



MINUTES OF THE
CHANDLER MUSEUM FOUNDATION BOARD
CHANDLER MUSEUM, SAGUARO ROOM, 300 S. CHANDLER VILLAGE DRIVE,
CHANDLER, AZ, OR VIRTUALLY VIA WEBEX
PHONE # 1-602-666-0783, MEETING #2599 435 1378
MONDAY, OCTOBER 17, 2022, AT 5:30 P.M.

PRESENT: Barbara Meyerson, Brenda Abney, Calvenea Malloy, Jacki Ryan, Joan Clark, Joshua Askey, Maris Thomas, Martin Sepulveda, and Tom Escobedo

ABSENT: Michelle Reid

STAFF: Anna Camino, Jody Crago, Kim Moyers, Michelle Mac Lellan, and Tiffani Egnor

GUESTS: None

CALL TO ORDER: The meeting was called to order at 5:32 p.m. by Barbara Meyerson at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive in Chandler, AZ, and virtually via WebEx, Phone #1-602-666-0783, Meeting #2599 435 1378.

SCHEDULE/UNSCHEDULED PUBLIC APPEARANCES/CALL TO THE PUBLIC:
None

CONSENT AGENDA

- a. Approve meeting minutes of September 19, 2022
 - Joan Clark made a motion to approve the meeting minutes from September 19, 2022.
 - Tom Escobedo seconded the motion. The motion was unanimously approved. The minutes were approved as written.

ACTION AGENDA

- a. Approve Revised Rental Agreement
 - Maris Thomas made the motion to approve the revised Rental Agreement.

- Joan Clark seconded the motion. The motion was unanimously approved.
 - Addition to Rental Agreement Item #12-Other Prohibitions will be, "The Museum does not permit wedding ceremonies or wedding receptions of any size in any part of the building or museum grounds. Wedding photography is permitted with prior written consent."
 - The Museum and its grounds are not set up to hold weddings. Mainly, due to not having any areas for privacy and changing. There are cameras throughout the buildings and campus, and the Museum building is constructed with large windows and glass walls.
 - Calvenea Malloy asked if Celebrations of Life Events are allowed. Tiffani Egnor responded that there have been baby showers and birthday parties held at the Museum, and those events went smoothly.
 - Brenda Abney mentioned she has seen weddings successfully held in a museum setting where only minimal issues arose but understands there is less staff at the Chandler Museum than at those museums.
- b. Approve Budget Increase of \$16K for Museum Store Expenses
- Joan Clark made a motion to approve the budget increase of \$16,000 for Museum Store Expenses.
 - Jacki Ryan seconded the motion. The motion was unanimously approved.
 - The Museum Store Subcommittee meets quarterly. At a recent meeting, the subcommittee discussed requesting a budget increase for the Museum Store to restock the current inventory level and prepare for the upcoming holiday season.
 - The budget increase would go from \$9,000 to \$25,000.
 - The revenue line would increase from \$18,000 to \$35,000.
- c. Recommendation for Museum Foundation Executive Subcommittee to Approve Contract with Board Retreat Facilitator.
- This item was tabled.

BRIEFING

- a. Executive Subcommittee Update
- The Executive Subcommittee met on October 3, 2022. Barbara Meyerson provided a summary of the meeting outcome.
 - The Museum Foundation Board has inquired on how they can assist on enhancing exhibitions.

- Jody Crago discussed this with City staff and one item mentioned was the purchase of Mila walls and connectors to allow for additional opportunities on displaying and enhancing exhibitions.
- Martin Sepulveda and Michel Larson attended the executive subcommittee meeting to discuss the planning of the Chandler Historical Recognition Event.
 - It was decided to hold this event later, possibly in February. Date options will be brought forth at the January Board Meeting.

b. Financial Update

- Maris Thomas reviewed the Balance Sheet and Income Statement.
- Primary revenue sources are Museum Store sales and Rentals.
- Barbara Meyerson inquired what is done to market the Museum for the holidays. Tiffani Egnor replied that the Chandler Museum participates in Museum Store Sunday (the Sunday after Thanksgiving). There are also press releases, holiday gift ideas, and the City records a “Chandler for the Holidays” podcast, which includes information about the Chandler Museum.

c. Foundation Board Moment

- This month’s Foundation Board Moment is the marketing of the Chandler Museum.
- Jody Crago shared with the board that there are a variety of different approaches and media outlets used, such as print, social media, the wallpaper on employee’s login computer screen, press releases, and more.
- The largest approach is print materials such as bus shelter ads, quarterly events and programs calendar, and event/exhibit wrap cards.
- Social media is the mainstream way to advertise and market. Although marketing responsibilities are split among Museum staff, there is a staff member who is dedicated to the Museum’s social media accounts. Follow the Museum on Facebook and Instagram!
- The Chandler Museum is listed in the Chandler Chamber Visitor’s Guide.
- A variety of printed media sources have written articles about the Chandler Museum. Some examples are the San Tan Sun News, USA Today Southwest guide, and more.
- Many events happening at the Chandler Museum are listed on Eventbrite.

d. City Update

- Jody Crago provided several City updates.
- Sunday, October 23, 2022, is “Market at the Museum.” This event compliments the Picturing Home exhibition.
- A store sign has been placed in the Museum Store.
- The Wayfinding Signage is about one week out to having some interior signs being installed. Exterior signs will be installed around end of December.
- The Tumbleweed Conceptual Master Plan is progressing. After a preliminary review, input was provided to the contractor. The contractor has been asked to revise the plans and resubmit to the City of Chandler for further review.
- The Downtown kiosk has been branded as “The History Spot.” Prior to the Tumbleweed tree being assembled, the kiosk will show the history of the Tumbleweed tree.
 - Tom Escobedo mentioned the kiosk is in need of cleaning.
 - Kim Moyers responded that it has been a challenge to keep the kiosk and that area cleaned. A new person for the Downtown area is starting on October 24th. Primary responsibility will be the kiosk, including cleaning and repainting. Night-time security for that area has also been discussed.
- Chuckwagon Event will be Saturday, November 12th.
- Celebration Plaza has been rescheduled to January 28, 2023, due to a conflict with a different event. Invitations will be sent in late December.

MEMBERS COMMENTS/ANNOUNCEMENTS

The Holiday Arts Leaders Gathering will be Tuesday, December 13th, from 5:00 p.m. – 7:00 p.m. It will be at the home of Julia and Tom Marreel. Julia Marreel is a long-time board member of the Chandler Cultural Foundation. More information to follow. As a reminder, there will be no board meeting in December.

CALENDAR

- a. Next meeting will be **Monday, November 21, 2022**, at 5:30 p.m. Meeting format will be hybrid (in-person at the Museum or virtually/calling in via WebEx). If this meeting is cancelled, a notice will be sent.

ADJOURN

With no other business to discuss, the meeting was adjourned at 6:36 p.m.

Barbara Meyerson, Chair

Jody Crago, Staff Liaison