

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

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

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

**Minutes - DRAFT**

1. Call to Order – Tom Foster at 3:06 pm
2. Roll call – Tom Foster  
Present via Zoom were committee members Lorna Brooks, Janice Bryson, Stephen Chapman. Robert Ballard joined at 3:15 pm.  
Absent was Sherry Rampy.  
Staff present was Tawn Downs
3. Call to the Public – There were no members of the public present.
4. Discussion and action, if any, to approve the minutes of the February 22, 2022 Outreach Committee Meeting.  
Bryson moved to approve the minutes as presented.  
Chapman seconded.  
Minutes were approved unanimously.
5. Downs announced that she will be leaving AHS at the end of May, and a new Outreach Committee staff liaison has not yet been identified. This will impact some of the action items identified for the committee.
6. Discussion of strategic direction for Outreach Committee. Topics include, but are not limited to:
  - The committee reviewed the guidelines for certification prior to the meeting. They agreed that the guidelines as they are written today reflect the purpose of the program, and the standards that we seek to encourage and promote. Discussion on the value of board visits to museums, and the need for some structure for those visits.
    - Action: Chapman, Brooks volunteered to initiate a task force to develop a set of questions that can be used as an assessment/teaching tool for museum visits. These questions will follow the CHI guidelines posted on the website.
  - Review progress on action items from prior meeting
    - Create a Facebook group for CHIs. Downs has created a private group associated with the AHS Facebook page for CHIs. The group page needs graphics and some posts before opening up to the CHI membership. This is intended as a resource for CHIs to connect with each other and help each other. Downs advised she would try to get this rolling before she departs.
    - Regional focus group zoom meetings – The committee also discussed using Zoom meetings for the grant application process. Perhaps ask grant awardees to talk about their projects and how the money was used. On hold until a new staff liaison is identified.

- “Assignment” of board member in-person museum visits for presentation to the board. Discussion on the value of this for CHIs and AHS. All agreed that personal visits from board members is the best way to accomplish this. The committee agreed it was best to allow board members to select the museums they wish to visit. The committee will encourage visits to museums not previously visited.
    - Action: At the March 25 meeting, the committee will recommend to the board that each board member volunteer to visit 2 – 3 Certified museums in the next year.
  - Discussion of fund-raising ideas submitted by Chapman. While the purpose of the committee is not fundraising, the ideas presented were deemed to have merit and should be forwarded to responsible AHS staff for consideration.
    - Action: Downs will forward the list to the Senior Leadership team for consideration and possible future action.
  - Additional ideas discussed: Promoting grant awardees and amounts more prominently. Post on website and social media. Summarized award information is currently distributed as a press release and through social media, however, the committee recommends more detailed information about the projects that are being funded.
    - Downs will ensure this is added to transition notes for the new Communications Manager.
7. Additional Agenda items as needed. – There was no other new business
8. Meeting adjourned at 4:09 p.m.

Dated this 24<sup>th</sup> day of March 2022.

Arizona Historical Society

*Tom Foster*

---

Tom Foster, Outreach Committee Chair