

**The Arizona Historical Society
Board of Directors Meeting Minutes
Friday, March 11, 2011
Tempe, Arizona**

(Some members participated by telephone.)

Present

Frank Barrios, Vice-president
Marsha Bonham
Ted Cunningham
Jack Donnelly
Lynn Haak
Mark Haynes
Hal Herbert
Axel Holm (telephone)
John Lacy
Julie Larson, Secretary
Pat Loven
Susan Olberding
Mary Parker
Bill Porter
Don Prior
Cynthia Schroeder, Treasurer (telephone)
Greg Scott
Richard Shaw
Michael Urman
Michael Wade, President

Staff

Anne Woosley, Executive Director
Bill Ponder, Chief Administrative Officer
Roy Goodman, Membership Coordinator
Kyle McKoy, Educ. and Outreach Div. Dir.
Deborah Ortiz, Executive Assistant
Les Roe, AHS Northern Division Director
Seth Willey, AHS Events Manager
Peter Welsh, AHS-Central Division Director

Absent

Jim Babbitt
Chris Carroll
Craig Colvin
John Driggs
Art Fox
George Hartz
Colleen Mathis
Michael Urman

1 **Call to Order**

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

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5 **Roll Call**

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7 Roll was taken and Wade declared a quorum present.

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9 **Approval of Minutes**

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11 **Lacy moved to approve the minutes of the January 28, 2011, Board of Directors meeting. Prior**
12 **seconded. Motion passed unanimously with one correction.**

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14 **Introductions**

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16 Parker introduced Historical League member Norma Hinton.

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18 **Call to the Public**

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

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22 **President's Report**

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24 Wade announced that Colleen Mathis had been selected to chair the Arizona Redistricting Committee.

25
26 Mary Parker said the Historical League's publication *Arizona Recollections and Reflections* is for sale
27 for \$40, and individual names can be inscribed on the front cover for an additional \$15. Wade
28 commented that the Historymaker's Gala was a great success, that the board should review the new
29 member orientation document and AHS membership by county report that were emailed. He indicated
30 that a report is forthcoming that describes AHS properties.

31
32 Wade remarked that he would contact the chapter boards to discuss what they have found to be
33 successful for their programs.

34
35 Wade referenced Stephen Covey's observation that the main thing is to keep the main thing the main
36 thing and asked that work be conducted in a way where everything connects and supports; e.g., the
37 work of the Collections Committee can support that of the Development Committee and vice-versa.

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39 Follow-up Items

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41 *Follow-up report from staff on the charging of non-members for the use of AHS libraries:*

42 Woosley said the library staff provided Wade with a report outlining ideas for charging non-AHS
43 members use of the library: a membership level for library patrons; access through paid museum
44 admission; or requiring an AHS membership. She noted this was difficult for library/archive staff since
45 the library ethics credo states that libraries are accessible and free to all. Woosley noted that if there is
46 a charge to use the libraries, AHS would not be eligible to apply for some grants. Lacy is concerned
47 about the legalities and Arizona statutes. He encouraged the board to pursue revenue streams generated
48 through reproduction fees and research assistance. Porter said the Mohave Historical Society has a
49 state of the art library facility and they did what Lacy has suggested for free access to the library but

50 with fees for research assistance and photo/map reproduction. There was discussion. Woosley stated
51 that all AHS patrons require staff assistance to access documents for their research, with inquiries also
52 received by email and telephone. She noted that AHS already charges for reproductive services and
53 photocopying.

54
55 **Porter moved that AHS not charge non-members for library use, but that staff submit a**
56 **proposal to the board within 90 days regarding charges to be levied on all users for various**
57 **forms of assistance. Lacy seconded.** There was discussion regarding the difference between
58 retrieving documents versus doing research. Ponder stated the AHS libraries currently follow a
59 schedule that over the counter requests are free but anything extensive requires a fee. **Motion passed**
60 **unanimously.**

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62 *Follow-up report from staff regarding the use of Groupon.com for membership recruitment:*
63 Discussed under the Membership committee report.

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Executive Director's Report

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67 Woosley said the main focus continues to involve the Arizona Experience (Centennial museum). It is
68 a very forward looking project that starts with the Five Cs but quickly moves into featuring the
69 Arizona we want for the future. Woosley noted that AHS must be patient over the next 12-18 months
70 because this project is moving outside the usual processes and is directed by the Governor's office,
71 Centennial Foundation, and Arizona Department of Administration. Meetings with the architects and
72 designers are held twice a month. Fundraising is very active and to date \$10 million has been raised
73 toward a fundraising goal of \$30 million. She stated that what was the Mining & Mineral Museum,
74 would close June 1 and the architectural work on the facility would begin October 1. Woosley
75 commented that there are some highly vocal individuals who do not wish the Mining & Mineral
76 Museum to close and are broadcasting misinformation and aspersions against the Governor, agency
77 and herself. Staff and volunteers in the museum encourage the public to contact the Governor and
78 Secretary of State to voice their grievances. A protest march that some Mining & Mineral volunteers
79 and staff organized is planned for March 15.

80

81 Woosley met with Governor Rose Mofford regarding her personal collection that is housed at the
82 Mining & Mineral Museum. Mofford wishes to sell the collection to raise money to put into an account
83 at the Arizona Community Foundation to support transplant patients who are no longer covered by the
84 Arizona Health Care Cost Containment System (AHCCCS).

85

86 By way of update and information, Woosley stated that the Arizona Department of Administration had
87 changed some of its processes necessitating additional staff time. She requested patience from board
88 members during this period of adjustment.

89

90 Woosley announced the Southern Arizona Chapter Board approved \$10,000 to support redesign of the
91 AHS website, to include online membership renewal and the ability for chapters to have e-newsletters.

92

93 Woosley said she attended the American Association for State and Local History (AASLH) Leadership
94 Council (the governing board of AASLH) meeting. During a discussion of museum membership
95 trends, it was learned that surveys indicate a decline of 25%-60% nationwide. The next AASLH
96 council meeting will be hosted in Tucson, June 17-19. Board members were invited to contribute to
97 the opening dinner since AHS funds cannot be used.

98

99 Woosley indicated the Charles O. Brown House in Tucson is in need of much repair and that AHS is
100 working with the City of Tucson. The Douglas Williams House requires major repair and although
101 staff have done what they can, its condition is poor.

102
103 Woosley announced that Marilyn and John Henderson donated their collection of Yavapai-Apache
104 baskets to AHS and that selected examples will be on exhibit in Tempe later this March.

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Five Minute Update

108 Arizona History Convention – Lacy said the convention programs are available and he encouraged that
109 hotel reservations be made soon.

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Committee Reports

113 **Awards and Recognition.** Discussion and action, if any, regarding AHS awards and recognition.
114 Lacy said the committee met today to consider *Al Merito* nominations. He said it is the highest award
115 made by AHS and approved by the board. Announcement of the award is kept in strict confidence
116 until it is announced at the Arizona History Convention *Al Merito* Luncheon on Friday, April 29. Lacy
117 announced to the board the committee’s unanimous recommendation for this year’s recipient (the
118 minutes of the April 28, 2011, Board of Directors meeting will reveal the name of their
119 recommendation).

120

121 **Barrios moved to approve the named recipient for the 2011 *Al Merito* Award. Porter seconded.**
122 Lacy commented the committee did note the continued absence of a wide-range awards program and
123 that they would pursue a regional program that had been promoted a few years ago. **Motion passed**
124 **unanimously.**

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126 **Collections.** Discussion and action, if any, regarding AHS collections and archives. Olberding reported
127 the committee met today and recommended items for deaccessioning.

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129 **Porter moved to approve deaccessioning of the World War II German Podium Banner Flag;**
130 **World War II German Helmet; World War I Pickelhaube; Weimar Flag; and Ford Edsel**
131 **automobile. Holm seconded. Motion passed unanimously.** Olberding said the decision for how the
132 items will be deaccessioned is made by staff, with every effort for the German military pieces to be
133 placed with the appropriate entity. She noted the Edsel would be put to auction and that monies raised
134 from the auction would go to the collections fund at AHS-Central. Olberding encouraged the board to
135 read the AHS Code of Ethics. There was discussion about conflicts of interest and the new guidelines
136 for 501(c)(3) organizations that needs to be looked into further. Olberding said the committee has
137 requested staff to compile a list of items in their collections that need conservation. The committee will
138 consider what can be done to preserve them.

139

140 **Community Outreach.** Discussion and action, if any, regarding AHS policy and practices regarding
141 county and local organizations. Cunningham said past board member Wayne Anderson would serve
142 on the committee as a non-board appointment. He reported that certified museums are required to
143 submit annually a certification form and to date 42 of 71 have responded. The museums cannot apply
144 for a grant without submitting this document. He said the committee would assist staff by contacting
145 those who have not responded. Cunningham reported there is \$35,000 available for the 2011-12 grant
146 cycle with additional support from the Arizona History Convention and Bill Porter. He said there is
147 nothing more at this time to report on offering workshops for the certified museums. He did note the

148 Graham County Historical Society sent a letter to AHS thanking Laraine Daly Jones, AHS Collections
149 Manager, for talking with their board about museum collections. Lacy said the first part of the Arizona
150 History Convention includes seminars and perhaps they could be offered to certified museums at a
151 reduced cost or for free.

152
153 Porter noted the Membership committee would be looking at the Affiliate membership category and
154 recommend to the Outreach committee that certified museums be required to have an Affiliate
155 membership with AHS to be certified. He reported that of the 71 certified museums, five have an
156 Affiliate membership. There was discussion. Cunningham commented that AHS should not be seen as
157 competition with the certified in their own communities.

158
159 **Development.** Discussion and action, if any, on AHS actions regarding fund raising, including goals,
160 plans, strategies, policies and procedures for soliciting funds. Wade presented Hartz's report in his
161 absence. It was noted that AHS needs to avoid conflict with Centennial fundraising and that chapters
162 and AHS need to avoid internal conflict when fundraising. Hartz wants the committee to move
163 forward with a legacy program and would like to utilize 501(c)(3)'s.

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165 **Executive/Personnel.** Discussion and action, if any, on personnel practices and procedures. No report.

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167 **Exhibits & Education.** Discussion and action, if any, regarding the exhibit and educational programs
168 of the Society. Larson said the committee has been looking for ways to reach the community and
169 educate the public. She said they discovered that what they want to do is already being done. Larson
170 read a document of the current Education division programs (see attached). Larson indicated that AHS
171 wants students in the museums but there is no school funding for transportation. She said the Title 1
172 schools are low-income schools and they need help to get grants, which would bring their students into
173 the museums. Larson said the board needs to be aware of everything AHS is doing and requested that
174 Education provide an overview of AHS programs at a future meeting.

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176 **Finance.** Discussion and action, if any, regarding the financial policies, budget, and finances of the
177 Society. Ponder referenced the 1107 funds and AHS overall financial reports for month ending
178 January 2011. Ponder said the committee requested a new report format that shows revenues and
179 expenditures so they could be compared by museum to see the strengths of the museums for generating
180 income. He noted each museum has different strong points exemplifying that AHS-Central's major
181 income is from facility rentals; AHS-Flagstaff has strong admissions, programs, and sales revenues;
182 the Riordan State Historic Mansion strengths are their admissions. Ponder said the committee wants to
183 look at forging relationships with other committees where there is relevance, such as Membership and
184 Development.

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186 **Governance & Policy.** Discussion and action, if any, regarding modifications to the Society Bylaws
187 and Policies; review of Chapter Charters and Chapter Bylaws; and/or evaluation of State of Arizona
188 Audits and Reports that involve the Society's governance or organizational structure. Shaw said that
189 within the strategic plan are the bylaws and policies and that they must reflect the organizational
190 objectives. He said the bylaws need to be reviewed to look at how many board members should be
191 required and from which counties. Shaw commented that the policy manual is not complete and that
192 assistance is needed for this project.

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194 **International Affairs.** Discussion and action, if any, regarding international activities that would be
195 beneficial to the Society, and that are consistent with the Society's mission. No report.

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Legislative Affairs. Discussion and action, if any, regarding all aspects of legislative matters. Prior said Wade, Woosley, and he met recently with Jim Norton, AHS Legislative Liaison. During the discussion, the agency's position was thoroughly reviewed and no special action is required at this time.

Membership. Discussion and action, if any, regarding the recruitment of new members and the generation of membership renewals. Porter said the committee reviewed memberships by county and were concerned that AHS has a membership of 1,600 in a state of 5 million people, with a greater number of AHS members from other states than from some counties in Arizona. He said of the 4,800 visitors that have visited the Museum at Papago Park so far this year, only twenty-one were members. He commented the Mohave Historical Society averages about 23,000 visitors a month. Porter reviewed the feasibility of Groupon for AHS (see attached). There was discussion about the legal issues regarding contracts with the State of Arizona and due diligence. Cunningham expressed concern about litigation involving Groupon.

Porter said the committee recommends staff proceed with working out a program with Groupon, starting first in Maricopa County for admission not membership. The offer would be 1/2 price admission to the Museum at Papago Park. The committee would propose that each Groupon patron receive a packet when they visit the museum that would include *The Journal of Arizona History*. The second step would be to later offer discounted memberships.

Porter said the committee is working on a partnership with the certified, offering AHS patrons information about the certified museums and providing AHS membership packages to the members of the certified museums. He commented the key to both Groupon and partnering with the certified museums are renewals. Porter said the committee thinks the idea of a board retreat is important and they would participate. They are also pleased to hear that membership renewal would be available on the new website. There was discussion. Barrios remarked that retaining current members is also important and he wants to see the chapter boards actively involved in the Arizona Centennial. He said the Arizona Centennial Commission has a Power Point presentation that he is willing to take anywhere in the state along with AHS membership brochures.

Porter moved that staff be instructed to proceed to negotiate a program with Groupon centered either on discounted admission or discounted membership as an experiment. Loven seconded. There was discussion. **Motion passed with two voting no.**

Nominating. Discussion and action, if any, regarding membership nominations for vacant positions on the Board of Directors. Schroeder reported that she had provided Wade with the names of potential board members for current vacancies in the outlying areas.

Property & Building Management. Discussion and action, if any, regarding matters relating to all Society property, including acquisition, management, renovations, repair, and disposition of real properties and improvements. Woosley said AHS-Flagstaff is requesting an increase in museum admission fees to a flat rate of \$5 with children younger than age 14 admitted free. Roe provided an overview of the visitation patterns at the Pioneer Museum and projects the rate change could increase annual revenues by \$4,000-\$6,000. In response to a question, Roe remarked the Pioneer Museum and Riordan State Historic Mansion both promote each other and that they are working on a joint admission package.

245 **Barrios moved to approve the admission change for the Pioneer Museum to a flat \$5. Porter**
246 **seconded. Motion passed unanimously.** It was determined there was no motion for this action on the
247 agenda. **Porter moved to rescind the motion to approve the admission change for the Pioneer**
248 **Museum to a flat \$5. Barrios seconded.** The motion was deferred to the next meeting.

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250 **Publications.** Discussion and action, if any, regarding *The Journal of Arizona History*, and on the
251 development, production, and marketing of all publications issued or distributed by the Society. Haak
252 reported the next issue of *The Journal of Arizona History* is at the printer and the 4th printing of
253 *Geronimo* 4th is available.

254
255 **Ad Hoc Committee for Strategic Planning.** Discussion and action, if any, regarding the Society's
256 museums, plans, and programs. Wade said the committee is looking at big picture issues such as how
257 the AHS-Tempe museum could be transformed. He said the Central Arizona Chapter and Hartz have
258 proposals that would be studied further. Wade said although the museum is viable in its current
259 structure consideration should be given to what can be done to give it additional uses and bring in other
260 entities such as the City of Tempe. From the floor, Susan Dale commented that she is concerned about
261 the closing of the Mining & Mineral Museum. Woosley explained that AHS had been given a directive
262 by the Governor and AHS is proceeding along the lines given by the Arizona Centennial Commission.

263 264 **Brief Updates from Chapters**

265
266 Craig Colvin, Rio Colorado Chapter Board President – no report.

267
268 George Hartz, Central Chapter Board President – Speaking on behalf of Hartz, Wade invited the board
269 to visit the *Play Ball* exhibit. He announced the Arizona Historical Photographs Fair will be held on
270 Saturday, October 15.

271
272 Susan Olberding, Northern Chapter Board President –Olberding said the museum now has a retired
273 teacher who conducts the school tours. The popular downtown history tours will begin again in spring.

274
275 Greg Scott, Southern Chapter Board President – Scott shared that the Father Kino statue had been
276 refurbished and its rededication and lecture program went very well. He announced that Woosley
277 would be one of the authors presenting at the Arizona Book Festival in Tucson, March 12-13. Scott
278 noted the chapter board hosted a membership table at the Kino lecture and would also do so at the
279 Centennial Park event on April 2 in downtown Tucson. He announced the chapter board is planning a
280 fundraiser in October.

281 282 **Items Scheduled for Board Discussion and/or Action**

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284 Item A pertaining to Awards: Discussion and action, if any, regarding authorization of the *Al Merito*
285 award was considered under the Awards and Recognitions committee report.

286
287 Item B pertaining to Collections: Discussion and action, if any, on the recommendation of the
288 Collections Committee for items to be deaccessioned was considered under the Collections committee
289 report.

290 291 **Announcements and other Matters for Consideration at Future Board Meetings**

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293 Next meeting – Thursday, April 28, 12:00 p.m. at the Yuma City Hall.

294
295 Arizona History Convention – April 28-May 1, 2011, Hilton Gardens Inn/Pivot Point Conference
296 Center, Yuma.

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Adjournment

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300 The meeting adjourned at 2:45 p.m.

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304 Signed: _____ Date: _____

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Michael Wade, President