

## Minutes History Museum Advisory Board December 3, 2009

Minutes of the History Museum Advisory Board held on December 3, 2009, 9:00 a.m., at the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

**Board Present:**

Lisa Roach, Chair  
Betty Enz  
Gail Fisher  
Dan Killoren, Vice Chair  
Robert McKinley  
Julie Symopoulos

**Board Absent:**

Anne Chandler

**City Staff Present:**

Adrienne Richwine, Deputy Community Services Manager, Library and Cultural Services  
Mary Fowler, Management Assistant, Communications and Media Relations  
Amy Douglass, Museum Administrator  
Jerri Copenhaver, Administrative Assistant

**Guest Present:**

Victor Linoff

**Meeting convened at 9:07 a.m.**

**Chair Lisa Roach** called the meeting to order.

**Agenda Item 1 – Consideration of Meeting Minutes for November 5, 2009**

**MOTION:** Gail Fisher moved to approve the minutes of November 5, 2009.

**SECOND:** Julie Symopoulos

**DECISION:** Carried unanimously.

**Agenda Item 2 – Communications**

- **Chair Lisa Roach** reported that **Mark Vinson**, Community Development Principal Architect, gave a presentation about the **Carl Hayden Campus for Sustainability** at the **Neighborhood Advisory Commission's** meeting on December 2.

**Agenda Item 3 – Public Relations for Museum – Mary Fowler**

**Chair Lisa Roach** introduced **Mary Fowler** from the City's Community Relations Department.

- **Ms. Fowler** explained that the City formed a communication team in July to work on developing a strategic communications plan.
- She reported that they are about halfway through the process of creating an umbrella branding and message delivery plan for the City. This plan will be presented to City Council in January 2010.
- **Ms. Fowler** said there is also a Social Media Committee that is studying the best way to use social media, such as *Facebook* and *Twitter*, to deliver City information.
- She then showed the City's website and explained all of the components on the "Tempe

Newsroom” page on the website. She also distributed a paper copy of the page.

- There was a lengthy discussion about using social media to recruit volunteers and promote the museum’s programs and events.

#### **Agenda Item 4 – Renovation Project**

**Dr. Amy Douglass** reported on the progress of the museum **renovation project**.

- She said most of the exhibit fixtures and large artifacts have been installed in the main gallery and the contractor is working through the items on the construction punch list.
- She said the exhibit designer, **Ron Davis**, would be coming from California on December 10 to look at the exhibit hall.
- **Dr. Douglass** said that the museum staff would be able to begin installing the artifacts and exhibit labels soon.

#### **Agenda Item 5 – Reopening Event Planning**

**Dr. Amy Douglass** reported on the **planning** for the **reopening events**.

- **Dr. Douglass** talked about the progress on planning the evening reception on February 26.
- She indicated that a caterer will provide hot hors d’oeuvres. A cake will be donated and other donations are being sought.
- The evening’s program will begin with remarks by key people. Following that, there will be live music and living history characters will be present.
- **Dr. Douglass** read a list of the community groups and City departments that will have booths and activities outside the museum during the public **reopening event** on February 27. She said there will also be a variety of live performances in the museum’s Community Room.

#### **Agenda Item 6 – Budget and Staffing**

**Chair Lisa Roach** asked if everyone had read the draft letter, written by **Dan Killoren**, expressing the Board’s concerns about **budget and staffing** cuts.

- The Board discussed the letter, which will be sent to City Council, and suggested a few additions.
- They decided to add the fact that some local museums are closing, making the newly-renovated Tempe History Museum more of a regional attraction.
- The Board also agreed that the letter should show the percentage of the operating budget and staff cuts that have already been made; a list of the Board’s priorities; and the fact that further cuts will impact the museum’s ability to become nationally accredited.
- **Adrienne Richwine** emphasized that the size of the budget deficit is at least \$22.4 million, so cuts will be significant.
- She encouraged them to attend the public budget forums that will be held early in 2010.

#### **Agenda Item 7 – Fundraising**

**Chair Lisa Roach** reported that she contacted the City Attorney’s office to ask if the Board was allowed to work on **fundraising** for the museum.

- She learned that a 501(c)(3) must be formed. She also said the City Attorney provided a list of several other items that would be required before the Board could do any **fundraising**.
- The Board acknowledged that **fundraising** should continue to be done by the **Tempe Historical Society (THS)**, since they are already a 501(c)(3) organization.
- **Ms. Roach** made several suggestions for possible ways to raise funds and said a joint meeting with the **THS Board** is needed to discuss these and other ideas.

#### **Agenda Item 8 – Board Standing Committee and Representative Reports**

##### **8A Petersen House Endowment Committee**

There was no report. A new representative is needed for the committee.

##### **8B Public Programs Representative**

**Chair Lisa Roach** said the **Public Programs Committee** has not met.

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### **8C Policy, Procedures and Accessions Representative**

In **Anne Chandler's** absence, **Dr. Amy Douglass** read the **Policy, Procedures and Accessions Committee** report for November.

- The museum staff had an accessioning meeting in November to make decisions on recent provisional deposits.
- The museum's *Standard Facilities Report*, which is needed to request artifact loans from other institutions, has been updated to reflect the current renovation.
- There are currently four provisional deposits. There were two new incoming loans and 16 new accessions.

### **8D Historic Preservation Representative**

**Dan Killoren** reported on the recent activities of the **Historic Preservation Commission**.

- He said the **HPC** will be hiring two interns. One will conduct a survey of pre-1941 houses in Tempe and the other will be working on a National Register nomination for **Tempe Butte**.
- **Mr. Killoren** also mentioned some of the items that will be on **HPC** agenda for December.

### **8E Tempe Historical Society Representative**

**Betty Enz** reported on the upcoming activities of the **Tempe Historical Society**.

- She said the next **THS** Lunch Talk will be on January 13, with **Jay Mark** presenting, *Marked Men: Tempe on the Big Screen*. **John Akers** will be the speaker on February 10.
- **Ms. Enz** said the reception for the *Larry Campbell Tree of Lights* fundraiser will be on December 13.

### **8F Diversity Awareness Representative**

**Julie Symopoulos** reported that she attended the November meeting of the **African American Advisory Committee**.

- She said they are working on a new brochure and have just amended their by-laws.
- **Ms. Symopoulos** also reported that **Dr. Betty Greathouse**, a member of the committee, will be the speaker at the City's **Martin Luther King, Jr.** event in January.

### **8G Oral History Representative**

**Robert McKinley** read the **Oral History** reports for October and November, since he was absent from the last meeting.

- There are currently 210 people on the **oral history** interview list; 51 of those are on the high priority list. Currently there are 342 interviews in the collection.
- Thirteen people have been trained to be **oral history** interviewers and two more are interested in participating in the next training in January.

### **Agenda Item 9 – Board Announcements**

- **Dan Killoren** announced that he will be resigning from the Board in January.

### **Agenda Item 10 – Future Agenda Items**

There were no future agenda items.

The Board's next meeting will be January 7, 2010.

**Meeting adjourned at 10:39 a.m.**

Prepared by: Jerri Copenhaver

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Lisa Roach  
Chair, Tempe History Museum Advisory Board