

Meeting Minutes

Chandler Museum Foundation

Board Retreat

March 6, 2023, | 8:30 a.m.
Chandler Museum, Saguaro Room
300 S. Chandler Village Drive., Chandler, AZ



Call to Order

Meet & Greet began at 8:30 a.m., and the board retreat was called to order at 9:01 a.m.

Roll Call

Board Member Attendance

Barbara Meyerson
Joan Clark
Tom Escobedo
Calvenea Malloy
Jacki Ryan
Joshua Askey
Martin Sepulveda

Staff Attendance

Jody Crago, Museum Manager
Tiffani Egnor
Kim Moyers
Anna Camino

Absent

Brenda Abney – recording of meeting and notes taken sent to board member on 3/7/2023

Scheduled and Unscheduled Public Appearances

Maureen K. Robinson, Retreat Facilitator

Welcome

Goals

- Explore the role and purpose of the Chandler Museum Foundation
- Explore the role of directors and where they add value to the Museum and the Foundation
- Warm-up for Strategic Planning – The sense of possibility

Discussion

1. Introduction

- Pre-work: What did you do? What did you find out?
 - Various board members shared what adventures on the pre-work sheet they participated in.
 - Joan Clark – Went to Folley Park and stopped to read the kiosks and monuments, which she tied into the new Folley mural and naming of Folley Street. It shows that the City of Chandler honors those who contributed.
 - Joshua Askey – Visited the Chandler Museum and read all the exhibition plaques. Additionally, Joshua Askey shared that when at parks, he enjoys sharing with people about the park. For instance, at Snedigar Park – asking people if they knew why the park was named Snedigar Park and sharing with those that it was named after Chandler Police Officer James Snedigar, who died in the line of duty.
 - Tom Escobedo – Took his niece and others to Veteran's Oasis Park and visited the F-86D Sabre Dog Korean War-era plane, which was relocated to that park from its long-standing location at Delaware Street and Chandler Boulevard.

2. Review the Goals

- What will make this retreat a good use of your time?
 - Clarity on the next steps
 - Walk away with one good thing that will bring me back
 - Consensus of what we all have, what is next, and what is best
 - Orientation towards action
 - Excitement and activation
 - Expectation management
- Rules of engagement
 - Be candid
 - Listen actively
 - Participate
 - Remain open to new ideas
 - No dysfunctional politeness

3. Review the Agenda and its Rationale

- The agenda for the board retreat was reviewed.

4. Clarifying Responsibilities

- What does it take to be a successful member of the Museum Foundation Board?
 - Having connections. Must be able to contribute and having connections is needed.
 - Money is important but so is influence.

- Diversity.
- Willing to learn about the Museum and sharing that knowledge of the Museum and knowledge of the stories with others.
- Having good ideas and following through on them.
- Being a storyteller.
- Being relevant to all.

5. How does the board add value in the next two years?

- Goals for the board for the coming year
 - Identify a financial goal.
 - Greater attendance to the Museum.
 - Raise Museum attendance. Last fiscal year, the attendance was 11,000. Goal is to double and round up: 25,000.
 - Network. Talk to people and businesses about the Museum.
 - Building community pride.
 - Add board members. Discuss time commitment of serving on a board to applicants. Keep diversity on the forefront when adding new board members.
- Opportunities
 - Enticing businesses to locate/relocate to Chandler.
 - Partnering with City Management and Council to meet and talk with businesses.
 - Discuss the benefits of Chandler - good schools and is welcoming to families.
 - Develop a Strategic Plan and use it to educate businesses.
 - Hold a corporate night at the Museum.
 - Marketing the Museum
 - No marketing personnel at the Museum.
 - Create little factoids about the Museum for board members, who can use that information when talking with others.
 - Broader public awareness of the Museum.
 - Market the Museum so people/businesses will think of the Museum to host their event.
 - Be a representative of the Museum and the board.
 - Telling Many Stories
 - Making the Museum a community space and telling the stories of the exhibitions.
 - Museum Foundation Board work with Museum staff to become involved in the selection process on what stories want to share.

6. Who does what?

- The board's role is to find and help develop resources.
- Museum staff is the liaison the board and the City.
- The Museum Foundation and the City of Chandler are partners.

7. Resource Development (Fundraising)

- Moving forward includes fundraising.
 - To transition from a directional board to a working board, the board must cultivate resources and become comfortable with asking for donations.
 - Set goals around fundraising and resources. Be realistic.
 - The strategic plan will include resource development and incorporate a fundraising component.
 - Having the groundwork in place will build board members' confidence in asking for money from the community and businesses.
 - Apply for grant opportunities.

8. Ignite Strategic Thinking

- Maureen Robinson encouraged board members to continue reviewing the information distributed at the board retreat, and think about how we partner together as we work through and create the Strategic Plan.

9. Wrap Up/Next Steps

- Wrap Up
 - What was effective today?
 - Opportunity to hear everyone's thoughts and having a safe place to share.
 - The exercises during the board retreat were applicable and allowed for other views to be explored.
 - Identified the growth and changes of the board since its inception, which has pinpointed the need to review and re-address the bylaws.
- Next Steps
 - There will be a Planning Session. No date has been set. More information to follow.
 - Maureen Robinson will provide the board with a summary of this board retreat.
 - Jody Crago will send date options for the Planning Session.

Calendar

The next Museum Foundation Board Meeting will be held on **Monday, March 20, 2023**, at 5:30 p.m., in the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive, in Chandler, Arizona.

Adjourn

The board retreat was adjourned at 1:40 p.m.

Barbara Meyerson, Chair

Jody Crago, President