

Meeting Minutes

Chandler Museum Foundation

Regular Meeting

August 21, 2023, | 5:30 p.m.
Chandler Museum, Saguaro Room
300 S. Chandler Village Drive., Chandler, AZ



Call to Order

The meeting was called to order by Barbara Meyerson at 5:30 p.m.

Roll Call

Board Member Attendance

Barbara Meyerson, Chair
Joan Clark, Vice-Chair
Tom Escobedo, Treasurer
Adam Turneer
Brenda Abney
Calvenea Malloy
Jacki Ryan
Martin Sepulveda
Rich Feely

Staff Attendance

Jody Crago, Museum Manager
Tiffani Egnor
Kim Moyers
Lizzie Olson

Absent

Al Quihuis
Joshua Askey

Scheduled and Unscheduled Public Appearances

None

Consent Agenda

1. June Board Meeting Minutes
 - Brenda Abney made a motion to approve the board meeting minutes of the Museum Foundation Board Meeting of August 21, 2023.

- Joan Clark seconded the motion. Motion carried unanimously (8-0). The minutes were approved as written.

Action Agenda

2. Assign Board Members to the Museum Foundation Mission Workgroup
 - Joan Clark made a motion to assign two board members to the Museum Foundation Mission Workgroup.
 - Brenda Abney seconded the motion.
 - After board discussion, Barbara Meyerson amended the motion to assign just one board member to the Museum Foundation Mission Workgroup.
 - Rich Feely seconded the amended motion. The Amended Motion carried unanimously (9-0).
 - The board member assigned to this workgroup will be Jacki Ryan.
3. Appoint Board Members to the Celebration Plaza Review Committee
 - Brenda Abney made a motion to appoint board members to the Celebration Plaza Review Committee.
 - Tom Escobedo seconded the motion. Motion carried unanimously (9-0).
 - The two board members appointed to the Celebration Plaza Review Committee are Martin Sepulveda and Calvenea Malloy.

Briefing

4. Museum Store End-of-Year Report
 - Lizzie Olson provided a presentation highlighting statistical data for the Museum Store for Fiscal Year (FY) 2022-23.
 - This was the first full year the Museum Store (the Store) was under the Foundation.
 - Some highlights from the presentation:
 - The number of products carried in the Museum Store is 319.
 - The top two grossing items were the Tumblestone Earrings (net revenue of \$633.67) and the Chandler History Book (net revenue of \$502.70).
 - The top selling items: bottle of water (81), cactus button (42), and cactus pen (37).
 - There was a total of 1,890 merchandise transactions.
 - The average transaction amount per customer was \$11.08.
 - Net sales for FY22-23 were \$20,235.69.
 - Profit was \$5,790.93.
 - The Museum Store Committee meets quarterly and is comprised of 4 Museum staff members and a board liaison. Staff members include Jody Crago, Tiffani Egnor, Lizzie Olson, and Janet Castorena. The board liaison is Joan Clark.

- Clark praised how well the Store is managed; the efficiency of the quarterly meetings; and the comprehensive Museum Store Manual kept at the Front Desk for personnel to reference when providing coverage at the desk.
- There is a process if someone wants the Museum Store to carry an item.
- Clark mentioned if board members have ideas on merchandise for the Store, they can let her know, and she will bring it to the Museum Store Committee.
 - Jody Crago added there is a challenge for gift/museum shops of finding products in which men are interested in purchasing.
- Martin Sepulveda asked what the average age was of those who purchase items from the Museum Store.
 - Tiffani Egnor replied there is no way to currently track that information with the system the Store uses.
 - Lizzie Olson announced that most of the buyers are Senior Citizens.
- City staff will email the Museum Store End-of-Year Presentation to the board.

5. Strategic Framework Discussion

- Joan Clark recently reviewed the Strategic Plan information from the June Board Meeting, including the timeline for completing a draft plan.
- Clark encouraged board members to review this information as the board is moving forward with the creation of the Strategic Plan and as the tasks listed in the Strategic Framework document begin to be completed.
- The tasks outlined in the framework document are:
 - Complete Mission Statement
 - Create Awareness and Visibility
 - Gather Research and Community Input
 - Define First Draft Goals and Strategies to Implementation
- Some of the listed dates on the framework document may be amended as the tasks are worked on and completed.

6. Financial Update (New Financial Report Format and FY22-23 Audit Schedule)

- The Financial Report for July was reviewed by Tom Escobedo.
- The fiscal year-end financials for FY22-23 will be presented at the September board meeting.
- Tiffani Egnor informed the board that the ticket sales for the “From Where to Here” shows were put in Line 3289, but that revenue will be moved to the Programs line.
 - That adjustment will show in next month’s financial reports. That amount is approximately \$1,000.
- A more in-depth financial report will be provided to the board biannually.
 - The dates of which board meetings that report will be presented is still being discussed.

- Most likely, the report will be presented at the January board meeting (for the first half summary of the fiscal year), and at the August board meeting (for the full fiscal year summary).
 - Jody Crago informed the board the FY22-23 audit has started.
 - Heinfeld Meech is the firm conducting the audit.
 - Once the audit is completed, a summary will be provided to the board.
 - The audit will be every-other-year. The next one will be in 2025.
 - The cost of the audit is approximately \$20,000. The Foundation will need to include that in the budget for the years when the audit is performed.
7. Executive Subcommittee Report (Spending Policy, Directors & Officers Liability Insurance, and FY23-24 Budget)
- Barbara Meyerson provided a summary of the August Executive Subcommittee Meeting.
 - The Museum Foundation needs a Spending Policy. This policy will outline how money is spent. It is a required policy that the auditors inquired about. Adam Turner will work on this and present to the Executive Subcommittee before it is brought to the full board.
 - Tom Escobedo is working on getting quotes and options for the Directors & Officers (D&O) Liability Insurance. This insurance protects the individual assets of the Board of Directors. More information is forthcoming.
 - It was asked if the City of Chandler and/or the Chandler Cultural Foundation have D&O Insurance coverage that the Museum Foundation can use as a guide.
 - City staff will inquire about this and inform the board of the findings.
 - The Executive Subcommittee will discuss the FY23-24 Budget for the Chandler Museum Foundation. A draft budget will be presented to the full board at a future board meeting for review and approval. Additionally, a schedule of when the budget process is to start will be created for future fiscal years.
8. Workgroup Report-outs
- Board Binder Workgroup – Brenda Abney
 - Documents discussed at the June board meeting have been included. Some of these documents include Board Contact List, Bylaws, Memorandum of Understanding, Board Member Responsibilities, Foundation Retreat Summary, and Conflict of Interest policy (to be added).
 - The binder will be reviewed by the Executive Subcommittee and then presented to the board for additional ideas of what should be included.

- Membership/Friends of the Museum Workgroup – Rich Feely
 - Various museums’ membership programs were reviewed.
 - Many of the museums provide membership benefits for the various levels.
 - The HD South’s Gilbert Historical Museum has a building campaign currently running for renovation and expansion of the museum. Thus far, that campaign has raised \$1.5 million of the \$2.6 million estimate needed for this project.
 - Sponsorships from corporations, trustees, and others is another avenue for raising funds for the Museum Foundation.
- Mission Workgroup – Jacki Ryan
 - The Mission Statement defines the Foundation’s purpose and primary objective.
 - A draft of the Mission Statement will be sent to the Executive Subcommittee team for review, and then brought back to the full board for review and inputs.

9. Museum Moment – Agenda Format Discussion

- Jody Crago reviewed the new agenda format.
- In order to follow the Open Meeting Law and still provide an opportunity for board members to share ideas or talk about something for the Foundation to possibly pursue as a future project, the Member Comments/Announcements will now be two separate sections.
- Member Comments will now be the section where board members can share ideas, suggest a future topic, etc. Discussion cannot ensue due to board meetings being public meetings, but staff or the executive subcommittee will follow-up on the topics introduced in this section.
- Member Announcements will now be the section where board members can share an announcement that does not require a follow-up or is a future discussion item. An example is “I attended the X show at ABC location, and it was great.”

10. City Update

- The Museum Storytelling Coordinator position has been reopened and will be open until the end of August. It has been posted on a variety of sites. This position has been vacant for a year now.
- The Exhibition Hall is currently closed as Museum staff begins installing two exhibitions that will be open soon.
- There were four “From Where to Here” performances. It was a very successful and positive feedback has been received. A full report will be presented at the September board meeting.
- Museum staff has begun working on the Chuckwagon Event, which will be held on November 10th and 11th (2023).
- The design and grading at Tumbleweed Ranch are being worked on as the City moves forward with this project.

Member Comments

Barbara Meyerson asked if the board would be interested in holding a board meeting at Tumbleweed Ranch after the weather has cooled. Jody Crago and Tiffani Egnor mentioned the meeting could be held in one of the rooms at Tumbleweed Recreation Center or in the Parks Administration Building, then a tour of the Ranch will be offered.

Joan Clark spoke about a new speaker series, "Chandler Chats." Participants can broaden their knowledge about City government, meet elected officials, learn about resources available to the community, and other topics. As the board continues to work on its Strategic Framework, Clark thought it might be good to have a speaker attend a board meeting to present on (the City's) Strategic Framework. City staff will follow up on this and update the board at a future board meeting.

Tom Escobedo shared that a mural is being painted on the wall border located at Espo's Mexican Food Eatery. This mural will contain the names of the original residents of the Hightown Neighborhood.

Member Announcements

Barbara Meyerson commended the Museum staff for all of its accomplishments this past year, especially since they have been short 25% of their full-time staff.

Calendar

The next Museum Foundation Executive Subcommittee Meeting is scheduled for **Tuesday, September 5, 2023, at 1:00 p.m.**, at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive, in Chandler, Arizona.

The next Museum Foundation Regular Meeting is scheduled for **Monday, September 18, 2023, at 5:30 p.m.**, at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive, in Chandler, Arizona.

Adjourn

The meeting was adjourned at 6:47 p.m.

Barbara Meyerson, Chair

Jody Crago, Staff Liaison