

Minutes Post Renovation Opening Committee of the Historical Museum Advisory Board April 2, 2009

Minutes of the Post Renovation Opening Committee on April 21, 2009, 6:00 p.m., at the Tempe Public Library Connections Café, 3500 S. Rural Road, Tempe, Arizona.

Board Present:

Gail Fisher, Chair
Anne Chandler
Julie Symopoulos

City Staff Present:

Amy Douglass, Museum Administrator

Meeting convened at 6:15 pm

Agenda Item 1 - Review Museum and Library Marketing Plan

- **Dr. Amy Douglass** explained that the plan was put together by Community Relations to jointly market the renovations of the museum and library. The joint marketing is designed to apprise visitors to the site about what is going on and to assure them that access to the site will remain available.
- In addition to the joint marketing, each project will have a separate marketing component.
- The committee agreed to further study the plan and give feedback to **Dr. Amy Douglass**.

Agenda Item 2 - Opening Events Planning

- The committee decided to feature a week of programming for the post renovation opening of the museum. This will enable the museum to give a sample of the types of programs that will be offered to the public, and to target different audiences on each day.
- Some of the target audiences would be City Council members, corporate donors, other key community members, families, seniors, media and museum professionals.
- It was agreed that there should be an evening preview reception for the City Council, corporate donors and other key community members.
 - Wine and cheese and chamber music were suggested.
- Dr. Amy Douglass explained that there would be a Tempe 411 program on Channel 11 featuring the museum renovation as an “extreme museum makeover.”
- It was decided that the grand opening day should reflect the same theme with a “move that bus!” feature as the kick-off, possibly using a Tempe Transit bus in front of the entrance.
- It will be necessary to break the crowd up into separate areas/activities for crowd control and not to overwhelm the exhibit gallery.
- It was decided that the committee would continue to work on this basic framework for the opening during the next meeting.

The committee’s next meeting will be Tuesday, May 19 at 6:00 p.m.

Meeting adjourned at 7:00 p.m.