

Meeting Minutes

Chandler Museum Foundation

Strategic Planning Subcommittee

Regular Meeting

December 18, 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 5:34 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. November 2023 Museum Foundation Strategic Planning Subcommittee Meeting Minutes
 - Martin Sepulveda made a motion to approve the meeting minutes from November 27, 2023.
 - Barbara Meyerson seconded the motion. Motion carried unanimously (5-0). The minutes were approved as written.

Action Agenda

2. Recommend Approval of Governance Goal for the Museum Foundation Strategic Plan
 - Barbara Meyerson made a motion to approve the Governance Goal for the Museum Foundation Strategic Plan after discussed changes added to document.
 - Tom Escobedo seconded the amended motion. Motion carried unanimously (5-0).
 - The Governance Goal will have a section for Composition and Reporting Structure section added.
 - The updated Governance Goal will be brought forward to the Executive Subcommittee for review and approval before being presented to the full Museum Foundation Board for review and approval.
3. Recommend Approval of Awareness and Engagement Goal for the Museum Foundation Strategic Plan
 - Martin Sepulveda made a motion to approve the Awareness and Engagement Goal for the Museum Foundation Strategic Plan after discussed changes added to document.
 - Tom Escobedo seconded the amended motion. Motion carried unanimously (5-0).
 - Discussion on this goal was to broaden some of the tasks and add for meeting frequency to state, "As needed."
 - The updated Awareness and Engagement Goal will be brought forward to the Executive Subcommittee for review and approval before being presented to the full Museum Foundation Board for review and approval.

Briefing

4. Discuss the Funding Goal for the Museum Foundation Strategic Plan
 - The Funding Goal documents were reviewed and discussed by the Strategic Planning Subcommittee.
 - Recommendation to add more board members to assist with the Fundraising Goal as the goal continues to be worked on.
 - Martin Sepulveda stated he would assist.
 - Brenda Abney also stated she could assist and/or review documents.
 - Membership Program options were reviewed.
 - Offer something in return for their membership.
 - Craft the Ask: Public Ask and Personal Ask are different.
 - Fundraising training will be offered to Board Members.
 - Potential contractor with development and/or communications experience would be beneficial to assist the Foundation in build the image of the Museum Foundation and the Museum.
 - This person could maintain the contact prospects, train board members on fundraising techniques, and more.

- Next steps will be to continue discussing the Funding Goal and a Membership Program at the next Strategic Planning Subcommittee Meeting in January.

Member Comments

Topic to be brought forward and discussed by the Executive Subcommittee is if the Museum and/or Museum Foundation can provide grants if asked to assist funding a project(s).

Member Announcements

Jody Crago announced if any board members are interested in purchasing tickets for the Annual Sports Hall of Fame (SHOF) Fundraising Event, to contact a SHOF member or the Museum staff for contact information. Some of the prizes are tickets to the Phoenix Open with parking passes.

The Holiday Gathering was enjoyed by all who attended.

Calendar

5. Next Strategic Planning Subcommittee Meeting is scheduled for Monday, January 22, 2024, at 5:30 p.m., at the Chandler Museum.

Adjourn

The meeting was adjourned at 6:48 p.m.

Joan Clark, Chair

Jody Crago, Staff Liaison