

**The Arizona Historical Society
Board of Directors Meeting Minutes
Friday, January 28, 2011
Tucson, Arizona**

Present

Jim Babbitt
Frank Barrios, Vice-president
Marsha Bonham
Chris Carroll
Craig Colvin
Ted Cunningham
John Driggs
Art Fox
George Hartz
Mark Haynes
Hal Herbert
Axel Holm
John Lacy
Julie Larson, Secretary
Pat Loven
Colleen Mathis
Mary Parker
Bill Porter
Don Prior
Cynthia Schroeder, Treasurer
Greg Scott
Richard Shaw
Michael Urman
Michael Wade, President

Staff

Anne Woosley, Executive Director
Bill Ponder, Chief Administrative Officer
Julia Arriola, Curator
Carol Brooks, Curator
Bruce Dinges, AHS Publications Div. Dir.
Laraine Daly Jones, Collections Manager
Roy Goodman, Membership Coordinator
Kyle McKoy, Educ. and Outreach Div. Dir.
Deborah Ortiz, Executive Assistant
Les Roe, AHS Northern Division Director
Peter Welsh, AHS Central Division Director

Absent

Lynn Haak
Jack Donnelly
Susan Olberding

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 November 6, 2010, Board of Directors meeting.**
12 **Colvin seconded. Motion passed unanimously.**

13
14 **Introductions**

15
16 Wade welcomed board members Chris Carroll, Hal Herbert, Craig Colvin, Greg Scott.

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

25
26 Wade asked the board to consider “Boldness, Basics, and Bucks” when working on committees.
27 “Basics” are how we operate; he said orientation materials would be provided to the Board
28 before meetings; “Bucks” is when looking at exhibits to identify how to bring in funds and to
29 remember that making ties to the community increases visibility.

30
31 Action Item A was moved forward in the agenda. **Babbitt moved to ratify the appointment of**
32 **Mark Haynes to the Board of Directors, representing Yuma County. Prior seconded.**
33 **Motion passed unanimously.**

34
35 Follow-up Items

36
37 **Board Motions** - Wade discussed having procedures for handling motions that fall under one or
38 more committee. He referred to a handout he developed about motions (see attached). Wade
39 wants to be sure all board motions are at least heard. The handout does not require board
40 approval but will be followed as an informal practice.

41
42 **Charging of Non-Members for the use of AHS Libraries** – Wade said last spring the board
43 passed a motion to have staff develop a program for charging fees for non-members to use the
44 library. Lacy noted the statutes require the collections be free to the public. Wade requested staff
45 develop a program for board consideration for how this might work.

46
47 **Use of Trial Memberships and/or Free Passes as Membership Incentives** - Lacy said the
48 issue has been the legal permissibility to offer these items because it might be giving away state

49 property and there had been some pushback from the Attorney General. He disagrees and had
50 circulated an email to Shaw and Porter to that effect. If the board wants to consider this it should
51 not be a problem. Shaw stated that AHS has had honorary members in the past. There was
52 discussion.

53
54 Wade commented that Woosley has done a great job of keeping the board apprised and that has
55 been doing a lot of work with the Arizona Centennial Museum.

56 57 **Executive Director's Report**

58
59 Woosley recognized Rep. Gabrielle Giffords and her staff who AHS worked with on the
60 Declaration of Independence broadside event last year.

61
62 **Budget** – Woosley said the Governor's budget includes no cuts to AHS and adds two additional
63 positions for the Arizona Centennial Museum, plus rent for the building. She is working to fill
64 vacant positions but there is no funding for the director positions in Tucson and Yuma. Woosley
65 noted the staff for the library at AHS-Central continues to be a problem but the two education
66 positions resulting from retirements can probably be filled.

67
68 **Arizona Centennial Museum** - Woosley reported that meetings are on-going with the
69 Governor's office, Arizona Department of Administration, architects, designers, and the Capital
70 Campaign Cabinet. She shared a handout of initial pledges and the campaign organizational
71 chart. The next meeting of the Cabinet is in early February. She also distributed the conceptual
72 design for the Governor's review. She noted that the initial focus of the museum related
73 primarily to the 5 C's but that planning for exhibits has now expanded to incorporate the current
74 and future directions of the state. Woosley said that looking at Arizona's future is critical to the
75 development of the museum's interpretive programming.

76
77 **Facility Funding** - Woosley announced that AHS received funding for solar on the Arizona
78 Centennial Museum and to repair the roof at AHS-Central.

79
80 **AHS-Central:** Woosley announced the Historymakers Gala on February 11 and the opening of
81 the *Play Ball* exhibit on February 18.

82
83 **AHS-Southern:** Woosley said the museum would be partnering with quilters guilds on a
84 Centennial exhibit project that will include a virtual website component produced by Dan
85 Buckley.

86
87 **Website** – Woosley invited the board to visit the website and see some of the newly added items.
88 She commented that improvement of the website is something staff is focusing on to raise the
89 AHS profile and connect with members.

90
91 **Facility Review** – Woosley noted that AHS is challenged by our historic facilities that need
92 repairs. She indicated the Sosa-Carrillo-Fremont House needed some care and that she will have
93 conversation with Jonathan Mabry of the City of Tucson Historic Preservation Office regarding
94 some cost sharing.

95
96 Woosley has been meeting with the division directors individually to discuss annual planning.

97
98 In response to a question, Woosley stated that Gannett was not interested in giving AHS the
99 Tucson Citizen archival collections. There was discussion.

100

101 **Five Minute Update – Arizona History Convention**

102

103 Lacy announced the Arizona History Convention program would be held at the Pivot Point
104 Conference Center in Yuma, April 28-May 1. He encouraged the board to make their
105 reservations early. The board will meet on Thursday, April 28 at the Yuma City Hall.

106

107 **Five Minute Update – State Capitol Building Improvement Project**

108

109 Driggs said the State Capitol restoration project has been an issue at the legislature for over three
110 years. He said the Legislative Council gave his committee the authorization to come up with a
111 master plan that would convert the original 1901 buildings and 1918 and 1931 additions for
112 legislative use, connecting the House and Senate buildings on 2nd level and building another
113 bridge to connect the entire second floor with the Executive Tower.

114

115 **Committee Reports**

116

117 Wade noted the committee descriptions on today’s agenda come from the bylaws and are there
118 so the board will have an understanding of what the committees might be handling.

119

120 **Awards and Recognition** - Discussion and action, if any, regarding AHS Awards and
121 Recognitions: Lacy said the primary committee recommendation is for the *Al Merito* Award that
122 is given at the Arizona History Convention. He said the candidate nomination forms would be
123 available for the board soon. Lacy said Wade asked the committee to review the possibility of
124 creating an award for the person of the century for 2012. He has some reservations about being
125 able to focus on one person and perhaps instead, should recognize a group of people throughout
126 the new Arizona Centennial Museum. There was discussion.

127

128 Action Item B, on whether the Society should initiate an effort to recognize a Man and Woman
129 of Arizona’s Century Award (or an equivalent title) in 2012 was considered a charge to the
130 committee.

131

132 **Collections** – Discussion and action, if any, regarding AHS collections and archives: Woosley
133 said staff submitted some items for deaccessioning to the committee who will review them and
134 present them to the board for approval. Woosley commented that she is interested in the
135 committee’s idea of “Adopt an Object.” Chapter boards will connect with staff who will select a
136 group of items to adopt for conservation. She will ask staff to consider objects that the Board of
137 Directors could adopt.

138

139 **Community Outreach** – Discussion and action, if any, regarding AHS policy and practices
140 regarding county and local organizations: Cunningham said staff is in the process of sending out
141 the annual recertification form for the certified museums. The committee plans to offer
142 workshops for the certified museums. He said the directory of historical organizations is now on
143 the website. Cunningham said Wade requested the committee to pursue adding additional
144 chapters for the 9 counties that are currently non-chapter. The committee will review this with

145 the Membership committee. There was discussion. Lacy said there had been discussion to
146 enlarge the current chapters to include the outlying areas. Graham and Greenlee counties, for
147 example, could be combined with a single representative on the board.

148
149 **Development** – Discussion and action, if any, on AHS actions regarding fund raising, including
150 goals, plans, strategies, policies and procedures for soliciting funds: Hartz said the committee
151 met on Tuesday. The committee’s responsibility is to raise significant funds. He stated that the
152 Central Chapter Board sees a need for fundraising, to create a 501 (C)(3), and approach major
153 corporations, but they do not want to compete with other areas of AHS. The committee will
154 focus on the following: 1) Define the roles and responsibility of state and chapter boards; 2)
155 Better understanding of how AHS functions as a 501 (C)(3) and state agency; 3) Identify ways to
156 support fundraising for specific projects. This does not necessarily mean huge dollars, for
157 example, the on-line quilt exhibit and newsletter; 4) Investigate legacy giving to establish an
158 endowment; 5) Understand the annual donations.

159
160 **Executive/Personnel** – Discussion and action, if any, on personnel practices and procedures. No
161 report.

162
163 **Exhibits & Education** – Discussion and action, if any, regarding the exhibit and educational
164 programs of the Society. Larson said the committee met today and considered ideas for bringing
165 funds to AHS. They discussed business outreach; education and the Centennial message to
166 schools; involvement at the Arizona Centennial Museum; and working with Arizona History
167 Convention and visitors bureaus.

168
169 **Finance** – Discussion and action, if any, regarding the financial policies, budget, and finances of
170 the Society. Schroeder has been working with staff to develop new financial reports to present to
171 the board. She said the day before every board meeting the committee would meet by
172 teleconference. Schroeder discovered the board has no control over appropriations according to
173 the Arizona Revised Statutes and no control over charges, donations, grants, interest and trusts.
174 She reviewed the end of December financials showing year-to-date revenue of \$5.267 million
175 and \$5.649 million in expenses. The majority of appropriated dollars went to pay the debt on the
176 Museum at Papago Park, which is now paid off.

177
178 **Governance & Policy** – Discussion and action, if any, regarding modifications to the Society
179 Bylaws and Policies; review of Chapter Charters and Chapter Bylaws; and/or evaluation of State
180 of Arizona Audits and Reports that involve the Society's governance or organizational structure.
181 No report.

182
183 **International Affairs** – Discussion and action, if any, regarding international activities that
184 would be beneficial to the Society, and that are consistent with the Society's mission. Holm
185 reported there has been informal discussion about expanding the committee’s efforts outside
186 North America. Wade suggested the committee explore how AHS might encourage foreign
187 tourism to historical sites in the state.

188
189 **Legislative Affairs** – Discussion and action, if any, regarding all aspects of legislative matters.
190 Prior said the board needs to focus on the new legislators and discuss with Woosley for direction
191 on the best way to approach the legislature.

192

193 **Membership** – Discussion and action, if any, regarding the recruitment of new members and the
194 generation of membership renewals. Porter said the committee met today and discussed the
195 following:

- 196
- 197 1) The Historical League wanted membership brochures for the Gala and they printed
198 6,000-7,000 brochures that will be shared with the other divisions.
- 199 2) Kathi Sanders of the Southern Chapter Board has volunteered to serve on the committee
200 as a non-board appointment.
- 201 3) Porter said he is concerned with the decline in membership numbers and the board needs
202 to figure out a way to make AHS more relevant. He noted that this crosses over with the
203 Development, Outreach, and Publications committees.
- 204 4) Porter said the committee discussed using Groupon as an electronic form of membership
205 recruitment in Maricopa and Pima counties. AHS could market memberships for 50%
206 off. Groupon would take one half of the 50% and AHS would receive the balance. He
207 noted if AHS received a substantial number of new members the key would be retention.
208 Downsides would be difficulty in processing a high number of memberships and it would
209 not include the journal, so AHS would take a loss. He noted the Publications committee
210 was receptive to the idea for one year. Porter remarked there is a large supply of back
211 issues of the journals and perhaps they could be offered with the memberships. The
212 committee recommends that staff look into Groupon and report to the four committees,
213 after which time there would be a joint committee meeting to brainstorm. Wade referred
214 this to staff for a study paper on the feasibility of Groupon. A future meeting will look at
215 how to make better use of the Arizona History Convention and how to penetrate other
216 memberships statewide to draw them into AHS. There was discussion.

217

218 **Nominating** – Discussion and action, if any, regarding membership nominations for vacant
219 positions on the Board of Directors: The appointment of Mark Haynes was approved under the
220 President’s Report.

221

222 **Property & Building Management** – Discussion and action, if any, regarding matters relating
223 to all Society property, including acquisition, management, renovations, repair, and disposition
224 of real properties and improvements: Urman said the committee met yesterday at the Arizona
225 Centennial Museum for a walk-through to become familiar with the facility. He said there were
226 a couple points that struck the committee: 1) Location – the museum is near the State Capitol, is
227 a major hub for school tours, it self-markets, and has high visibility; 2) Staff have already put a
228 lot of work into the planning of the thematic spaces in the new museum that follows the layout of
229 *The Arizona Story* textbook. He said the Arizona Department of Administration is the project
230 manager; 3) The Arizona Centennial Museum is something that will live on. – it will resonate
231 with the public; 4) The committee’s roll is to be familiar with what is happening so they can help
232 when necessary. Urman identified other goals for the year: 1) Continue dialog with Cochise
233 County for a proposal for them to take the Douglas Williams House; 2) Finish the Oro Belle
234 deaccessioning process. Urman is waiting for the signed deed after which time the committee
235 will make a recommendation for the sale price based on broker review; 3) Tour the Charles O.
236 Brown House and look at the maintenance needs. He said the committee would put together a
237 Request for Proposal to find a partner who would do something with the facility to generate
238 income; and 4) Discuss the Sosa-Carrillo-Fremont House that is currently closed.

240 Urman suggested the board look at what has been done so far with the planning for the *Arizona*
241 *Experience*. Woosley said once the meeting has happened with the Governor, she would prepare
242 a packet for the board.

243
244 **Publications** – Discussion and action, if any, regarding *The Journal of Arizona History*, and on
245 the development, production, and marketing of all publications issued or distributed by the
246 Society: Lacy said the committee met today. The winter issue of the journal is out and the spring
247 issue is with the designer. Staff is working to dispose of back issues of the journal. Dinges said
248 he is also working on digitizing back issues of the journal. There was discussion about electronic
249 publications and J-Store, who prepares digital versions of scholarly works and non-profit
250 organizations. Holm suggested marketing back issues of the journal on the internet using
251 bookfinder.com and to distribute them through the certified museums.

252
253 Action Item D was moved forward in the agenda. **Porter moved to expend \$2,450 from two**
254 **separate designated publication funds for the 4th printing of the Van Orden monograph,**
255 ***Geronimo's Surrender: The 1886 C. S. Fly Photographs*. Barrios seconded. Motion passed**
256 **unanimously.**

257
258 **Ad Hoc Committee on Museum Admission Fees** – Discussion and action, if any, regarding the
259 status of museum admission fees: Barrios said the committee met to look at raising admission
260 fees. They reviewed what other museums are charging and identified that AHS is on the low
261 end. Overall the committee did not want to raise the fees during bad economic times and because
262 attendance numbers are low, there was concern an increase could drop the numbers further.

263
264 Wade stated that admission fees should be reviewed on a regular basis so that too many years do
265 not go by.

266
267 **Ad Hoc Committee for Strategic Planning** – Discussion and action, if any, regarding the
268 Society's museums, plans, and programs: Wade said the committee met yesterday and would
269 work on bringing items to the board in order to analyze the AHS museums and review carefully
270 if the board should close a museum. The committee will explore privatization; revenue
271 enhancement; create a few worst case scenarios; and leverage relationships with the certified
272 museums to increase membership. Wade said the committee would determine how to produce a
273 better product.

274
275 Lacy reminded the members that the board is subject to the Open Meeting Law and that
276 members cannot discuss things between themselves. To avoid this requires members not to
277 "reply all" on email. He suggested that if a committee wants to discuss a certain subject that
278 those items be discussed within the agenda of a posted meeting.

279
280 **Brief Updates from Chapter Board Presidents**

281
282 **AHS-Rio Colorado:** Colvin said the chapter board changed their agenda format to limit reports
283 to five minutes, added a dinner, and a history tour. They are also forming committees. He said
284 the desert tours and garden talks are very popular and the majority of museum activity is from
285 people conducting archival research. Colvin said the chapter board would help distribute
286 journals and recruit members during the Arizona History Convention in April.

287

288 **AHS-Central:** Hartz announced the *Play Ball* exhibit opening February 18. The annual
289 historical photographs fair will be held on October 15, and has been submitted to be a sanctioned
290 Centennial event.

291
292 **AHS-Southern:** Scott said the chapter board has an ongoing project to raise funds to digitize the
293 photo archive. He announced there would be a tour of the collections before their February 8
294 chapter board meeting and invited all board members to join them.

295
296 **AHS-Northern:** Loven said the chapter board is in the process of doing some planning and that
297 their committees are moving forward. She noted the collaboration with Riordan Mansion State
298 Historic Park is going well. The Pioneer Museum has taken over the downtown tours from the
299 City of Flagstaff, which has brought increased visibility and revenues.

300

301 **Items Scheduled for Board Discussion and/or Action**

302

303 **Item A pertaining to Nominations:** Discussion and action, if any, regarding the appointment of
304 Mark Haynes to the Board was considered under the President's Report.

305

306 **Item B pertaining to Awards:** Discussion and action, if any, on whether the Society should
307 initiate an effort to recognize a Man and Woman of Arizona's Century Award (or an equivalent
308 title) in 2012 was considered under the Awards and Recognition committee report.

309

310 **Item C pertaining to Membership:** Discussion and action, if any, regarding the use of
311 Groupon.com to recruit members via a discount coupon was considered under the Membership
312 committee.

313

314 **Item D pertaining to Publications:** Discussion and action, if any, regarding a recommendation
315 to AHS Board of Directors regarding expenditure of Publications private fund to reprint the Van
316 Orden monograph, *Geronimo's Surrender: The 1886 C. S. Fly Photographs* was considered
317 under the Publications committee report.

318

319 **Announcements and other matters for consideration at future board meetings.**

320

321 The next meeting is scheduled for Friday, March 11, Tempe.

322

323 Chris Carroll said Utah proposed the Colt 1911 as their state gun. He suggested that Arizona
324 designate the Apache bow and arrow and that AHS could collaborate with the Heard Museum. It
325 was announced that the Centennial Commission had a special rifle that is being sold for \$3,000.

326

327 **Adjournment**

328

329 The meeting adjourned at 2:20 p.m.

330

331

332 Signed: _____ Date: _____

333 Michael Wade, President