

Meeting Minutes

Chandler Museum Foundation

Strategic Planning Subcommittee

Regular Meeting

January 22, 2024 | 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 5:33 p.m.

Roll Call

Board Member Attendance

Joan Clark, Chair
Barbara Meyerson
Martin Sepulveda
Tom Escobedo

Staff Attendance

Jody Crago, Museum Manager

Absent

Brenda Abney

Scheduled and Unscheduled Public Appearances

None

Consent Agenda

1. December 2023 Museum Foundation Strategic Planning Subcommittee Meeting Minutes
 - Martin Sepulveda made a motion to approve the meeting minutes from December 18, 2023.
 - Barbara Meyerson seconded the motion. Motion carried unanimously (4-0). The minutes were approved as written.

Action Agenda

2. Recommend Approval of the Fundraising Goal for the Museum Foundation Strategic Plan

- Martin Sepulveda made a motion to approve the Fundraising Goal for the Museum Foundation Strategic Plan with the amended changes after subcommittee discussion.
- Barbara Meyerson seconded the amended motion. Motion carried unanimously (4-0).
- The current formatting is similar to a Charter and discussion followed to change the format.
- Amended goal: The Fundraising Goal of the Chandler Museum Foundation is to increase support for the Chandler Museum.
- Sections to be removed from the current document are:
 - Composition and Reporting
 - Meeting Frequency.
- Museum staff will simplify the strategies and present them to the Executive Subcommittee.
- The Tasks/Tactics can be simplified.
- The creation and approval of a Financial Policy and the fiscal year (FY) 2024-25 Foundation Budget are pertinent in moving forward with the Fundraising Goal.
- Hiring a development consultant or firm for fundraising was discussed.
 - If approved by the Executive Subcommittee and full board, a Request for Qualifications (RFQ) will be published to solicit proposals.
- Some of the areas to focus on the fundraising training for the board members include:
 - To know and recite what the Foundation is.
 - To know and recite what the Foundation provides.
 - To know how the Foundation is different from the City of Chandler and the Chandler Museum.
- Areas to cover when interviewing a development consultant:
 - Develop a value proposition statement for the Foundation's priorities.
 - Outline a funding development program.
 - Provide current research on existing membership programs.

3. Recommend Establishing a Fundraising Subcommittee

- Martin Sepulveda made a motion to Table this Action Item.
- Barbara seconded the motion to table this Action Item. Motion to table carried unanimously (4-0).

Briefing

4. Future Funding Considerations – Tabled
5. Discuss the Proposed Membership Program – Tabled
6. Discuss the Formation of a Membership Workgroup – Tabled

Member Comments

Tom Escobedo commended the Museum staff for a good job on the Volunteer Appreciation Night. Attendees enjoyed themselves and the recognition is valued.

Jody Crago announced the Adult Program Coordinator is also the Volunteer Coordinator, and she is leaving to pursue other endeavors. The Volunteer Program will be slowing down until a replacement is found for this position.

Martin Sepulveda revealed the Silk Stocking District is set to finally get its historic designation.

Barbara Meyerson stated the Museum, at its core, celebrates the entire community and that it is a place of celebration.

Member Announcements

None

Calendar

7. Next Strategic Planning Subcommittee Meeting is scheduled for Monday, February 26, 2024, at 5:30 p.m., at the Chandler Museum.

Adjourn

The meeting was adjourned at 6:46 p.m.

Joan Clark, Chair

Jody Crago, Staff Liaison