

Meeting Minutes

Chandler Museum Foundation

Strategic Planning Subcommittee

Regular Meeting

November 27, 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 Joan Clark at 5:37 p.m.

Roll Call

Board Member Attendance

Joan Clark, Chair
Barbara Meyerson
Brenda Abney
Martin Sepulveda
Tom Escobedo

Staff Attendance

Jody Crago, Museum Manager

Absent

None

Scheduled and Unscheduled Public Appearances

None

Consent Agenda

1. October 2023 Museum Foundation Strategic Planning Subcommittee Meeting Minutes
 - Brenda Abney made a motion to approve the meeting minutes from October 30, 2023.
 - Barbara Meyerson seconded the motion. Motion carried unanimously (5-0). The minutes were approved as written.

Action Agenda

2. Approve 2024 Chandler Museum Foundation (CMF) Strategic Planning Subcommittee Meeting Schedule.
 - Martin Sepulveda made a motion to approve the 2024 Chandler Museum Foundation Strategic Planning Subcommittee (SPS) Meeting Schedule to be the 4th Monday of the month and will be held at 5:30p.m., at the Chandler Museum.
 - Tom Escobedo seconded the motion. Motion carried unanimously (5-0).
 - Barbara Meyerson inquired if meeting before the CMF Board Meeting on the 3rd Monday of the month would work since subcommittee members are already at the Museum/online for the board meeting.
 - After discussion ensued, it was decided to meet on a different week would be better.
 - If the SPS met on the same day as the board, any recommendations for the full board could not be discussed that night since the board agenda is already set. All recommendations and discussions would need to wait until the following board meeting.
 - If a meeting is not needed, it can be cancelled.

Briefing

3. Review and Finalize Draft Strategic Planning Goals
 - Each of the three goals were discussed individually.
 - Goal 1: Develop the capacity of the Board to fulfill its Mission by creating a Governance Subcommittee.
 - The Governance Subcommittee Goal document was reviewed, and edits were made.
 - The Governance Subcommittee will work closely with the Executive Subcommittee. It was recommended that the Executive Subcommittee Vice-Chair be a member of the subcommittee. This will help tie in the flow of information between the two subcommittees.
 - Goal 2 (Edited Goal) Build awareness of and engagement with the Museum Foundation.
 - The Awareness & Engagement Goal document was reviewed, and edits were made.
 - Martin Sepulveda believes starting at the Executive Level is a great place to start with awareness and engagement, such as with Chandler Mayor and City Councilmembers.
 - After the Strategic Plan has been updated and final revision approved by the board, it would be a good document to bring to the meetings.
 - Some entities to meet with are the City Councilmembers, Executive Director of the Chandler Chamber of Commerce, and with leadership from businesses located in Chandler.

- Brenda Abney inquired if an annual report on the Chandler Museum Foundation could be provided the City Council.
 - Jody Crago responded that Museum staff is currently working on the annual Museum report it provides to City Council. This can be done for the Chandler Museum Foundation and provided to the City Council six months after the Museum report.
 - Following this process would put the Museum and the Museum Foundation in front of City Council twice a year.
 - Goal 3: Increase financial support for the Museum by \$XX, XXX in two years.
 - The Financial Goal document was reviewed, and edits were made.
 - Tom Escobedo shared with the subcommittee that the Museum Store has been performing well. Escobedo would like one of the financial strategies to be to increase rentals.
 - There are three different fundraising activities:
 - Earned revenue, such as revenue from the Store and rentals.
 - Sponsorship (contributed revenue).
 - Membership (contributed revenue).
 - There are also other means to increase revenue (i.e., Legacy gifts, Annual Asks).
 - Determining sponsorship levels and having a Development Plan are key to help generate revenue for the Museum.
 - Jody Crago reminded the subcommittee that as The Ranch at Tumbleweed Park Masterplan continues to move forward, there are ways the Museum Foundation can earn revenue at The Ranch.
 - Not all board members have fundraising experience.
 - As the Museum Foundation moves forward, having fundraising training/refresher course for the board members will be beneficial, especially as fundraising activities have changed over the years.
 - The Spending Policy Workgroup is meeting soon. Any information from that meeting which could benefit the Financial Goal document will be added.
 - After further discussion, the subcommittee decided to review this goal again at a later date.
 - Joan Clark will compile the notes from today's subcommittee meeting and have the information at the next meeting on December 18, 2023.
4. Confirm Strategic Planning Subcommittee Members Availability to meet on December 18, 2023, for a Museum Foundation Strategic Planning Subcommittee Meeting.
- All subcommittee members can meet on Monday, December 18, 2023, at 5:30 p.m. That is when the next SPS Meeting will be held.

5. Schedule Date for Strategic Planning Subcommittee Recommendation of Approval of Draft Strategic Planning Goals.
 - This Briefing Item was tabled.
6. Schedule Date to Present Finalized Strategic Planning Goals to Executive Subcommittee.
 - This Briefing Item was tabled.

Member Comments

No Member Comments.

Member Announcements

No Member Announcements.

Calendar

7. Next Strategic Planning Subcommittee Meeting is scheduled for Monday, December 18, 2023, at 5:30 p.m., at the Chandler Museum.

Adjourn

The meeting was adjourned at 7:24 p.m.

Joan Clark, Chair

Jody Crago, Staff Liaison