

Museum Foundation Executive Subcommittee Regular Meeting

August 5, 2024 | 1:00 p.m.

Chandler Museum, Saguaro Room
300 S. Chandler Village Dr., Chandler, AZ



Board Members

Barbara Meyerson, Chair
Joan Clark, Vice-Chair
Rich Feely, Treasurer

Pursuant to Resolution No. 4464 of the City of Chandler and to A.R.S. § 38-431.02, notice is hereby given to the members of the Museum Foundation and to the general public that the Museum Foundation Executive Subcommittee will hold a REGULAR MEETING open to the public on Monday, August 5, 2024, at 1:00 p.m., at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Dr., Chandler, AZ. One or more Board Members may be attending by telephone.

Persons with disabilities may request a reasonable modification or communication aids and services by contacting the City Clerk's Office at (480) 782-2181 (711 via AZRS). Please make requests in advance as it affords the City time to accommodate the request.

Agendas are available in the Office of the City Clerk, 175 S. Arizona Avenue.

Museum Foundation Executive Subcommittee

Regular Meeting Agenda - August 5, 2024

Call to Order/Roll Call

Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

Consent Agenda

Items listed on the Consent Agenda may be enacted by one motion and one vote. If a discussion is required by members of the Board or Commission, the item will be removed from the Consent Agenda for discussion and determination will be made if the item will be considered separately.

1. Motion to approve minutes from June 3, 2024, Museum Foundation Executive Subcommittee meeting

Action Agenda

2. Recommend Sunsetting the Strategic Planning Subcommittee

Briefing

3. Review Museum Foundation Board Attendance Record
4. Review Questions for Museum Foundation Board Member Candidates
5. Review Draft of Museum Foundation's "Case for Support"
6. Discussion/Plans for Possible Fundraising Events
7. Discuss Foundation Marketing Plan Proposal [submitted by Idea Workgroup]
8. Review Idea Workgroup Research on Henrys and Monarchs non-profit groups
9. Review Agenda for Next Museum Foundation Board Meeting

Member Comments

Member Announcements

Calendar

10. Next Museum Foundation Board Meeting will be **August 19, 2024**, at 5:30 p.m. at the Chandler Museum.

Next Executive Subcommittee Meeting will be **September 2, 2024**, at 1:00 p.m. at the Chandler Museum.

Adjourn



Museum Foundation Cultural Development Memo No.

Date: 08/05/2024

To: Museum Foundation

From: Sarah Biggerstaff, Museum Storytelling Coordinator

Subject: Approval of Minutes from June 3, 2024, Museum Foundation Executive Subcommittee

Attachments

Minutes

Meeting Minutes

Chandler Museum Foundation

Executive Subcommittee

Regular Meeting

June 3, 2024 | 1:00 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 1:06 p.m.

Roll Call

Board Member Attendance

Barbara Meyerson, Chair
Joan Clark, Vice-Chair

Staff Attendance

Jody Crago, Museum Manager

Absent

Tom Escobedo, Treasurer

Scheduled and Unscheduled Public Appearances

Rich Feely

Consent Agenda

1. May 6, 2024, Museum Foundation Executive Subcommittee Meeting Minutes
 - Joan Clark made a motion to approve the meeting minutes of the Museum Foundation Executive Subcommittee Meeting from April 1, 2024.
 - Barbara Meyerson seconded the motion. Motion carried unanimously (2-0). The minutes were approved as written.

Action Item

2. Recommend Conditional Approval of Museum Foundation Spending Policy
 - Joan Clark made a motion to recommend the conditional approval of the Museum Foundation Spending Policy.
 - Barbara Meyerson seconded the motion. Motion carried unanimously (2-0).

Briefing

3. Cash Kitty for Chandler Museum Store

- Jody Crago notified the Executive Subcommittee that the museum has two cash drawers with \$100 each. This \$200 belongs to the City of Chandler. He intends to take \$200 out of the Foundation's bank account and then return that \$200 to the City so that the store operation is fully under the Foundation.

4. Marketing Opportunity for Museum at Chandler Fashion Center

- There are kiosks in the mall that the museum can advertise through. We are thinking of advertising through these kiosks, maybe the ones close to Scheel's, during the holiday season since there is so much traffic there. We would highlight that the museum is free and nearby.
- The Executive Subcommittee agreed that this is an idea worthy of further investigation. Tiffany Egnor will work on getting pricing and availability for advertising on the kiosks.
- This topic will be placed on the agenda for a future meeting, though not the August one.

5. Organic Architecture and Design Archives Special Event – November 8-9, 2024

- OAD is a non-profit organization that collects organic architecture. There is a lot of material in the collection by Frank Lloyd Wright and his acolytes. The group originally started as collectors and then became a formal non-profit. They have a reference room and study center in Chandler, as well as three locations across the country. They are increasingly wanting to center in Chandler, and the city is considering a collaboration with them as a non-profit.
- OAD has requested a special event at the museum on both November 8 and 9. They are looking for a collaboration, not a straight rental. Jody Crago will present the group with what a straight rental entails, but he is sure that they are more interested in a collaboration. OAD is interested in using the Saguaro Room, the courtyard and having a display in the Price Gallery.
- The Foundation needs to approve or deny the request for a collaboration versus a straight rental, because this is a potential loss of revenue. The City Manager will want to ensure that the Foundation is aware and approves before moving forward. It is a collaboration that Jody Crago believes has long term benefits for the museum, the community, and the organization. The estimated loss of revenue would be in the \$1,000 to \$2,000 range.
- This would be a fundraising event for OAD. They are inviting organic architecture groups like the Friends of Kettener, Taliesin Fellows, and Bruce Goff people. There will probably be around 400 people invited. The Executive Subcommittee would like to see if there is a way the Foundation and/or public could participate free of charge.

- With the support of the Foundation, Jody Crago will take this through the city process to get approval.
6. Status of Museum Campus Landscaping
- The museum has approved an expenditure of approximately \$9,000 to do some plantings along the front area, put some plants back in the island in the parking lot, and replace plants along the front of the Saguaros. It's not extensive, but it is filling in some holes. Those will go in in the fall.
 - Over the next 2-3 fiscal years, there will be additional plantings encouraged, but that will be a shared expense with the parks department and the museum. It will probably include asking for decision packages as part of the City's budget.
 - Interpretation and benches are a separate conversation.
 - There have been many questions at board meetings and discussion as to whether the Foundation could do something. It is important for the Foundation to understand that the museum does not control the contractor. The campus is considered a park, and it is negotiated through the parks board.
7. Status of Gila River Internment Camp Building
- There has been this conversation about trying to save this building. There's an individual, Bill Staples, who was a former park board member who happens to be in the Japanese American community, he's a member of the Japanese American Citizens League. He is one of the founders of the Japanese Nisei Baseball Research Association.
 - There is a family from Gila River that bought one of the original buildings, likely a washroom, and moved it to their land on the reservation. They lived in it, but no longer do. They had known that this Bill Staples might be interested in saving it, so contacted him and said they might be willing to donate it if Bill can move it. Bill stopped by the museum a couple of months ago and informed us. With the master planning for the ranch happening, this is an ideal time to talk about how the building could eventually get put into the plan. The museum needs to talk about what the cost might be.
 - We will be bringing *Gaman*, the exhibit, back to the museum, at the beginning of 2025. It's slated to run about eight months. This would be an ideal time to start a campaign to raise funds for the building.
 - We also must start talking about how we might integrate it into the design of the ranch, because we can't really put it on this campus. In this coming week, Jody Crago intends to talk to Bill about the status of the building.
 - The building has an interesting history. Either a former president, or a tribal leader of some level, grew up in that building. I think there's a lot of interpretive opportunities.
 - We need to figure out the costs of moving, restoration and preservation. To fundraise, we need to know what it's going to cost.
8. Discuss Next Topic for Museum Moment
- Approval of the spending policy.

- Short update on landscaping in the Director's Report.
- Membership program under Briefing.

9. Review Agenda for Next Museum Foundation Board Meeting

Member Comments

None.

Member Announcements

None.

Calendar

10. The next Museum Foundation Regular Meeting will be held on June 17, 2024, at 5:30 p.m., at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive, in Chandler, Arizona.

11. The next Executive Subcommittee Meeting will be held on August 5, 2024, at 1:00 p.m., at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive, in Chandler, Arizona.

Adjourn

With no other business to discuss, the meeting was adjourned at 3:06 p.m.

Barbara Meyerson, Chair

Jody Crago, Staff Liaison



Museum Foundation Cultural Development Memo No.

Date: 08/05/2024
To: Museum Foundation
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Review Museum Foundation Board Attendance Record

Attachments

Attendance

Chandler Museum Foundation Attendance FY 2023-2024

Board Member	July	8/21/2023	9/18/2023	10/16/2023	11/20/2023	12/11/2023	1/16/2024	2/20/2024	3/18/2024	4/15/2024	5/20/2024	6/18/2024		% of attendance
Barbara Meyerson, Chair	NO MTG	X	X	X	X		X	X	X	X	X	X		
Joan Clark, Vice-Chair		X	X	EA	X		X	X	X	X	X	X		
Tom Escobedo, Treasurer		X	EA	X	X		X	X		X	X	X		
Brenda Abney		X	X	EA	X		X (joined later-virtual)	EA	X	EA	x	X (virtual)		
Martin Sepulveda		X	X	X	X		X	X (joined later-virtual)	X	X		X		
Joshua Askey			X	X	X		X	X	X		X	EA		
Calvenea Malloy		X	X	X	X		X	X	EA	X	X	X		
Jacki Ryan		X	X	X	X		X	X (joined later-virtual)	EA	X	X	X		
Adam Turner		X	X	X	X		X (joined later-virtual)		X	X	X	X		
Albert Quihuis			EA		X		X		EA	X	X	EA		
Richard Feely		X	X	X	X		X	X	X	X		X (virtual)		
			81.8%	81.8%	72.7%	100.0%		100.0%	72.7%	63.6%	81.8%	81.8%	81.8%	

PREVIOUS MEMBERS

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Absent after Attendance Policy approval
 EA Excused Absence



Museum Foundation Cultural Development Memo No.

Date: 08/05/2024
To: Museum Foundation
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Review Questions for Museum Foundation Board Member Candidates

Attachments

Questions

QUESTIONS FOR POTENTIAL FOUNDATION BOARD MEMBERS

DRAFT

NOTE: *Before asking any of these questions of potential Board members, it is important to explain that the nomination process is the responsibility of the Mayor and City Council. These questions are being asked in order to provide additional background information to those making the final decisions.*

=====

- Have you visited the Chandler Museum? Which exhibits did you see? What did you think about them? Why?
- Have you served on other non-profit Boards? Which ones? What did you bring to that Board?
- Do you have an fund raising experience? Please tell us about it.
- What makes you proud of being a citizen of Chandler?
- Are you available to attend monthly meetings as well as additional subcommittee meetings?

=====

At the conclusion of the conversation, please remind the applicant that the final decision rests with the Mayor and council members and someone should be in touch. [We'll need to insert an approx. date here.]



Museum Foundation Cultural Development Memo No.

Date: 08/05/2024
To: Museum Foundation
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Review Draft of Museum Foundation's "Case for Support"

Attachments

Case for Support

CHANDLER MUSEUM FOUNDATION CASE FOR SUPPORT

D R A F T

WHO

The Chandler Museum Foundation promotes the Chandler Museum by enabling and enhancing the sharing, preservation and reach of the cultural history of the City of Chandler. This is accomplished through fund development for exhibits, events and educational programs.

WHAT

The Chandler Museum was developed as a community gathering place dedicated to preserving, showcasing and celebrating the people, places and stories that Crete our City.

WHERE

The Museum's presence can be found throughout the City in a wide variety of both physical and digital locations.

- **Main location:** *[300 South Chandler Village Drive] presents over 10,000 sq. Ft. of exhibits, collections, archives, and meeting spaces. Also included at this site are the historic Price House (listed on the National register of Historic Places) and the East Valley History Center.*
- **Downtown Chandler:** *Exhibits and kiosks [insert approximate number here]*
- **Neighborhood:** *Site specific historic kiosks in parks throughout Chandler*
- **Tumbleweed Ranch:** *Historic buildings and agricultural equipment located at 2250 South McQueen Road.*
- **Chandlerpedia.com:** *On-line resource for showcasing Candler's cultures, history and art.*

WHY DONATE?

Your donation enables the evolution of a truly special cultural destination for the City of Chandler.

Share *the experience of our collective cultures, history and art*

Learn *about our store—past and present*

Appreciate *our growing and diverse community*

Ways To Donate:

Sponsor an event, exhibit or program of importance to you or to your organization. Share your civic pride.

Engage with the City as a community partner.

Become part of our present and future stories

Support the Chandler Museum Foundation in taking the Chandler Museum from “good to great.”

Sponsors participate with the Chandler Museum Foundation to:

Add funds beyond what the City provides for basic operations

Continue to collect and share our stories as Chandler moves into the 21st century

Support shared cultural experiences through special exhibits and programs

Meet evolving needs for technology, collections management and building enhancements

Enhance community presence via varied sponsorship options and locations

Utilize volunteer opportunities for community service

Become a member.

Members' donations support the community, enhance the Museum's capabilities, and demonstrate a commitment to culture, history and art.

Learn about our history and the vision that has carried us forward

Support our evolving community story

Contribute your ideas

Participate in shared cultural experiences

Share in the civic pride of "Know and Tell" to help spread the word about our Chandler Museum

HOW

Donate Use the Chandler Museum's Square site

Attend a fundraising event and get to know us

Volunteer

Shop at the Chandler Museum Store

We look forward to meeting you.

[Contact information goes here.]



Museum Foundation Executive Subcommittee Cultural Development

Date: 08/05/2024

To: Museum Foundation Executive Subcommittee

From: Sarah Biggerstaff, Museum Storytelling Coordinator

Subject: Discuss Foundation Marketing Plan Proposal [submitted by Idea Workgroup]

Attachments

Marketing Plan

Marketing Plan Proposal Rev 0 – Chandler Museum Foundation

The Museum Foundation promotes the Chandler Museum to enable the sharing and preservation of the cultural history of Chandler. We achieve this through Fund Development for exhibits, events and educational programs, advocacy, and special initiatives.

Marketing plan proposal for the Chandler Museum Foundation involves outlining strategies to effectively promote the museum, attract visitors, and secure funding for exhibits, events, and educational programs.

Suggested Actions:

1. Value Proposition

- **Define Museum Foundation Value Proposition tied to Museum** (*we generate revenue, the museum supports a sense of place for the community arts/culture...*)
- **Align Value Proposition with Stakeholders**
 - **Stakeholder management** - with city council, City manager and others (chamber, school board, etc...)
 - **Museum Foundation event** – see the museum, hear from the Foundation align on Value Prop and vision for the future, wants and needs. Begin to build a path.
 - **Maintenance of these relationships/agreements** – *Chair/Vice Chair and select members of the CMF*

2. Situation Analysis

- **Market Overview:** Understand the local community's demographics, interests in cultural heritage, and existing cultural attractions. *What data do we have?*
- **Competitive Analysis:** Identify other museums or cultural centers in the region and analyze their offerings, visitor demographics, and marketing tactics.
- **SWOT Analysis:** Assess the strengths, weaknesses, opportunities, and threats specific to the Chandler Museum and the Foundation. *We can review some of what was done in retreat.*

3. Goals and Objectives

- **Increase Awareness/Outreach:** Raise visibility of the Chandler Museum and its Foundation among residents and tourists.
- **Increase Engagement:** Encourage more community involvement through exhibits, events, and educational programs.

- **Funding Development:** Secure financial support through donations, sponsorships, and grants to sustain operations and initiatives.
- **Value Prop/Relationship:** Develop sustaining relationships with Mayor/Council and City Manager

4. Target Audience

- **Local Residents:** Chandler residents interested in local history and cultural activities. *Can we purchase/leverage mailing lists?*
- **Tourists:** Visitors to Chandler seeking cultural experiences and educational opportunities. *Need to capture visitor information (opt in)*
- **CUSD:** *is there an opportunity to integrate into curricula?*
- **Potential Donors and Prior CHS supporters:** Individuals, businesses, and organizations interested in supporting cultural preservation and education. Chandler Historical Society supporters.
 - **Is there a CHS specific campaign?**

5. Marketing Strategies

- **Develop the Foundation identity:** Logo, branding, elevator pitch, our Why – tie to value proposition and mission, history, etc. to feed printed material and web content. *What are our stories?*
- **Digital Marketing:**
 - **Website Optimization:** Ensure the Museum and Chandler Museum Foundation's website is informative, engaging, and easy to navigate.
 - **Content Marketing:** Create blog posts, articles, and videos highlighting exhibits, events, and historical stories. i.e. Chandler Fun Facts or this day in history
 - **Social Media:** Use platforms like Facebook, Instagram, and "X" (formerly Twitter) to share updates, behind-the-scenes content, and engage with the community. Social media challenges, behind-the-scenes content, upcoming events, or fun facts about our museum, exhibits, Chandler...
 - *Can we get an Influencer here to do a post/partner with in some frequency?*
 - *Can we pay for Search Engine Optimization (when someone does a search ours comes to the top)*
 - **Email Campaigns:** Regular newsletters to subscribers about upcoming events, new exhibits, and fundraising initiatives. *Need to capture visitor emails*
 - **Storytelling –** required in all platforms.
 - We must share our stories about people, places, things, exhibits, artifacts to engage a wide audience
- **Community Engagement:**
 - **Partnerships:** Collaborate with local businesses, schools, and community organizations for joint events and promotions.

- *Collaborate with Chandler Sports Hall of Fame - they are one of the most successful Chandler non-profit organizations*
 - **City and other City orgs – see Value Proposition**
 - **Other museum partnerships/collaboration:** *Are there opportunities here?*
 - **Schools, Sun Lakes, Assisted living, others??**
 - **Other organizations, clubs, non profits,??**
 - **Events:** Organize a foundation event at the museum. Leverage regular events such as lectures, workshops, and family events to attract diverse audiences. Participate in City events. *Capture participants contact info.*
 - Hold events in some frequency at the museum
 - **Volunteer Programs:** Recruit and train volunteers to support museum operations and outreach efforts. (Like the Henry's with ICAN)
 - **Storytelling – required in all mediums**
- **Traditional Marketing:**
 - **Print Materials:** Develop brochures, flyers, and posters for distribution at local businesses, hotels, and community centers.
 - **Public Relations:** Develop relationships with local media outlets to secure coverage of museum events and initiatives. *Target San Tan news, Chandler City Lifestyle get articles published, others? City bills flyer?*
 - **Networking:** Attend local events, City events and conferences to network with potential donors, sponsors, and community leaders. *Museum communities?*

6. Measurement and Evaluation

- **Key Performance Indicators (KPIs):**
 - Visitor numbers and demographics
 - Website traffic and engagement metrics
 - Social media engagement (likes, shares, comments)
 - Donation and sponsorship revenue
 - Media mentions and PR reach
- **Regular Evaluation:** Review marketing efforts quarterly or annually to assess what's working, identify areas for improvement, and adjust strategies accordingly.

7. Budget

- Allocate funds for advertising, promotional materials, website maintenance, event organization, and staff training.
- Partner or engage with an organization that does nonprofit marketing or fundraising (budget for this)

8. Implementation Timeline

- Phased implementation.
- Prioritize strategies

- Create a detailed timeline outlining when each marketing initiative will be launched and evaluated.
- Leverage new temp resources to implement

9. Risk Management

- Anticipate potential challenges such as new Mayor/Council, budget constraints, competition, or changing visitor demographics, and develop contingency plans.

DRAFT



Museum Foundation Executive Subcommittee Cultural Development

Date: 08/05/2024
To: Museum Foundation Executive Subcommittee
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Review Idea Workgroup Research on Henrys and Monarchs non-profit groups

Attachments

Henrys Overview



PURPOSE

To engage local leaders in ICAN's mission through meaningful connections, volunteerism and philanthropy which combine to improve the lives of youth. Our group is inspired by ICAN's beloved founder, Henry Salinas, with his belief that one person can make a difference in the community.

MEMBERSHIP GOALS

GROUP:

- Prepare a strong, contingent group of leaders, through training and experience, to participate in ICAN's mission
- Further the mission of ICAN through the combined power of member's time, treasure and talent
- Support ICAN's youth programs by planning philanthropic events and drives

INDIVIDUAL:

- Serve as an ambassador for ICAN in the community
- Invest personally through time, talent, and treasure in ICAN's work
- Assist with securing in-kind donations for Programs and events
- Attend a minimum of 7 of 10 meetings
- Aid in the recruitment of additional members during your tenure

STRUCTURE

- Monthly meetings and group socials
- Meetings are held on Thursdays from 4:00-5:30 pm, 5:00-5:30 is optional group mingling
- No formal meetings June or July
- 22.23 Meeting Dates: 8.11, 9.15, 10.20, 11.10, 12.8, 1.12, 2.9, 3.9, 4.6, 5.4
- New Member Orientation: 7.28, 4-5 pm at ICAN
- Annual philanthropic fundraisers: dreamBIG, AZ Gives Day, and Building Bright Futures Event

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Donor Relations
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Contact us

