

**The Arizona Historical Society
Board of Directors Meeting Minutes
Friday, August 12, 2011
Flagstaff, Arizona**

Present

Frank Barrios, Vice-president
Marsha Bonham
Ted Cunningham
Art Fox
George Hartz
Mark Haynes
Bonnie Henry
Hal Herbert
John Lacy
Julie Larson, Secretary
Pat Loven
Susan Olberding
Bill Porter
Don Prior
Greg Scott
Richard Shaw
Michael Urman
Michael Wade, President

Staff

Anne Woosley, Executive Director
Bill Ponder, Chief Administrative Officer
Carol Brooks, AHS-Rio Colorado Curator
Bruce Dinges, AHS-Publications Div. Dir.
Kyle McKoy, AHS-Central Division Dir.
Deborah Ortiz, Executive Assistant
Les Roe, AHS-Northern Division Director

Absent

Jim Babbitt
Chris Carroll
Craig Colvin
Jack Donnelly
John Driggs
Emily Düwell
Lynn Haak
Axel Holm
Colleen Mathis
Mary Parker
Cindy Schroeder, Treasurer

1 **Call to Order**

2
3 President Wade called the meeting to order at 12:00 p.m.

4
5 **Roll Call**

6
7 Roll was taken and Wade declared a quorum present.

8
9 **Approval of Minutes**

10
11 **Porter moved to approve the minutes of the April 28, 2011, Board of Directors meeting with one**
12 **correction. Barrios seconded. Motion passed unanimously.**

13
14 There was discussion regarding the need to approve the minutes of the June 2011 board retreat. **Porter**
15 **moved to approve the minutes as distributed by Wade. Lacy seconded. Motion passed**
16 **unanimously.**

17
18 **Call to the Public**

19
20 Wade made a call to the public. None were heard.

21
22 **President’s Report**

23
24 Brief overview of Society events and strategies: Wade provided an overview of subjects drawn from the
25 discussions at the June board retreat: We want to explore the creation of a fundraising organization;
26 expand the use of volunteers and build upon and coordinate our current volunteer base; consider ways to
27 get additional income from the current AHS properties vis-à-vis coffee shops and other approaches;
28 consider digitizing *The Journal of Arizona History* and offer its articles separately on Kindle and Nook;
29 consider soliciting collections and determine how such contacts can build community ties; review the
30 status/structure of chapter boards to reduce regional parochialism ; consider expanding chapters and/or
31 divisions to cover unaffiliated areas; increase input from local areas and perhaps create a special
32 committee solely for museums; duplicate and rotate successful exhibits; provide increased support for
33 the certified societies and museums; consider offering a joint membership category with the certified
34 societies; develop a social media plan so our efforts complement one another; and consider holding short
35 retreats in place of a board meeting, including at least one that involves detailed discussion of staff
36 operations.

37
38 **Discussion and/or Action Items**

39
40 **Item A pertaining to Nominations:** Discussion and action, if any, regarding the appointment of Bonnie
41 Henry from Navajo County to the AHS Board and the appointment of George Flores from Maricopa
42 County to the Property & Building Maintenance Committee – Wade introduced Bonnie Henry. **Porter**
43 **moved to ratify the appointment of Bonnie Henry to the board. Lacy seconded. Motion passed**
44 **unanimously.** Wade said he had appointed George Flores as a non-board appointment to the Property
45 Committee and he reviewed Flores’s qualifications.

46
47 **Item B pertaining to Ad Hoc Committee on Formation of an AHS Fund-Raising Organization:**
48 Discussion and action, if any, on whether the AHS should create a new 501 (c)(3) entity to provide

49 statewide support to AHS as a prerequisite to any large scale Legacy Giving and Major Donor
50 fundraising campaigns - Lacy explained that he is developing By-Laws and Articles of Incorporation to
51 create AHS as a private corporation and application would be made for IRC Section 501 (c)(3) status.
52 This would create a fundraising mechanism for AHS that is controlled by the Board of Directors with
53 funds maintained separately from State. The 501 (c)(3) board would consist of members of the
54 Executive Director, members of the Executive Committee from the AHS Board of Directors, and up to
55 two additional members as appointed by the 501 (c)(3) board. Lacy would like to use the name
56 "Arizona Historical Society, Inc." Herbert asked if a separate account could be held by the 501 (c)(3)
57 for the benefit of groups associated with AHS. Lacy said there might be a way of allowing the certified
58 to raise their own funds and have them held in separate accounts. Lacy noted there are other 501 (c)(3)'s
59 that support AHS for specific purposes and this new 501 (c)(3) is not intended to take the place of those
60 already established. He said the "new" entity would need to pay the application fee to the IRS as part of
61 the application process. Shaw explained the difference between a non-profit and a 501 (c)(3). He
62 supported the idea of offering use of the 501 (c)(3) as a benefit for the certified. Discussion followed.
63 Lacy said this new 501 (c)(3) board would need to keep their own books, file tax returns, etc. The target
64 would be major bequests/contributions and making sure proper trust accounting is undertaken.

65
66 Lacy announced that for the past seven years, the Arizona History Convention has donated the proceeds
67 from their raffle for the benefit of the certified museums grant program. Lacy and Porter presented AHS
68 with a check for \$1,730 from the 2011 raffle, along with a personal donation from Porter, totaling
69 \$2,520 of support for the 2011 grants.

70
71 **Item C pertaining to Collections:** Discussion and action, if any, regarding the Quarterly Report of the
72 Collections Committee - Wade announced this would be Olberding's last meeting as her term as
73 Northern Chapter Board president expires in September. Olberding indicated the committee had
74 received the quarterly collections report from staff but no action was needed.

75
76 **Item D pertaining to Property & Building Maintenance:** Discussion and action, if any, regarding the
77 Charles O. Brown House and the Oro Belle property. No report.

78 79 **Executive Director's Report**

80
81 A brief update on staff activities and programs - Woosley gave a brief update regarding meetings of the
82 Arizona Experience Museum with WRL Architects, Mortenson Construction, Gallagher & Associates,
83 the Arizona Department of Administration, and the Governor's Office. A portion of the permanent
84 mineral collections has been moved to the Flandrau Science Center as a loan to the UA Geosciences
85 Department who will display many of the minerals and provide proper storage. Minerals will also be on
86 exhibit at the Gem and Mineral Show in Tucson and the ASU museum. The remaining specimens are
87 stored in the non-public areas of the museum not intended for renovation.

88
89 Woosley indicated that AHS also offered some storage cases that could not be utilized by AHS to other
90 museums on a long-term, renewable loan basis. Some of the equipment was distributed to schools that
91 have vocational programs. She said staff is also in contact with museums such as the Bisbee Mining and
92 Historical Museum and the Cave Creek Historical Society, to discuss loans for the larger, outdoor pieces
93 of equipment. Woosley announced that AHS was fortunate to hire, highly recommended, Dr. Madison
94 Barkley, a geosciences graduate from the University of Arizona. It will be a great asset to have a curator
95 of mineralogy and someone to direct AHS with science education and programming.

96

97 Woosley commented that final schematics and hard costs figures for architectural and exhibit designs
98 would be completed by the end of the month.

99
100 Woosley said that she, Wade, and Jim Norton met with Kevin Kinsall from the Governor's office for an
101 update of the Arizona Experience Museum. At the meeting, Kinsall indicated that Governor Brewer
102 strongly endorses the project. Discussion followed. Responding to a question, Woosley said AHS would
103 participate in the science and history pavilions at the Arizona Centennial Best Fests first scheduled for
104 Prescott in September. She stated the Arizona Centennial Quilt would be unveiled in Prescott the week
105 of Best Fest and that the quilt would be donated to AHS.

106
107 Woosley said the *100 Years, 100 Quilts* exhibit will open in February for the Centennial year in Tucson.
108 Afterwards, the quilts will travel to other museums. Depending on funding, an on-line exhibit is being
109 planned as well as an exhibit catalog that will offer an image and explanation for each quilt. Woosley
110 noted that the Quilters Hall of Fame offered the Arizona Centennial quilt to legislators and the quilt will
111 be displayed in Washington D.C.

112
113 Woosley said AHS is working with Buzzmouth to develop a new website. They will also provide the
114 content migration from the current website.

115
116 Woosley remarked that staff is reviewing 44 grant applications that were received from the certified
117 museums.

118

119 **Committee Reports**

120

121 *Awards and Recognition* - No report.

122

123 *Collections* – Olberding asked that the committee continue working on the wish list fundraising project. Each
124 museum division is to identify three items in their collections to be restored. The committee believes the public
125 would support conserving a specific item. Olberding said the project is a good way to publicize AHS and the
126 collections, while raising funds to repair artifacts.

127

128 *Community Outreach* – Cunningham reported 44 grants applications were received from the certified. Staff will
129 review applications, after which time a committee meeting will be held to determine final recommendations in
130 time for board consideration at the September 23 meeting. He noted the committee would be working with the
131 Membership committee and the Arizona History Convention regarding benefit ideas for the certified.

132

133 *Development* – Hartz said the committee would meet in the near future to work on a legacy giving program. He
134 reported that annual fund donations totaled \$16,044 as of last week, which is down about 25% from last year.
135 Ten board members have contributed to the annual fund.

136

137 *Executive/Personnel* – No report.

138

139 *Exhibits & Education* – No report.

140

141 *Finance* – No report.

142

143 *Governance & Policy* – No report.

144

145 *International Affairs* – No report.

146
147 *Legislative Affairs* – No report.

148
149 *Membership* – Porter said the Attorney General’s Office approved an AHS agreement with Groupon to offer
150 discounted museum admission to the AHS Museum at Papago Park. He reported the committee is considering a
151 suggestion from Wade for an AHS membership drive to be offered through the certified. Members of the
152 certified would be offered *The Journal of Arizona History* at cost. The offer would not apply to current
153 members. Porter said during the past year, AHS has lost 4.5% of its membership. Discussion followed. Scott said
154 that Kathy Sanders from the Southern Chapter Board, contacts members who do not renew. Porter said he would
155 get a list of all non-renewing members over the past few years. Woosley noted there has been a downward
156 trajectory in memberships nationwide, including museums who typically were not impacted in the past. She said
157 the only museums not affected are children’s museums and science centers that offer entertainment. The decreases
158 over the past three years have been 16-39 percent. Cunningham remarked that for a period of time he was
159 telephoning high level donors who did not renew and noted that this is something all board members could do.
160 Henry asked about the demographics of the membership and what AHS is doing to attract younger people.
161 Discussion followed.

162
163 *Nominating* – No report.

164
165 *Property & Building Maintenance* – Charles O. Brown House update: Urman said emergency repairs were
166 completed and a needs assessment is being performed. So far, repairs have been paid for by the City of Tucson.
167 Some of the agreements with new tenants are in place such as Ben’s Bells. He noted that Ben’s Bells is open
168 seven days a week and bring a demographic of young adults with families. Other partners (tenants) include the
169 Borderlands Theater Group, Tucson Pima Public Library, an artists group, Tucson Unified School District
170 Adaptive Education Program, and an AHS museum store. He noted there is also plenty of space in the building to
171 promote AHS.

172
173 Urman reminded the board that the AHS Sosa-Carrillo-Fremont House has been closed for sometime. Recently,
174 an evaluation was done on the structure that determined the building is in pretty good shape. The committee will
175 explore ideas for what could be done with the property.

176
177 Urman spoke with Michael Ortega from Cochise County regarding the AHS Douglas-Williams House. He said
178 the committee is looking for a local group to maintain the building.

179
180 Urman reported that the paperwork for the Oro Belle property is with the legal department of the Church of
181 Latter Day Saints in Salt Lake City. He said the goal for AHS is to sell the property.

182
183 *Publications* – No report.

184
185 *Ad Hoc Committee on Volunteers* – Prior reported that he was given the task to review the volunteer programs at
186 all facilities. He contacted staff with questions regarding their current volunteer programs. Prior noted that
187 volunteers need to be thanked, that AHS needs to reach younger people, and that places to recruit volunteers need
188 to be identified.

189
190 *Ad Hoc Committee for Strategic Planning* – Wade said there was a meeting in May that focused on the Museum
191 at Papago Park and creating a distinctive identity. Hartz made a presentation at the meeting about building an
192 identity around historic photographs. Wade said there would be additional information in the future.

193
194 **Brief Updates from Chapters**

195
196 *AHS-Rio Colorado*: No report.

197

198 *AHS-Central:* Hartz announced the Historical Photographs Fair would be held on Saturday, October 15.
199 He said the Fund for Central Arizona History has concluded bringing in funds. The Fund for Central
200 Arizona purchased 5,000 copies of *The Arizona Story* for low-income schools. At the board retreat in
201 June, Hartz shared about the *Story Tour* project he is working on with Papago Salado. The technology
202 component of the project includes a GPS of historic sites constructed in a way to allow for thousands of
203 vignettes. Hartz would like to work with AHS to expand on this concept after the first of the year.

204
205 *AHS-Northern:* Olberding complimented the hard work of the staff in Flagstaff for holding everything
206 together during the busy summer months. She noted that attendance and admission has increased at the
207 Pioneer Museum.

208
209 *AHS-Southern:* Scott reported that much is happening at the Charles O. Brown House with new tenants
210 and beautification of the patio. He commented that the museum offered a special educational event for
211 children the first Saturday of the month to kick-off Tucson's birthday month.

212
213 **Announcements and other Matters for Consideration at Future Board Meetings**

214
215 Barrios noted that Lloyd Clark would become a Culturekeeper this year at the induction luncheon on
216 Sunday, September 11, at the Westin Kierland in Scottsdale. Board members will receive an invitation
217 by email.

218
219 Next meeting – September 23, 2011, at the AHS Museum at Papago Park, Tempe, Arizona.

220
221 **Adjournment**

222
223 The meeting adjourned at 2:15 p.m.

224
225
226
227 Signed: _____ Date: _____
228 Michael Wade, President