



## Minutes Tempe Historical Museum Advisory Board November 4, 2010

Minutes of the Tempe Historical Museum Advisory Board recorded at 9 a.m. on Nov. 4, 2010, in the Tempe History Museum Board Room, 809 E. Southern Avenue, Tempe, AZ.

**(MEMBERS) Present:**

Lisa Roach, Chair  
Julie Symopoulos, Vice Chair  
Betty Enz  
Angela Lopez  
Shirley McKean  
Bob McKinley  
Korri Turner  
Gerald Woodward

**City Staff Present:**

Dr. Amy Douglass, Administrator - Tempe History Museum  
Rachael Peterson, Administrative Assistant - Library and Cultural Services

**Guest(s) Present:**

Mary Murphy-Bessler, Development Representative - Downtown Tempe Community, Inc.  
Karen Churchard, Director - Arizona Centennial Commission  
Nancy Hormann, President and Executive Director - Downtown Tempe Community, Inc.  
Victor Linoff, Representative - Tempe Historic Preservation Commission  
Tidus Ta, Student - Arizona State University

**(MEMBERS) Absent:**

Anne Chandler

Meeting convened at 9 a.m.

Julie Symopoulos, Tempe Historical Museum Advisory Board Vice Chair, called the meeting to order.

**Agenda Item 1: Consideration of Oct. 7, 2010, Meeting Minutes**

- **MOTION:** Bob McKinley moved to approve the Oct. 7, 2010, Tempe Historical Museum Advisory Board Meeting Minutes document.
- **SECOND:** Shirley McKean seconded.
- **DECISION:** Oct. 7, 2010, Tempe Historical Museum Advisory Board Meeting Minutes document approved.

**Agenda Item 2: Report - Communications**

- Dr. Amy Douglass, Tempe History Museum Administrator, acknowledged the completion of the Tempe History Museum's cement footprint project installation; Dr. Douglass explained that the footprints are embedded in a concrete slab located to the immediate left of the Museum's main entrance. Douglass further explained that notables such as past Tempe Historical Museum Advisory Board Chairs, and Tempe Historical Society Presidents, contributed their footprints to the project.

**Agenda Item 3: Report - Budget**

- Dr. Amy Douglass, Tempe History Museum Administrator, provided the Tempe Historical Museum Advisory Board (Museum Board) with an update in relation to the recruitment

process to fill the vacant Curator of History position within the City of Tempe Library and Cultural Services Division. Douglass reminded the Museum Board members that five applicants were interviewed for the Curator position on Sept. 6; Dr. Douglass explained that a panel interviewed the applicants and selected a set of finalists to continue to a second interview. Douglass further explained that a top candidate for the position was identified and offered the Curator of History position within the City of Tempe Library and Cultural Services Division; Dr. Douglass reported that the top candidate declined the City's offer. Douglass affirmed that the City will identify two capable candidates from the pool of remaining finalist applicants, and will offer the candidates the opportunity to proceed to an additional step within the position's recruitment process. Douglass stated that the two finalist candidates will be asked to present the City with an exhibit project proposal in mid-to-late November, 2010.

#### **Agenda Item 4: Report - Museum Attendance**

- Dr. Amy Douglass, Tempe History Museum Administrator, distributed a bar graph to the Tempe Historical Museum Advisory Board (Museum Board) members that displayed monthly Tempe History Museum attendance trends from January, 2008, to the present (October, 2010). Douglass explained that the attendance count was high in June, 2010, due to the growth of the Museum's Wild Wednesdays youth program. Douglass further explained that two Wednesday City-observed holidays occurred in July, 2010; Dr. Douglass reported that the Museum attendance count declined from June to July, 2010, because the Tempe History Museum was closed as a result of the two City-observed Wednesday holidays.
- Dr. Douglass acknowledged a 900+ monthly attendance net gain from 2008 to 2010.
- Dr. Douglass reported that the October, 2010, attendance count may not be accurate because it doesn't include the Museum's *Tardeada* door count.
- Dr. Douglass stated she will prepare the November and December, 2010, attendance trends to be presented at a future Museum Board meeting on a date to be determined; Dr. Douglass affirmed that the Museum's programs continue to be well-attended, and clarified that the attendance count for the Museum's programs falls between 200 and 400.
- Bob McKinley inquired if Dr. Douglass' bar graph reflects Tempe History Museum attendance, only; Dr. Douglass stated that the graph only reflects the Tempe History Museum attendance/door count trends.
- Lisa Roach, Tempe Historical Museum Advisory Board Chair, acknowledged the Tempe History Museum's high attendance count in August, 2010, and praised the Tempe History Museum staff for their outstanding programming efforts.

#### **Agenda Item 5: Report - Arizona Centennial Planning**

- Lisa Roach, Tempe Historical Museum Advisory Board Chair, introduced Tempe Historical Museum Advisory Board (Museum Board) meeting guests Karen Churchard, Arizona Centennial Commission Director, Nancy Hormann, Downtown Tempe Community, Inc. President and Executive Director, and Mary Murphy-Bessler, Downtown Tempe Community, Inc. Development Representative, and welcomed all guests to the Museum Board meeting. Roach explained that it is the goal of the Museum

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Board to connect Tempe to the events and programming commemorating the 100<sup>th</sup> anniversary of Arizona's statehood, culminating on Feb. 14, 2012.

- Representing the Arizona Centennial Commission and the Arizona Office of Tourism, K. Churchard further introduced herself to the Museum Board members and explained that the role of the Arizona Centennial Commission, a commission established by Governor Jan Brewer, is to develop and implement events, celebrations, activities and projects that it considers most fitting and proper to honor the 100<sup>th</sup> anniversary of Arizona's statehood. Churchard facilitated a PowerPoint presentation that provided an initial road map for the planning and implementation of Arizona's Centennial, and highlighted the following:
  - Mission, Vision and Values of the Centennial Project;
  - Strategic Objectives of the Centennial Project;
  - Program Recommendations;
  - Strategies for Objectives;
  - Outcomes/Measures of Success;
  - The Centennial Commemoration Timeline;
  - Committees;
  - Proposed Centennial Projects and Events.
- K. Churchard noted that by working in collaboration with the Arizona Historical Advisory Commission and communities throughout the state, the Centennial is an opportunity to create a greater awareness of the culture, environment and heritage that defines the state of Arizona. Churchard added that it's the Centennial Commission's goal to have Arizona's 22 tribes, 15 countries and 120 cities and towns represent the Centennial with at least one officially-designated Arizona Centennial Event and/or Legacy Project that is unique and meaningful to its appropriate community.
- K. Churchard identified several Centennial projects in-progress, and encouraged the Museum Board members to view additional information related to the projects by visiting the official Arizona Centennial website, [www.arizona100.org](http://www.arizona100.org). Churchard acknowledged the following Centennial projects:
  - Arizona Centennial Museum's El Zaribah Shrine Auditorium;
  - Arizona State Flag Walk;
  - Centennial Penny Drive;
  - Ernest McFarland Memorial;
  - Anchor from the USS Arizona;
  - Centennial Trees Project;
  - Historical Marker Project;
  - Take Care of Arizona Days;
  - Arizona Centennial Copper Chopper;
  - Arizona Centennial Best Fest;
  - Arizona Centennial Ride;
  - Arizona Memory Project;
  - Arizona Women's Heritage Trail;
  - Arizona State Railroad Museum;
  - Monument Hill (City of Avondale);
  - Veterans Memorial;
  - Flagstaff Centennial Mural.

- L. Roach inquired about the Centennial's Historical Marker Project, and noted that the Museum Board may wish to identify notable locations within Tempe to place specialized historical markers.
- L. Roach singled-out Tempe Town Lake as a notable location within Arizona, and suggested that it be zoned and highlighted as a Centennial area of interest because Tempe Town Lake is the second most visited place in Arizona.
- Dr. Amy Douglass, Tempe History Museum Administrator, encouraged the Museum Board members to partner with the Tempe Historic Preservation Foundation to identify notable locations within Tempe to place historical markers.
- K. Churchard reported that the Arizona Centennial Copper Chopper motorcycle serves as the "official mascot" of the Centennial; K. Churchard explained that the Copper Chopper was produced by world-renowned bike-builder, Paul Yaffe, who resides and works in Arizona. Churchard added that the Copper Chopper and its corresponding exhibit will travel throughout the state of Arizona for 17 months (October, 2010, through February, 2012), and will promote Arizona's 100<sup>th</sup> anniversary of statehood, motorcycle safety and Arizona state history.
- K. Churchard invited the Museum Board members to participate in a drawing to win the Copper Chopper; K. Churchard noted that the Copper Chopper will appear at state and county fairs, professional sporting events, festivals, motorcycle aficionado rallies and other major public gatherings. Churchard explained that at each event, the public will have an opportunity to purchase a \$5 ticket to enter a drawing to win the Copper Chopper. Churchard confirmed that the Copper Chopper drawing will occur during the week of Feb. 14, 2010.
- K. Churchard encouraged the City of Tempe and its Museum Board to formally request that the Copper Chopper and its traveling exhibit be on-site for public view during Tempe's special events and programs.
- Dr. Amy Douglass inquired if there are fees attached to playing host to the Copper Chopper and its traveling exhibit; K. Churchard stated that the following must be made available to the Arizona Centennial Commission in order for a special event to be able to play host to the Copper Chopper:
  - An outdoor auxiliary space to accommodate an exhibit that is 14' wide (front-to-back), 26' long (side-to-side) and 10' high;
  - An outdoor auxiliary space to accommodate the exhibit's adjacent Merchandise and Drawing Ticket Tent that is 10' wide by 10' long by 10' high;
  - Power to light the exhibit (20 AMP/500 watts outlet).
- K. Churchard encouraged the Museum Board members to work with community organizations, City staff and other City-related boards and commissions to help review and evaluate Tempe community programming to help determine if an event may be sanctioned for the Centennial.
- Dr. Amy Douglass suggested that the Tempe History Museum provide its searchable archives to the U.S. Library of Congress for participation within the Arizona Memory Project.
- Julie Syrmopoulos, Tempe Historical Museum Advisory Board Vice Chair, thanked K. Churchard for her presentation. Syrmopoulos inquired about how the Museum Board may assist to help solicit Tempe's participation in Arizona's Centennial; K. Churchard stated that she'd provide the Museum Board members with information related to a

Centennial-related summit scheduled to take place in the theater space within the Arizona Historical Society Museum upon confirmation related to the scheduled date of the summit.

- Dr. Amy Douglass encouraged K. Churchard to contact the staff liaison to the City of Tempe's Historic Preservation Commission to schedule a Centennial presentation.
- J. Syrmopoulos inquired if K. Churchard plans to present Centennial information to Tempe's City Council members; K. Churchard affirmed that the Tempe City Council will be contacted in regards to the Centennial.
- Bob McKinley acknowledged that the National Congress of the Sons of the American Revolution will be held in Phoenix in July, 2012.
- J. Syrmopoulos inquired if K. Churchard plans to attend any Arizona First Families meetings; K. Churchard confirmed that she is scheduled to attend a few First Families meetings.
- Victor Linoff, Tempe Historic Preservation Commission member, congratulated K. Churchard, the Arizona Office of Tourism and the State's Centennial Commission for their work to plan and facilitate important and impressive Centennial events that will gain state and national recognition.
- Nancy Hormann, Downtown Tempe Community, Inc. (DTC) President and Executive Director, stated that the DTC is excited to work with Tempe-based groups to help produce and market Centennial events. Hormann suggested that MADCAP Theatre's Mill Ave. patio area play host to a Tempe-specific birthday party event to celebrate the Centennial.
- L. Roach noted the importance of the Museum Board's collaboration with the DTC, the Tempe History Museum, the City's transit and art-related boards and commissions, as well as the City's Historic Preservation Commission and the Tempe Historic Preservation Foundation, to produce and market Tempe-based Centennial programming and events.
- L. Roach inquired about the possibility of adding a discussion regarding Tempe's participation in Arizona's Centennial to the Tempe City Council's Issue Review Session (IRS) agenda for the Council's IRS scheduled to take place at 6 p.m. on Nov. 18; Rachael Peterson, City of Tempe Library and Cultural Services Division Administrative Assistant, stated that there is a process that must be followed in order to place an item on the Tempe City Council's IRS agenda. Peterson acknowledged that she will work with Dr. Douglass and Adrienne Richwine, City of Tempe Library and Cultural Services Division Deputy Director, to forward information regarding the Centennial to the Tempe City Council to be placed on an agenda for a future IRS. Nancy Hormann volunteered to speak at the IRS on behalf of Tempe's Centennial participation.
- L. Roach further inquired about inviting Tempe Mayor Hugh Hallman to attend the Museum Board meeting scheduled to take place at 9 a.m. on Dec. 2, 2010, in the Tempe History Museum Board Room, 809 E. Southern Avenue, Tempe, AZ. Rachael Peterson encouraged L. Roach to contact Mike Branom, City of Tempe Senior Mayoral and City Council Aide, to invite and place the Dec. 2, 2010, Museum Board meeting on Mayor Hugh Hallman's calendar.
- L. Roach added that she'd like to meet with the City's Sports, Recreation, Arts and Cultural Development Committee to discuss Arizona's Centennial and brainstorm with the Committee to develop Tempe-based Centennial event and programming ideas.

Roach reported that Councilmember Mark Mitchell is the Chair of the Sports, Recreation, Arts and Cultural Development Committee.

- L. Roach presented the Museum Board members with an idea related to a Tempe-based Centennial program; L. Roach stated that she envisions Tempe playing host to a scavenger hunt promoting areas of interest within Tempe.
- J. Syrmopoulos encouraged the Museum Board members to actively participate in Tempe's Centennial event-planning process; J. Syrmopoulos asked the Museum Board members to brainstorm and present Tempe-based Centennial event and programming ideas to the Museum Board at its Dec. 2, 2010, meeting. Syrmopoulos further noted the importance of Tempe's participation in the Centennial's Historical Marker Project.
- N. Hormann presented an idea to the Museum Board to create a city-wide Centennial committee involving multiple Tempe organizations.
- Angela Lopez stated that she intends to network with her family and friends to generate ideas related to Tempe-based Centennial programming and events.
- Shirley McKean suggested that the Museum Board brainstorm to create a Tempe-based Centennial event that directly ties-into Tempe's rich history of agriculture, and highlights agriculturally-zoned properties within Tempe.
- B. McKinley inquired about sanctioning the *Tales from Double Butte* event; L. Roach agreed and stated that she'd like to pursue the Centennial sanctioning of the *Tales* event.
- Dr. Douglass encouraged the Museum Board members to pursue a Centennial conservation partnership project with the City of Tempe's Double Butte Cemetery Advisory Board to preserve headstones at Tempe's Pioneer Cemetery.
- Korri Turner suggested that the Museum Board contact the Tempe Old Settlers Association to schedule a Centennial presentation and to seek input from the association in regards to possible Tempe-based Centennial programming and events.
- Betty Enz stated that she is a member of the Tempe Old Settlers Association and is happy to share Centennial information with the association.
- Tidus Ta, an Arizona State University (ASU) student observing the Museum Board meeting, encouraged the Museum Board to work with ASU to target student involvement and participation in potential Tempe-based Centennial programming and events.
- K. Turner suggested that the Museum Board also develop a Centennial partnership with the ASU Department of History.
- V. Linoff reminded the Museum Board to integrate the importance of the Tempe History Museum to the Tempe community into Tempe's Centennial programming and event plans.

#### **Agenda Item 6A: Report - Double Butte Cemetery Tour Event Committee**

- Lisa Roach, Tempe Historical Museum Advisory Board and Double Butte Cemetery Event Committee Chair, reported that the *Tales from Double Butte* fundraising event/tour took place from 2 to 4 p.m. on Oct. 31, 2010, within the Double Butte Cemetery. Roach stated that the event was well-attended; L. Roach reminded the Tempe Historical Museum Advisory Board (Museum Board) that the event was a narrated, .75-mile walking tour that highlighted several of Tempe's notable, historic residents. Roach reported that the tour featured the following notables:

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- Thanks Anderson;
  - Guess Birchett;
  - Benjamin Baker Moeur;
  - B. Howard Pyle;
  - Hugh Laird;
  - Carl Hayden;
  - Charles Trumball Hayden;
  - Sallie Davis Hayden;
  - Walker Wilson Jones;
  - Winchester Miller;
  - Curtin Miller;
  - The Woolf Family;
  - James C. Goodwin.
- L. Roach stated that the purpose of the fundraising tour event was to raise awareness of the Tempe History Museum, the Museum's Oral History Program and the historical importance of the Double Butte Cemetery.
  - L. Roach thanked the Museum Board members for their *Tales* participation; L. Roach added that she hopes that the tour participants were able to learn more about Tempe's diverse history.
  - Julie Symopoulos, Museum Board Vice Chair, thanked and praised L. Roach for her efforts to coordinate and successfully carry-out the *Tales* event. Symopoulos reported that she received positive feedback from the event's attendees; J. Symopoulos further added that she overheard a few attendees expressing their fascination with the event's historical presentations.
  - L. Roach explained to the Museum Board members that she plans to address a few necessary event logistical improvements prior to the 2011 *Tales* event; L. Roach further stated that she intends to bring the improvements to the attention of the Double Butte Cemetery Tour Event Committee and the Museum Board members.

#### **Agenda Item 6B: Report - Public Programs**

- Shirley McKean, Public Programs Representative, reported that local author Stella Pope Duarte discussed her book, *Women Who Live in Coffee Shops and Other Stories*, as part of the Tempe History Museum's Third Thirstday Night Café series titled, "Bringing History To Life: A Series of Local Author Events," at 7 p.m. on Oct. 21 within the Tempe History Museum's Community Room. McKean explained that S. Pope's stories center-around the Van Buren area in Phoenix, AZ.
- S. McKean encouraged the Tempe Historical Museum Advisory Board (Museum Board) members to attend an additional Third Thirstday Night Café series event at 7 p.m. on Nov. 18 within the Tempe History Museum's Community Room. McKean reported that the event is titled, "A Roadside History of Arizona," and features a book-signing and discussion lead by Marshall Trimble, Arizona's Official State Historian, and a great storyteller.
- S. McKean further reported that the Tempe History Museum's Community Room is playing host to a screening from the Arizona Student Film Festival at 7 p.m. on November 13. McKean noted that the student film festival is open to students grades three (3) through college-level. McKean added that students write, direct, shoot and edit

their own works; McKean explained that film festival prize-winners are selected from three categories.

**Agenda Item 6C: Report - Policy, Procedures and Accessions (P.P.A.) Committee**

- In the absence of Anne Chandler, Policy, Procedures and Accessions (P.P.A.) Committee Representative, Dr. Amy Douglass, Tempe History Museum Administrator, presented the Tempe Historical Museum Advisory Board with a statistics report compiled by Josh Roffler, Curator of Collections at the Tempe History Museum.
- Dr. Douglass stated that the Tempe History Museum received 19 current, provisional deposits in October, 2010. Douglass further noted that there were no new acquisitions or loans per J. Roffler.
- Dr. Douglass acknowledged the following new provisional deposits:
  - Two Tempe Police Uniform Shirts (Tempe Police Department)
  - Boxes of Slides Depicting Various Tempe Scenes (Tempe Development Office)
  - Records from Monti's *La Casa Vieja* (Arizona Historical Foundation)
- Dr. Douglass confirmed that per J. Roffler, the Tempe History Museum received and accepted a delivery of an archaeological collection from the La Plaza site, excavated during the construction processes of the Tempe Transportation Center and the Light Rail projects.
- Dr. Douglass further reported that the Tempe History Museum has carried-out the process of collecting and mounting artifacts for display at the Tempe Police Department Headquarters.

**Agenda Item 6D: Report - Tempe Historic Preservation Commission**

- Lisa Roach, Tempe Historical Museum Advisory Board Chair, reported that she attended the October, 2010, meeting of the Tempe Historic Preservation Commission (Commission).
- L. Roach explained that the Commission addressed the altered site design of Arizona State University's Newman Center. Roach also presented the Tempe Historical Museum Advisory Board (Museum Board) members with a maquette depicting the Newman Center's updated site plan to include a new, mission-style design.
- Victor Linoff, Tempe Historic Preservation Commission member, stated that he is pleased with the new site plan for the Newman Center; V. Linoff explained that the site's mission-style design will allow the site's church to stand-out within the Newman Center site.
- V. Linoff encouraged the Museum Board members to offer their support to the Commission as it seeks historic landmark designation for the O' Connor House.
- L. Roach reported that she attended the fundraising event on the grounds of the Eisendrath House at 6 p.m. on Oct. 22, 2010; L. Roach stated that the event was well-attended, and that she bid-on and won a watercolor rendering of the Elias/Rodriguez House by Mark Vinson, City of Tempe Principal Architect.
- L. Roach reported that the Tempe Historic Preservation Commission is scheduled to meet at 6 p.m. on Nov. 4 within Hatton Hall.

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**Agenda Item 6E: Report - Tempe Historical Society**

- Betty Enz, Tempe Historical Society member, reported that she attended the Tempe Tardeada at noon on Oct. 10; B. Enz stated that she enjoyed the event. Enz further reported that the following events sponsored in part by the Tempe Historical Society took place at the Tempe History Museum:
  - Lunch Talk; Your Musical Brain: *Can Music Make You Smarter?* (Janice Jarrett; Oct. 13, 11:30 a.m.);
  - Third Thirstday Night Café; *Women Who Live in Coffee Shops & Other Stories* (Stella Pope Duarte; Oct. 21, 7 p.m.).
- B. Enz encouraged the Tempe Historical Museum Advisory Board (Museum Board) members to attend the following events at the Tempe History Museum:
  - Lunch Talk; Romancing Arizona: *Songs of Love and Marriage* (Jay Cravath; Nov. 10, 11:30 a.m.);
  - Larry Campbell Tree of Lights Reception (Dec. 12, 3 p.m.).
- B. Enz further reported that she attended the Tempe Old Settlers Association Annual Reunion on Oct. 23; B. Enz stated that she enjoyed the event and added that she is proud of the Museum Board's contributions to Tempe.

**Agenda Item 6F: Report - Diversity Awareness Committee**

- Julie Symopoulos, Tempe Historical Museum Advisory Board Vice Chair and Diversity Awareness Committee Chair, reported that she plans to attend an African American Advisory Committee meeting scheduled to take place at 1 p.m. on Nov. 12, 2010, in the Tempe History Museum Board Room.

**Agenda Item 6G: Report - Oral History Committee**

- No report.

**Agenda Item 7 - Board Member Announcements**

- Lisa Roach, Tempe Historical Museum Advisory Board (Museum Board) Chair, further thanked the Museum Board members for their assistance to plan and carry-out the *Tales from Double Butte* fundraising event.

**Agenda Item 8 - Future Agenda Items**

- Lisa Roach, Tempe Historical Museum Advisory Board (Museum Board) Chair, suggested that the following items be placed on future board agendas:
  - Centennial Presentation to Tempe Mayor Hugh Hallman
  - Centennial Presentation to City of Tempe Sports, Recreation, Arts and Cultural Development Council Committee
- Julie Symopoulos, Museum Board Vice Chair, suggested that the Museum Board discuss and address event logistics for the 2011 *Tales from Double Butte* event.
- Dr. Amy Douglass stated that she intends to place a report related to the Tempe History Museum's communications newsletter titled, "Time Lines," on a future Museum Board meeting agenda.

The next meeting of the Tempe Historical Museum Advisory Board is scheduled to take place at 9 a.m. on Jan. 6 in the Tempe History Museum Board Room, 809 E. Southern Avenue, Tempe, AZ, 85282.

**Meeting adjourned at 10:45 a.m.**

Prepared by: Rachael Peterson, Library and Cultural Services Division Administrative Assistant

Reviewed by: Dr. Amy Douglass, Tempe History Museum Administrator

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Lisa Roach, Chair  
Tempe Historical Museum Advisory Board