AGENDA ITEM 13a

DATE 3-5-09

Tempe

# Minutes
# Historical Museum Advisory Board
# January 8, 2009

**Minutes of the Historical Museum Advisory Board held on January 8, 2009, 9:00 a.m., at the Tempe Historical Museum Board Room, 809 E. Southern Avenue, Tempe, Arizona.**

**Board Present:**
Gail Fisher, Chair
Jean Berry
Anne Chandler
Betty Enz
Lisa Roach, Vice Chair
**Board Absent:**
Dan Killoren
Robert McKinley
Frank Schmuck
**City Staff Present:**
Amy Douglass, Museum Administrator
Jerri Copenhaver, Administrative Assistant
**Guest Present:**
Victor Linoff

**Meeting convened at 9:05 a.m.**
**Chair Gail Fisher** called the meeting to order.

**Agenda Item 1 – Consideration of Meeting Minutes**
**MOTION: Betty Enz moved to approve the minutes of November 6, 2008.**
**SECOND: Lisa Roach**
**DECISION: Carried unanimously.**

**MOTION: Betty Enz moved to approve the minutes of December 4, 2008.**
**SECOND: Jean Berry**
**DECISION: Carried unanimously.**

**Agenda Item 2 – Communications**
- **Dr. Amy Douglass** reported that the **Muslim Advisory Committee** that worked with the museum staff to create the exhibit, *Jewel in the Desert: Getting Acquainted with Our Muslim Neighbors,* was selected to receive a City of Tempe Diversity Award.
- She said the award would be presented to them at the MLK Diversity Awards Brunch on January 19.

**Agenda Item 3 – Museum Renovation**
**Dr. Amy Douglass** gave an update on the **museum renovation** project.
- She said the exhibit design firm, **Gyroscope**, is working on detailed design drawings and is tweaking the exhibit design based on staff input.
- They are primarily focusing on the children's gallery, at this time.

- The general contractor will be providing the guaranteed maximum price for the renovation project at the next project team meeting on January 28.
- The demolition is scheduled for the beginning of April, but the museum will be closed to the public at the end of January to prepare for the demolition.

**Agenda Item 4 – Museum "Tag Line"**

**Dr. Amy Douglass** reported on the progress of developing a new **tag line,** logo and name for the museum.

- She said the museum staff would like to change the museum's name to *Tempe History Museum*. This would require a formal recommendation by the Board and approval by the City Council.

**MOTION: Lisa Roach moved to change the name of the museum to Tempe History Museum.**
**SECOND: Jean Berry**
**DECISION: Carried unanimously.**

- **Dr. Douglass** distributed copies showing four concepts for a new museum logo. She asked the Board to indicate which one they preferred.
- The Board discussed the logos and each of them marked the one they liked best.
- **Dr. Douglass** said she feels it is time to select a **tag line** for the museum.
- She said she has been studying multiple **tag lines** that are being used commercially. Most of these use short, declarative sentences.
- After studying the suggestions of the focus groups and much staff discussion, **Dr. Douglass** said the finalist is: *Explore the Past. Discover Our Community.*
- After discussion, the Board unanimously recommended a shortened version: *Explore the Past. Discover Community.* They asked to see that **tag line** incorporated with the logo, before making a final decision on the logo.

**Agenda Item 5 – Post Renovation Opening Event Planning**

**Dr. Amy Douglass** said a committee needs to be formed to begin planning the museum's **opening event** and asked if anyone would be interested in serving on the committee.

- **Anne Chandler** and **Chair Gail Fisher** volunteered, with the provision that the committee's meetings are held in the evening.
- **Ms. Fisher** said that the **Tempe Historical Society (THS)** also needs to be involved with the committee. **Betty Enz** will ask for a volunteer from the **THS Board**.

**Agenda Item 6 – Board Standing Committee and Representative Reports**

**6A Petersen House Endowment Committee**

**Jean Berry** reported on the **Petersen House Endowment** fundraisers that were held during the *Danish Christmas at the Petersen House.*

- The proceeds from the sale of children's books by author **Judy Lee Aguiar** were $236.
- The amount raised by the sale of Danish *papir klip* (cut paper) ornaments was $148. There is still an inventory of ornaments, valued at $741, which can be sold in the future.
- The Board discussed ideas for improving the sale of ornaments next year.

**6B Public Programs Representative**

**There was no report.**

**6C Policy, Procedures and Accessions Representative**

**Anne Chandler** read a **Policy, Procedures and Accessions Committee** report for December.

- There are currently eight provisional deposits.
- No new provisional deposits were received and there were no new loans or accessions.

**6D Historic Preservation Representative**

In **Dan Killoren's** absence **Chair Gail Fisher** asked **Victor Linoff** to comment on the **Historic Preservation Commission's (HPC)** meeting on December 11.

- The **HPC** is continuing to move through the historic designation process for the **Braun-**

**Gutierres House.**

- **Mr. Linoff** indicated that the **HPC** would be meeting again that evening.
- He mentioned some of the items that were on the agenda, including a presentation of the *Tempe South Corridor Transit Study* and its potential impact on historic properties.

**6E Tempe Historical Society Representative**

**Betty Enz** reported on the **Tempe Historical Society's (THS)** recent and upcoming activities.

- **Ms. Enz** said that the **THS** *Lunch Talk* on January 14 will feature Chautauquan **Judy Nolte Temple** as author Mary Austin.
- She said the **THS Board** would have a retreat at the new Tempe Transportation Center in March.
- **Ms. Enz** said the reception in December, for the *Larry Campbell Tree of Lights* fundraiser, was well attended.

**6F Diversity Awareness Representative**

**Dr. Amy Douglass** said that the African American Advisory Committee met on December 12.

- **Mayor Hugh Hallman** attended the meeting and a photograph was taken with him and the committee members.
- **Dr. Douglass** said the photo appears in the current issue of *Time Lines*, the museum's newsletter.

**6G Oral History Representative**

**Lisa Roach** reported that she attended the **Oral History Committee** meeting in December.

- She said the committee is close to finalizing their formal list of interview questions.
- **Ms. Roach** said the committee would have another meeting on January 13.

**Agenda Item 7 – Board Announcements**

There were no board announcements.

**Agenda Item 8 – Future Agenda Items**

- Budget update by **Tom Canasi**, Community Services Manager

The Board's next meeting will be February 5, 2009.

**Meeting adjourned at 10:04 a.m.**

Prepared by: Jerri Copenhaver

Gail Fisher

Gail Fisher
Chair, Tempe Historical Museum Advisory Board