

**Minutes of Public Meeting of the
OUTREACH COMMITTEE of the
Board of Directors of the Arizona Historical Society**

A meeting of the Outreach Committee of the Arizona State Board of Directors was held on **Tuesday, February 22 at 3:00 p.m.** via Zoom.

1. Call to Order – Tom Foster at 3:03 pm
2. Roll call – Tom Foster
Present via Zoom were committee members Robert Ballard, Stephen Chapman, Janice Bryson, Lorna Brooks, Sherry Rampy.
Staff present was Tawn Downs, V.P. Finance and Communications
3. Call to the Public by Tom Foster. There were no members of the public present.
4. Discussion and action, if any, to approve the minutes of the January 26, 2022 Outreach Committee Meeting.
 - It was noted that the agenda incorrectly referred to the minutes as January 26, 2021. The minutes correctly reflect the date as 2022. No correction to minutes is required.
 - Rampy approved; Bryson seconded. Approved unanimously.
5. Discussion and action, if any, of additional Certified Historical Institution FY 22-23 Certification Renewal applications.
 - Show Low Historical Society
 - Los Descendientes
 - New: Center for Creative Photography, was received by the Jan 15, 2022 deadline, but was missed and was not considered at the time the Outreach Committee met previously.
 - Sherry moved to approve; Robert seconded. Approved unanimously.
6. Discussion of strategic direction for Outreach Committee. Objective is to explore the function of the Committee beyond administration of grants and certification. Topics submitted for discussion included:
 - What is/should be the role of the Outreach Committee?

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.

- Evaluation of purpose of Certification; do approved Certified meet the standards? If not, do we need to reconsider the purpose of and guidelines for certification?
- How can the Committee improve communication and involvement of Certified partners?
- How can the Committee elevate the AHS image in the museum community through its activities as a Committee?
- How does the Committee fit into the elements of Sunset review?
- How can we add value to the program for the Certified?
- What short-term/long-term improvements can be made to the program to increase value and fulfillment of mission?

After considerable discussion, the Committee identified 3 action items:

- Create a private Facebook group/page for Certified. The purpose is to create a community for the Certified to collaborate. It will also provide a forum for identification of resources for common industry challenges; in addition to AHS, Certified museum partners can provide access to their internal resources for assistance. **Owner:** Downs **Deadline:** March 21
- Conduct regional Zoom focus groups to provide a forum for Certified to network, share ideas. This will also serve as a vehicle for gathering feedback about the needs of the Certified – how can we add value? **Owner:** Downs **Deadline:** Identify dates by March 14; Set up zoom and send invitations by March 25
- Challenge board members to visit 2 Certified museums this year. There are 58 Certified, although some are historical societies without brick and mortar facilities. Outreach Committee members will identify 2 museums that they will visit, and then will “assign” board members to 2 museums in their respective regions. **Owner:** Foster **Deadline:** Prior to March 25 board meeting

Other discussion included:

- Ways to advocate for AHS. The committee agreed that the best way for board members to assist is to build relationships with the legislators in their respective regions, and find ways to have 1:1 discussions about AHS purpose, accomplishments and needs. The AHS marketing department can prepare a one page talking points document. This may need to wait until the Communications Manager is on board.
- Leverage relationships with large, well-organized Certified to identify areas of expertise and willingness to serve as a Certified resource. This would help take the burden off of AHS staff.
- Identify corporations who may be willing to provide funding for the Certified program. Need to determine what funds would be used for and how much before identifying potential sponsors.
- Chapman indicated that he thought the discussion would be more about fund-raising, so he made a list of ways to raise funds. Foster asked that he distribute those ideas to the Committee.

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- The need to evaluate the purpose of Certification. Are the guidelines still valid? If so, are we being true to those guidelines in our application review and approval process? Should an in-person evaluation be required at some point? This topic will be discussed in more detail in the next meeting.

Other action items:

- Downs to distribute Board roster to Committee
- Downs to distribute list of CHI's and contacts
- Chapman will send his ideas for fundraising to the Committee.

The next meeting will be March 22 at 3:00 pm.

7. Additional Agenda items as needed. There were none.
8. Meeting adjourned at 4:32 pm.

Dated this 24th day of February 2022.

Arizona Historical Society

Tom Foster

Tom Foster, Outreach Committee Chair