

## **Minutes of Meeting of the Board of Directors of the Arizona Historical Society**

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

**Friday, January 25, 2019, at 11:00 a.m., at the Arizona Heritage Center,  
1300 N. College Avenue Tempe, AZ.**

1. Call to Order – President Voie Coy.

President Coy called the meeting to order at 11:31 a.m.

2. Roll Call – Recording Secretary.

Roll was called by Todd Bailey. Members present were:

Voie Coy, Kelly Corsette, Bruce Gwynn, Meredith Peabody, Doug Barlow, Janice Bryson, Tom Foster, Doug Hocking, Joe Abodeely, Robert Ballard, John Lacy, Len Marcisz, Tom Rose, Greg Scott, Jim Snitzer, Michael Wade, Linda Whitaker, Bill Garbarino, Jeff Horwitz, Lorna Brooks.

Staff present: James Burns, David Turpie, Susan Irwin, Tawn Downs, Bill Ponder, Kim Bittrich, Todd Bailey.

Members absent:

Charles Oldham, Dolly Patterson, Marshall Trimble, Robin Bradford, Patrick Lukens.

3. Discussion and action, if any, to approve the Minutes of the November 17, 2018, Board of Directors meeting.

“Oroville” should be changed to “Oro Belle.” Bill Garbarino moved to approve the minutes with the noted correction; Michael Wade seconded. All voted aye.

4. 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.

Present: Richard Shaw.

5. President's Report and Inquiries – President Coy.

President Coy reminded the board that 16 of its members' appointments are expiring on June 8, 2019. It takes several months to go through the appointment process. Everyone must apply through the Governor's Boards & Commissions website at:

<https://bc.azgovernor.gov/bc/form/boards-and-commissions-application>

President Coy encouraged all board members who wish to be reappointed to apply through the official process. If a board member is unable to continue to serve, they were asked to inform President Coy and to recommend a replacement. Please do so as soon as possible.

President Coy asked James Burns for an update on the telephonic and videoconferencing options for board meetings. Burns responded that a contribution had been made to the Society to fund the first year's subscription for a Zoom room. There was a question as to whether the bylaws allowed for remote board meetings or just for committee meetings. The Governance Committee will review the bylaws to determine if any changes are needed. Burns stressed the need to schedule board meetings in areas / facilities that have good internet connections. He also reminded board members in rural areas, and/or board members who might not have computers with microphones, speakers, and cameras, that their local public library is always an option. Susan Irwin indicated that the subscription could be purchased within a couple of weeks. She and James will work on some basic training. President Coy suggested that a couple of board members call in to the March meeting to test the technology. He then suggested a voluntary \$25 contribution from each board member to cover the cost of the subscription, asking that funds be given to Secretary, Bruce Gwynn.

Tawn Downs circulated a sample board member business card with a sample elevator speech on the back. Jim Snitzer suggested some edits to the elevator speech.

President Coy stressed the importance of growing membership and reaching out to new audiences. He identified the business cards as a way to promote AHS.

Burns spoke about the small grants and distributed a spreadsheet with the names of board members assigned to each grant recipient this year. He will follow up with more details about what board members are being asked to do. Kelly Corsette is working on a press packet for grant recipients to use in reaching out to local news outlets about photo opportunities with AHS board members and State and local elected officials. Tom Foster displayed an example of a photo and short article in their local paper with one of the grant recipients.

Discussion ensued about the difference between affiliates and certifieds. There is much confusion about the difference due to the retirement of longtime staff who

managed the programs. Tawn Downs and her team will research these programs and report back to the board at the March meeting. A historical organization must go through the certification process to become an official AHS certified museum. Affiliates are a membership category. The question is whether an organization has to be an affiliate before becoming a certified, and whether they can just join or if they have to be voted on. Also, what are the benefits of each program? Why should an organization join? One of the primary benefits seems to be the Journal of Arizona History. Len Marcisz spoke about the Pastfinder program. Jim Snitzer spoke about E-book subscriptions. David Turpie explained that the Journal is available digitally through J-STOR, but there is a four-year lag time. He has applied to Project Muse to offer the journal digitally up-to-date, but has not yet received a response. That could be a new revenue stream. Meredith Peabody suggested the need for a marketing and communications plan to include more of an online presence. Discussion ensued about the value of hard copy versions of the Journal versus digital copies. Tawn Downs suggested the need for a market research study. Many present agreed that this is important.

6. Consent Agenda:

- a. Executive Director's Report.
- b. Finance Report.

No additions to the director's report or the financial reports and no questions. President Coy circulated a new sample financial report created by Kim Bittrich based on recommendations from he and Meredith Peabody. The board was asked to provide feedback to Dr. Coy about the new format. He and Meredith will work with Kim and James to make additional modifications as necessary.

Tom Foster made a motion to approve the consent agenda as presented; Doug Barlow seconded.

7. Governance Committee report and board discussion and/or action, if any, regarding the report.

Committee Chair, Bill Garbarino reported the James Burns had been asked to make a presentation to the board about the sunset review and performance audit findings relating to the Society's collections. Len Marcisz gave a brief introduction underscoring the importance of topic and emphasizing that failure to address these issues prior to the new review in 2022 would have consequences, with staff and board members being held accountable. Burns made his presentation, detailing the history of the organization's collecting practices, the current status of the collections (storage conditions that do not meet industry standards and best practices), and presented a timeline for addressing these issues. Bill Peterson and Susan Irwin are working on a detailed report which will include various options; that will be presented to the board at the March meeting.

Depending on board feedback, a remedial plan could be implemented as soon as May 2019, dependent on the hiring of a new statewide collection manager and a Tempe registrar. At the end of the presentation Linda Whitaker added a few additional impressions about the Society's collections and the urgency of working together to find solutions. President Coy stressed the need to work closely with the legislature to reassure them that the 2013 sunset review and performance audit findings were being addressed.

Meeting recessed at 1:20 p.m. and reconvened at 1:30 p.m.

8. Q&A with Executive Director regarding day-to-day operations of the Society.

President Coy asked James Burns to talk about the scope of duties in day-to-day operations of the Society. Burns talked about allocation of resources, assignment of responsible parties at each site, and the designation of staff liaisons to each of our boards. Burns underscored the importance of open lines of communication and urged board members to please contact him directly with any questions or concerns they may have.

9. Strategic Planning Committee report and board discussion and/or action, if any.

Committee Chair, Meredith Peabody explained the strategic planning process, defined goals, objectives, strategies and tactics. She explained that the committee had broken down into five sub-committees, and asked that each sub-committee leader make a brief presentation. Tawn Downs, Bill Ponder, Susan Irwin, David Turpie, and James Burns made presentations. Board members asked questions and provided feedback after each presentation. Kelly Corsette asked for an update on the AHS license plate. Conversation ensued about outreach and raising the visibility of AHS by engaging AHS in different ways to increase attendance and membership. A "throwback Thursday" social media campaign was mentioned. Burns asked that board members review the draft plan thoroughly and provide feedback directly to him in writing by February 15, 2019.

10. AHS Policy Manual discussion and/or action, if any. - President Coy

President Coy asked each committee chair to begin drafting policies for their committees. He asked Burns to circulate existing policies to be used by committee chairs as a starting point. Burns asked if he could do that following a February 5, 2019 meeting of a task force working on identifying the most recent version of policies researched by staff last year, as well as draft policies by John Lacy, Michael Wade, and Voie Coy. It was agreed that that information would be sent following the February 5 meeting.

President Coy mentioned the Executive Committee, asking for clarification of the bylaws regarding the number of people who could serve on that committee. It

was determined that a maximum of 9 members could serve on that committee, including the four officers.

11. Community Outreach Committee report and board discussion and/or action, if any, regarding the report.

Committee Chair, Janice Bryson, asked Burns if the Al Merito award call for nominations had gone out yet. He indicated that it had not, but that staff were working on updating the form and that it would be sent out in the next couple of weeks.

12. Finance Committee presentation and board discussion and/or action, if any, regarding the presentation.

No additional report.

13. Membership Committee report and board discussion and/or action, if any, regarding the report.

Committee Chair, Joe Abodeely, spoke about an article circulated with the board materials which related to the changing demographics of visitors to cultural institutions, highlighting the need to get younger generations and new communities involved in cultural institutions in order to survive.

14. Property and Building Committee report and board discussion and/or action, if any, regarding the report.

No additional report.

15. Items Scheduled for Board Discussion and/or Action:

- a. Board discussion and/or action, if any, regarding AHS Arizona Auditor General's Report #1313.

None.

- b. Board discussion and/or action, if any, regarding the 2019 AHS Board of Directors Work Priorities.

- c. Board discussion and/or action, if any, regarding the 2019 AHS Executive Director Work Priorities.

None

- d. Board discussion and/or action, if any, regarding the 2019 meeting dates and locations.

Discussion ensued about the dates and locations for board meetings for the remainder of 2019. The following dates were decided:

January 25, 2019 - Tempe

March 22, 2019 - Tucson

April 12, 2019 - Prescott - at AZ History convention

May 31, 2019 - location to be determined by President Coy

August 23, 2019 - Flagstaff

October 25, 2019 - location to be determined by President Coy

16. Announcements and other matters for consideration at future board or committee meetings.

None.

17. Adjournment

Meeting adjourned at 3:29 p.m.

Dated this 28<sup>th</sup> day of January 2019.

Arizona Historical Society

W. James Burns

---

W. James Burns, Ph.D.

*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 or alternative formats, by contacting AHS Administration at 520-617-1169. Requests should be made as early as possible to allow time to arrange for the accommodation.*