of Directors of the Arizona Historical Society will hold a meeting, open to the public, on **Tuesday, September 11, 2018, at 10:00 a.m.**, at the **Arizona Historical Society, Arizona Heritage Center at 1300 N College Ave, Tempe, AZ 85281**. For directions to meeting room ask at the **guest services desk in the lobby**.

Meeting Minutes

1. Call to Order – Chair, Meredith Peabody

Meeting was called to order by Meredith Peabody at 10:03 a.m.

2. Roll call – Chair, Meredith Peabody

Tawn Downs, Susan Irwin, Les Roe, Bill Ponder, James Burns, David Turpie, Meredith Peabody, and Tom Foster were present. Yanna Kruse and Bill Peterson participated telephonically.

Committee members absent: Patrick Lukens, Lorna Brooks, Jeff Horwitz, Dolly Patterson, and Voie Coy.

3. Call to the Public – Consideration and discussion of comments from the public. Those wishing to address the Board need not request permission in advance. Presentations will be limited to five minutes. Action taken as a result of public comment will be limited to directing staff to study the rescheduling of the matter for further consideration and decision at a later date.

No members of the public were present.

4. Discussion and recommendations, if any, regarding steps and timeline for the strategic planning process.

Discussion occurred about the planning process and timeline. The goal is to present a high-level draft of the strategic plan to the State Board of Directors at the January meeting. The plan will be fleshed out based on feedback, and will be presented in final form for Board approval at one of the Spring meetings.

5. Discussion and recommendations, if any, regarding market research study.

Discussion occurred about the need for market / audience research. Meredith has a connection at NAU that could assist, so the cost would be minimal. But, staff time is needed. Given current workloads, a plan was developed to begin discussions with NAU in the hope that the actual study can take place this Winter. The strategic plan can be written in a way that allows AHS to act on the findings of the research study.

6. Strengths, Weaknesses, Opportunities, Challenges discussion.

The committee performed a traditional SWOT analysis. Notes will be shared with committee members who were absent to get their feedback. Meredith asked three questions: 1) How well does the strategy/goal fit AHS's situation? 2) Is the strategy helping AHS achieve a competitive edge? 3) Is the strategy producing good financial performance?

7. Adjournment.

Meeting adjourned at 2:02 p.m.

Dated this 13th day of September 2018.

Arizona Historical Society

Meredith Peabody

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