

CENTRAL ARIZONA CHAPTER – ARIZONA HISTORICAL SOCIETY
Chapter Board of Directors Meeting

Time & Date: 1 p.m. Friday, Feb. 7, 2020

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

DRAFT MINUTES

Present: Kelly Corsette, Susan Dale, Seth Frantzman, Arv Schultz, Billy Walker; Staff: Tawn Downs

Absent: Valerie Adams, Gene Robertson

Members of the public: Claire Nullmeyer, president-elect of the Historical League

1. *Call to Order/Introduction of the Board and Guests/Declaration of Quorum*
 - a. Corsette called the meeting to order at 1:08 p.m.; a quorum of the board was present
2. *Call to the public for comments*
 - a. No public comment was requested
3. *Discussion and possible action to approve the Aug. 29, 2018, meeting minutes*
 - a. Approval of the Aug. 29, 2019, meeting minutes was moved by Walker, seconded by Dale; motion carried 5-0
4. *Staff report*
 - a. Tawn Downs, vice president of marketing, communications and revenue enhancement, updated the board on various efforts across the agency and at the AZ Heritage Center: The marketing and communications team is fully staffed and doing excellent work, notably in the areas of social media, grant writing and membership.
 - b. A new point-of-sale system is being implemented to help manage inventory and improve the management of ticket and gift shop sales; it is also integrated the membership and donor system, offers online ticketing for events and will improve the agency's data collection abilities which should help improve revenue enhancement and membership.
 - c. In addition to her role as vice president supporting the entire agency statewide, Tawn Downs also remains the community liaison for the AZ Heritage Center, responsible for the Tempe facility.
 - d. Salt River Project remains a key partner and supporter of the Arizona Historical Society, notably in Tempe. Tawn noted SRP's Ileen Snoddy, who recently earned SRP's President's Award for her work on the National History Day program. This recognition will also bring an additional \$3,500 from SRP to support AHS's National History Day program across the state.

- e. A new exhibit, *Still Marching: From Suffrage to #MeToo*, will open in March at the Arizona Heritage Center, focusing on the powerful and historic impact of women's collective action. Board members were encouraged to attend the opening reception at 6:00 p.m. Thursday, March 5.
 - f. Discussions are ongoing with members of *48 Women: Arizona's Most Intriguing Women*, regarding efforts to raise money to renovate the Heritage Center's Brown Theater and to establish related education and programming. The partnership also intends to name the next "48 Women" to recognize for their efforts and accomplishments in Arizona.
 - g. Tawn briefed the board on AHS's Certified Historical Organization program, which now provides two tiers of membership, welcoming organizations without a physical location for the first time. The program's goal is to promote AASLH and AAM standards among smaller museums and historical organizations, and assist them with promoting and sharing Arizona history.
 - h. End of year results for the agency are being tabulated; attendance at facilities seems to be down (which may have been affected by substantial construction around the Tucson museum), but facility rentals and membership growth are showing positive gains.
 - i. The Heritage Center's capital needs: doors, chillers, etc., remain challenges.
5. *American Association of Museums accreditation review update*
- a. Len Marcisz, AHS state board member, and Bill Peterson, AHS vice president of collections and education (participating via phone), presented an overview of the upcoming AAM accreditation/re-accreditation process.
 - b. This is a robust third-party review of agency operations and facilities conducted by museum professionals from around the country. Board members are key participants and should ensure they understand the process.
 - c. The agency is implementing changes in some areas in preparation for the effort, a "change document" will be shared to provide more detail.
6. *President's report*
- a. Susan Dale provided an update from the Historical League: a substantial strategic planning effort is underway, being guided by a steering committee and open to all league members. The league is partnering with AHS on writing grant requests. This year is the league's 40th Anniversary - National History Day will be the primary beneficiary of efforts related to celebrating that milestone; a public celebration is being considered for February 2021.
 - b. Kelly Corsette provided a brief update on state board activity and told members he had submitted for reappointment to the state board by the governor.

7. *Future CAC priorities and activities*

- a. Future CAC priorities and activities were not discussed; will be placed on a future agenda.
 - b. The next CAC meeting was scheduled for noon Friday, March 13.
8. Meeting adjourned at 2:34 p.m.