

**Arizona Historical Society
Southern Arizona Chapter Board Meeting
February 8, 2011**

Present: A. Boice, C. Carroll, G. Caywood, S. DeConcini, P. Hershberger, K Sanders, C. Schroeder, G. Scott, S. Thompson, N. Young Wright

Absent: B. Bear, C. Irwin, W. Kelley, C. Mathis, P. Rondelli, F. Ronstadt, M. Suagee, E. Warshaw

Staff Present: A Woosley, W. Ponder, K. Campbell, L. Daly-Jones, R. Goodman, D. Ortiz

Call to Order

President Scott called the meeting to order at 3:35 p.m.

Roll Call

Roll was taken and a quorum was declared.

Approval of Board Minutes

The minutes of the January 11, 2011 meeting were approved on motion by Schroeder, seconded by Hershberger.

Treasurer's Report

Schroeder provided and commented on a written report on the 1107 fund dated 12/31/2010. There is \$24,871 in the account.

Schroeder provided and commented on a written report on the 501(c)(3) account dated January 31, 2011. There is \$50,204.85 in the account.

Schroeder discussed an e-mail exchange that had occurred in January between herself, Sanders and the board officers. Sanders was concerned given the upcoming Centennial projects and no plans for a fundraiser that the board not run short of money, and thus inquired as to what our anticipated expenses were for the year. Schroeder indicated that our committed expenses were small. The only large expense would be about \$10,000 if we were to do a newsletter. Discussion ensued about the cost of running the store and why it doesn't make more money and the idea of a booth at the Tucson Festival of Books March 12-13. Regarding the latter Ortiz indicated AHS had a booth there in the past, and Woosley noted that AHS is one of the event sponsors. Regarding the former, Young Wright suggested using UA marketing students to do an analysis of the store and generate ideas to improve it. Woosley stated that we know what is needed to improve store sales, it is consistency in staff and the hours the store is open.

The Treasurer's Report was approved on motion by Young Wright, seconded by DeConcini.

President's Report

Scott reported on the following items:

- He noted that there were no new board members present to introduce.
- He reported that the State board meeting was held in Tucson January 28. Several of the Southern Arizona Chapter board members were present.
- He announced that at 10 a.m. on February 19 there would be a rededication of the Kino statue in front of the museum.
- He announced and urged attendance at the Arizona History Convention in Yuma April 28-May 1.

Executive Director's Report

Woosley reported on the following:

- She noted that President Scott will represent the Southern Arizona Chapter at the Kino statue rededication as she will be in Tempe for the opening of the Cactus League major league baseball spring training exhibit.
- She asked Daly-Jones to report on a fundraising idea for the fall. Daly-Jones provided a handout with details. The idea involves the use of an authentic Chuck Wagon to provide a meal with Western music as entertainment. Sanders suggested marketing it primarily to AHS members. Another idea was that the price suggested was too low. Woosely stated that she will have a planning meeting the end of February to determine what is needed to make the event happen.
- Regarding the 100 Years/100 Quilts Centennial Exhibit she reported that they are finalizing splitting tasks between AHS staff and the Quilters Hall of Fame and Quilt Guild. The budget is approaching \$100,000. They will be looking for help with sponsorships from all over the state. She plans to give the board further details in an e-mail. Ponder added that it will be a labor intensive project on a lot of fronts. The opening date is now planned for February 18, 2012.
- She reported that they had hoped to have an Action Item on the agenda for this meeting, but it will be on the March meeting agenda. Staff will be requesting \$10,000 from the board from the 501(c)(3) fund to redesign the AHS website. Staff prefers website redesign over producing further newsletters as it will give more frequent contact with members. The \$10,000 is for a qualified designer to work on the website and is necessary since the AHS computer staff person is over committed with other work. The Southern Arizona Chapter board is being asked to fund this because the Central Arizona Chapter board just funded a new membership brochure in the amount of \$15,000. Schroder asked if staff will have time to develop website content. Ortiz stated that the staff has ideas and things waiting. Ponder added that they have no one to put these items on the existing site as their one computer staff person simply doesn't have time. Thompson asked if ADOA approval would be needed. Woolsey replied that while ADOA does have general parameters that have to be followed, several other state departments have been able to generate much more effective and creative websites than the AHS site. Ponder stated that the site designer would be selected from the state's on-call vendors, a number of whom have the needed qualifications.

Committee Reports

Membership: Sanders reported that she requested the job of chairing the membership committee as she feels it is very important to increase AHS membership. She asked everyone to think about what we can do to recruit new members. The number of members held steady during 2010 (721 in January of 2010 and 720 in January 2011), but in years prior to that they had been going down slightly every year (790 in 2009, 896 in 2008, and 909 in 2007) and we should make it a board task to reverse that trend. If each board member recruited 5 new members this year that would increase our membership rolls by 100 – a 14% increase. Young Wright asked if we put membership applications in the public libraries?

Call to the Public

Schroder reminded board members that it is hard to ask other people to donate when we are not donating ourselves. The YTD donations by board members to the 501(c)(3) fund is only \$400. We ought to all donate a little bit. Young Wright asked if AHS is on any payroll deduction plans for donations (like United Way)?

New Business

There was no new business.

Announcements

There were no announcements.

The meeting was adjourned at 4:55 p.m.
Respectfully submitted,

Gene Caywood, secretary

Greg Scott, President