

Minutes Historical Museum Advisory Board February 5, 2009

Minutes of the Historical Museum Advisory Board held on February 5, 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
Dan Killoren
Robert McKinley
Lisa Roach, Vice Chair
Julie Symopoulos

Board Absent:

Frank Schmuck

City Staff Present:

Tom Canasi, Community Services Manager
Adrienne Richwine, Deputy Community Services Manager, Cultural Services
Amy Douglass, Museum Administrator
Jerri Copenhaver, Administrative Assistant
Dawn Coomer, Senior Transportation Planner

Guests Present:

Jerri Horst, Metro
Victor Linoff
Marc Soronson, Metro

Meeting convened at 9:04 a.m.

Chair Gail Fisher called the meeting to order.

Agenda Item 1 – Consideration of Meeting Minutes

MOTION: Lisa Roach moved to approve the minutes of January 8, 2009.

SECOND: Betty Enz

DECISION: Carried unanimously.

Agenda Item 2 – Communications

- **Chair Gail Fisher** introduced **Julie Symopolous**, a new Board member.
- **Ms. Symopolous** said she is a fourth-generation Arizona native who has lived in Tempe for about 20 years. She has undergraduate and graduate degrees in international business from Thunderbird School of Global Management.
- **Jerri Copenhaver** distributed updated copies of the Board committee and Board member lists and asked the Board to let her know if there were any errors.

Agenda Item 3 – Tempe South Corridor Mass Transit Study – Dawn Coomer and Metro staff

Dawn Coomer, Senior Transportation Planner, said the **Tempe South Corridor Mass Transit Study** is being conducted to study future connections to the light rail from south Tempe. The study has been ongoing for a little over a year.

- **Ms. Coomer** introduced **Marc Soroson** and **Jerri Horst**, **Metro** staff members. They distributed packets of the information that was included in their PowerPoint presentation.
- **Mr. Soroson** gave information on possible transit routes, transit options, and preliminary station locations.
- He explained the analysis process that is being used to select the locally preferred alternative for providing connectivity to light rail, Arizona State University, and downtown Tempe.
- **Ms. Horst's** portion of the presentation used maps that showed the historic resources within the area being studied and how the transit alternatives could potentially impact them.
- **Mr. Soroson** and **Ms. Horst** solicited the Board's comments and questions.

Agenda Item 4 – Fiscal Impacts to Museum's Operating Budget – Tom Canasi

Tom Canasi, Community Services Manager, reported on the budget impacts, as a result of the current economic situation.

- The Community Services Department has been told to reduce their salary budget by \$1.6 million between now and June 30, 2010. This is 21% of the department's benefited staff.
- There will also be a 10.78% cut to the department's operating budget for fiscal year 2009-2010. Additionally, there are proposed reductions for fiscal year 2010-2011 that may be offset by program revenue.
- There will probably be one full-time curator and one half-time museum aide eliminated from the museum. The museum is also losing operational dollars.
- The museum and library renovations will not be impacted, because they are being funded by bonds.

Agenda Item 5 – Museum Renovation

Dr. Amy Douglass gave an update on the **museum renovation** project.

- The museum is now closed to the public, except for the lobby. Research and other requests for services are available by appointment.
- There is a lot of work going on behind the scenes in the areas that will be affected by the construction.
- The museum staff met with the architect and the contractor on February 4. The contractor is still working on a guaranteed maximum price (GMP) for the project. The GMP cannot be finalized until bids are received for the exhibit work, but it should be ready for review on February 18.
- March 26 is the target date for seeking the City Council's approval of the construction contract and GMP. If that is approved, at that time, construction could begin by mid-April.

Agenda Item 6 – Museum "Tag Line"

Dr. Amy Douglass reported on the progress of the museum's new **tag line**, name and logo.

- She reminded the Board that they approved the new **tag line**, *Explore the Past. Discover Community*, at last month's meeting.
- **Dr. Douglass** said the City Council still needs to approve, *Tempe History Museum*, as the new name.
- She said the logo concepts, which the Board reviewed at the last meeting, were shown to the museum staff and the architect for the museum renovation. The architect thought a more modern logo might be a more appropriate match to the new museum entry facade.
- **Dr. Douglass** said that **Martha Garner**, a graphic designer with the city's Community Relations Department, has offered to work on the logo.
- She said **Nikki Ripley**, Tempe's Communication and Media Relations Director, and **Mary**

Fowler, the employee that handles Cultural Services' public relations, are working to create a marketing strategy for the museum's reopening. They plan to link the museum and library renovation projects, for marketing purposes.

- **Dr. Douglass** spoke to the City staff that create the programs for Tempe 11. They are interested in including the museum renovation in an upcoming episode of *Tempe 411*.

Agenda Item 7 – Post Renovation Opening Event Planning

Dr. Amy Douglass said the committee can begin meeting to plan the museum's **opening event** once the marketing strategy has been completed.

- **Betty Enz** said that **Mary Ann Kwilosz** will be the Tempe Historical Society's representative on the committee.

Agenda Item 8 – Board Standing Committee and Representative Reports

8A Petersen House Endowment Committee

Dr. Amy Douglass said she would like to work on building the **Petersen House Endowment** to a level that would sustain and support the educational programming at both the Petersen House and the museum.

8B Public Programs Representative

Lisa Roach reported that the **Public Programs Committee** met on February 3.

- She said they are working on fine-tuning the proposed **public programs**, their descriptions, titles and costs.

8C Policy, Procedures and Accessions Representative

Anne Chandler read the **Policy, Procedures and Accessions Committee** report for January.

- During January, one loan and six provisional deposits were received. There are currently 15 provisional deposits.
- **Ms. Chandler** also read portions of the 2008 annual report for the collections area. The report gave the yearly statistics and indicated that the main goal for the year continued to be the reduction of the backlogged provisional deposits.

8D 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 January 8.

- They had also received the presentation about the *Tempe South Corridor Transit Study* and its impact on historic resources.
- **Mr. Linoff** said a survey of properties that were built prior to 1950 has been completed.

8E Tempe Historical Society Representative

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

- **Ms. Enz** said that the **THS Lunch Talk** on February 11 would feature Chautauquan **Jody Drake** as historian Sharlot Hall.
- She said the **THS Board** would have a retreat at the new Tempe Transportation Center in late February.

8F Diversity Awareness Representative

Dr. Amy Douglass said that the African American Advisory Committee is continuing to meet.

- They are conducting oral history interviews with African Americans in Tempe. They are targeting at least 12 interviews; half have already been completed.

8G Oral History Representative

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

- She said the committee finalized the list of interview questions and is reviewing the list of potential interviewees.

Agenda Item 9 – Board Announcements

- **Lisa Roach** announced that she would be attending the Papago Park Master Plan Ad Hoc Committee meeting in February.
- **Robert McKinley** announced that the Arizona Highland Games would be held on February 21 and 22.
- **Chair Gail Fisher** announced that a new series, *Performance with a View*, begins February 17 at the Tempe Center for the Arts.

Agenda Item 10 – Future Agenda Items

There were no future agenda items.

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

Meeting adjourned at 10:54 a.m.

Prepared by: Jerri Copenhaver

Gail Fisher
Chair, Tempe Historical Museum Advisory Board