

**The Arizona Historical Society
Board of Directors Meeting Minutes
June 12, 2009
Tempe, Arizona**

**Participated via Telephone*

Present

Wayne Anderson
Jim Babbitt, Treasurer
Frank Barrios, Secretary
Deanna Beaver
Marsha Bonham
Dan Chambers
Ted Cunningham
Jack Donnelly
John Driggs
Lynn Haak
Mark Haynes
Axel Holm
John Lacy
Julie Larson
Pat Loven
Susan Olberding*
Don Prior
Jim Ronstadt, President
Bill Schafer
Oscar Schraml, Vice-president
Cynthia Schroeder

Richard Shaw
Michael Urman
Michael Wade

Absent

George Hartz
Ralph Smith

Staff

Anne Woosley, Executive Director
Kim Bittrich, Controller
Bruce Dinges, Publications Div. Dir.
Roy Goodman, Membership Coordinator
Kyle McKoy, Education/Outreach Div. Dir.
Deborah Ortiz, Executive Assistant
Les Roe, AHS-Northern Div. Dir.
Deborah Shelton, AHS-Southern Div. Dir.
Peter Welsh, AHS-Central Division Director

Guests

Connie Anderson
Jim Bonham

1 **Call to Order**

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3 President Ronstadt called the meeting to order at 12:10 p.m.

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5 **Roll Call**

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7 Roll was taken and Ronstadt declared a quorum present.

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10 **Approval of Minutes**

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12 **Prior moved to approve the minutes of the March 13, 2009, and April 23, 2009, Board of**
13 **Directors meetings as presented. Larson seconded. Motion passed unanimously.**

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15 **Introductions**

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17 Ronstadt welcomed the guests and Woosley introduced staff.

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19 **Call to the Public**

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21 Ronstadt made a call to the public. None were heard.

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23 **History Note**

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25 Schraml provided a history note on behalf of Carol Brooks, Curator at AHS-Yuma, on A. J.
26 Eddy who is credited with creating the evaporative cooler in 1936.

27
28 **President’s Report**

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30 Ronstadt commented on the major budget issues and said there are serious discussions ahead.
31 He asked the Board to provide whatever support they could.

32
33 **Executive Director’s Report**

34
35 Legislative Activity – Woosley said AHS was working with the Joint Legislative Budget
36 Committee (JLBC) and the Governor’s Office of Strategic Planning and Budgeting (OSPB). She
37 said the JLBC’s proposed budget reduction for next fiscal year is \$287,000. She indicated that
38 AHS and other agencies were completely shocked by the Governor’s budget that has a budget
39 cut for AHS of \$487,000 for FY 2009-10. Woosley noted the same reduction would continue
40 over the following four years at which point AHS would be sunsetted by 2015. She said that
41 even the Governor’s senior staff gave no idea that this was being considered. Woosley said the
42 same cut is proposed for the Prescott Historical Society and the Commission for the Arts. After
43 hearing about the Governor’s proposal, she immediately contacted the AHS boards, Friends of
44 AHS, certified museums, support groups, the Coordinating Committee for History in Arizona,
45 Museum Association of Arizona, and the Friends of Arizona Archives. Woosley met with Tim
46 Bee, the liaison in the Governor’s Office in Tucson, Rep. Antenori, and others. She said there
47 was an editorial in the *Arizona Daily Star* and she was also interviewed by KVOA Channel 4 in
48 Tucson. John Langellier, Director of the Sharlott Hall Museum in Prescott, also mentioned AHS
49 in his article about the Prescott Historical Society in the local Prescott newspaper. Woosley

50 commented that it is very difficult to have a conversation with the Governor but there have been
51 visits with staffers. The last word from the Governor's office is that they are not trying to get
52 AHS out of state government but are trying to find a way for AHS not to need appropriated
53 dollars. They want to find a stable source for AHS, perhaps from lottery or heritage funds.
54 Woosley remarked that the message was to reassure AHS that the agency will not be sunsetted
55 but rather be supported in some other way. She said, however, there is nothing on paper that
56 indicates alternative funding would come to AHS. She stated that looking beyond fiscal year
57 2009-10, AHS would need clear strategies for the future and for achieving economic stability.
58 The current situation is a wake up call to get a better balance between appropriated and private
59 dollars.

60
61 Larson said yesterday on NPR, there was still discussion about eliminating the funding for AHS
62 in five years. Barrios said this year the state has stimulus funds that will not be available next
63 year so the budget would get worse in 2010-2011 for all state agencies. There was discussion.
64

65 Woosley said historical organizations are struggling against a lack of value in our culture. The
66 teaching of history has been removed at so many levels. Barrios said he does not see things
67 getting better at least for a few years. He said AHS has to change the model that it operates
68 under, somewhere between corporate and government. Beaver asked what other states are doing.
69 Woosley said most historical societies are supported by their state but even the Minnesota
70 Historical Society is getting pressure to cut its budget. She said that historical societies are being
71 challenged to raise private dollars. Larson said AHS is a state agency and an educational
72 institution and even though things are tough now, when things pick up AHS needs to fight to get
73 money back. Woosley reminded the board that two years ago, for just a brief moment, AHS got
74 back \$150,000 into the appropriations.
75

76 Woosley said AHS cannot sustain programming and facilities with private dollars. Right now
77 the appropriation is just over \$4 million of which \$1.3 million is the debt payment for the
78 Museum at Papago Park. The appropriation is needed to cover operations while private dollars
79 are used for programs and exhibits.
80

81 Woosley commented that she wants to devise a mechanism with the Board to develop strategies
82 for the future. Shaw said this could be an opportunity to do things that have been discussed over
83 the years.
84

85 **Report on Divisions**

86 AHS-Education

87 Woosley announced that the textbook, *The Arizona Story*, received an American Association for
88 State and Local History Award of Merit.
89

90 AHS-Publications

91 Woosley said 500 people attended the Arizona History Convention in Prescott. She reported that
92 Dinges is working on the next issue of *The Journal of Arizona History* and Kristie Miller's new
93 book, *A Volume of Friendship: The Letters of Eleanor Roosevelt and Isabella Greenway, 1904-*
94 *1953*, due out this fall. Woosley noted that Tina Lyon's book, *Zeckendorfs and Steinfelds:*
95 *Merchant Princes of the American Southwest*, had gone into second printing.
96
97
98

99 AHS-Central

100 Woosley said last month the museum participated in a special promotion in conjunction with Fox
101 Pictures and the movie *Night at the Museum*. They also hosted a special “Night at the Museum”
102 event with costumed interpreters.

103

104 Woosley said the museum recently held a lecture and one-day symposium, funded by a grant
105 from the Arizona Humanities Council on *Exhibiting Ourselves: Representing Cultures in*
106 *Museums and Cultural Centers*. This program brought together museum professionals, arts and
107 cultural organizers, students and the community to look at complicated issues associated with
108 culturally-specific museums and centers. Woosley said this kind of symposium provides
109 programming discussions that are needed for museums to reinvent themselves and to create
110 exhibits that are sensitive to diverse cultures.

111

112 AHS-Southern

113 Woosley announced that AHS is interested in obtaining the archives of the *Tucson Citizen*
114 newspaper. It started in 1870, was the first newspaper in Tucson, and closed in March, 2009.
115 Woosley noted the archives represent the growth of the communities and the State of Arizona.
116 Along with the Beuhman photograph collection, the newspaper archives represent the
117 development of Tucson as a modern community.

118

119 Woosley said AHS is partnering with Channel 11 in Tucson on their “Today in Arizona
120 History.” Staff provides images and historical facts from the collections that are posted during
121 the evening news. Woosley noted this is a good way to promote the archives.

122

123 AHS-Northern

124 Woosley said the annual Wool Festival was held in Flagstaff this past weekend and was a huge
125 success. Roe reported that it was attended by 1,200 people with activities that included a herding
126 demonstration, Navajo weavers, and fiber guilds.

127

128 AHS-Rio Colorado

129 Woosley said the division recently hosted a golf tournament fundraiser.

130

131 **AASLH Business** – Woosley said AHS had been asked to be the coordinator of the
132 sesquicentennial national commemoration of the Civil War in 2015. She reported that AHS
133 would be part of a National Endowment for the Humanities grant and offer a combination of
134 workshops, public events, and speakers. Woosley commented on what an honor this was for
135 AHS. It recognizes the work AHS has been doing, the depth of the collections, publications, the
136 textbook, and staff. She stated that the grant would be large enough to pay for the additional
137 staff necessary to work on the project.

138

139 Woosley reported that the **Phoenix Museum of History** Board elected to merge with the Science
140 Center. Barrios said there was major discussion before the decision was made and there were
141 strong votes for the Science Center. Driggs said the issue is not over because both buildings are
142 owned by the City of Phoenix and are in the Parks Department but there are two levels of
143 control. He met with Parks officials who stated that the issue is not closed because the City of
144 Phoenix will weigh in on the decision in a dominate way. Driggs said nothing would happen
145 without the approval of the Parks Board. He requested that this topic be on the agenda at the
146 board meeting in August. Driggs said the Phoenix Museum of History was built with bond funds
147 and cannot be used for anything other than history. He thinks that by the end of the year the

148 Science Center would approach AHS for an equal partnership.

149

150 **Committee Reports**

151

152 **Awards and Recognition** – No report.

153

154 **Collections** – No report.

155

156 **Development** – Wade said he would be in touch with the Board regarding the development plan.
157 He said the committee would meet soon to revisit the plan and seize the moment for AHS to
158 reinvent itself.

159

160 **Executive/Personnel** – No report.

161

162 **Exhibits & Education** – No report.

163

164 **Community Outreach** – Cunningham reported the Outreach program was in a transitional
165 period due to the retirement of Jim Turner. He indicated that Woosley, Ortiz, and other staff are
166 covering the duties of the vacated position. The grants applications were mailed on schedule to
167 the certified museums.

168

169 **Finance** – Babbitt said the committee met today. He thanked Bittrich, AHS Controller, for
170 reviewing the financial reports with the committee. He said that Woosley provided an overview
171 of the current budget situation and long-term, the trend is not going to improve and AHS needs
172 to find a new model. Babbitt said after the budget is settled the Finance and Development
173 committees would need to meet.

174

175 **Governance & Policy** – Shaw invited the board to read the paper he wrote for the Arizona
176 History Convention about AHS. Lacy suggested that he present his paper at a future board
177 meeting as the history note.

178

179 **International Affairs** – No report.

180

181 **Legislative Affairs** – Prior reminded the Board to continue contacting the Governor and
182 legislature regarding the proposed AHS budget. He said board members should talk with others
183 about AHS in their local communities, societies, and others they know with an interest in history.

184

185 **Membership** – Barrios said the committee met today. He reviewed the monthly membership
186 report that shows a drop of 250 members compared to last year at this time. The committee
187 discussed the Centennial and how they might use those dollars to improve membership and
188 highlight AHS. One suggestion was a special Centennial journal using funds from the
189 Centennial Commission. He said the committee would put forward ideas regarding how AHS
190 can appeal to members for their meeting in August. Babbitt noted that the Centennial
191 Commission funding had been swept. Lacy said rather than membership numbers, AHS should
192 look at revenues. He suggested that coordination is needed by the chapters with more of a focus
193 at the local levels. Lacy suggested non-board appointments on the Membership committee.
194 Barrios said the committee had discussed having chapter presidents on the committee or at least
195 a representative from each chapter.

196

197 **Nominating** – Beaver asked the board to please submit their recommendations for 2009-10
198 officers for the committee’s consideration. She noted that she and Ronstadt would term off this
199 year. Currently, Schraml is serving as Vice-president, Barrios as Secretary, and Babbitt as
200 Treasurer.

201
202 **Property & Building Management** – Ronstadt announced that he had appointed Urman as
203 committee chair.

204
205 **Publications** – Haak deferred to the action items A and B. She provided an overview of the
206 book project *Esperanza Means Hope*. The project started about ten years ago with a grant that
207 funded the 1870s exhibit in Tucson as well as the book. This children’s literature book,
208 *Esperanza Means Hope*, is a historical novel geared towards mid-level readers. It includes
209 historical data about Tucson in 1876 set in a fictional story of a young Hispanic girl.

210
211 **Haak moved that the book, *Esperanza Means Hope*, be approved for AHS publication.**
212 **Beaver seconded.** There was discussion. Haak indicated that the production cost for the project
213 is about \$20,000, and that the number of the copies had not been determined. Dinges said AHS
214 typically produces 1,000 copies. **Motion passed unanimously.**

215
216 Haak reported that the Publications Division has a revolving fund of \$120,000. **Haak moved**
217 **that \$15,000 per fiscal year for the next two fiscal years be used to pay for the Publications**
218 **space in Administration. Barrios seconded. The motion passed unanimously.**

219
220 **Ad Hoc Committee for Strategic Planning** – No report

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222 **Ad Hoc Committee for the Arizona History Museum at Rio Nuevo** – Lacy recommended
223 disbanding the committee. He said the staff did good work on the project and there is a product
224 available when the project can again move forward. Lacy said the committee could be
225 resurrected when necessary.

226
227 **Items Scheduled for Board Discussion and/or Action**

228
229 A. **Discussion and action** regarding the Education and Outreach Division book, *Esperanza*
230 *Means Hope*, was considered under the Publications Committee report.

231
232 B. **Discussion and action** regarding use of the Publications Division private revolving funds
233 was considered under the Publications report.

234
235 C. **Beaver moved to approve the Historical League, Inc., request to use the Alchemist**
236 **symbol as the logo for AHS and as a watermark on the Historymaker’s oral histories pages**
237 **on the Historical League, Inc. website. Lacy seconded. Beaver added that AHS should be**
238 **recognized. Barrios agreed. There was discussion regarding whether or not AHS holds a**
239 **patent on the logo.**

240
241 **Announcements and Other Matters for Consideration at Future Board Meetings**

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243 Shaw said AHS is not a registered name and that the Governance Committee should meet about
244 this.

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Adjournment

The meeting adjourned 1:55 p.m.

Signed: _____ Date: _____
 Jim Ronstadt, President