

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-**

Gutierrez 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
Chair, Tempe Historical Museum Advisory Board