

Meeting Minutes

Chandler Museum Foundation

Executive Subcommittee

Regular Meeting

September 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 1:05 p.m.

Roll Call

Board Member Attendance

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

Staff Attendance

Kim Moyers, Director, Cultural Development
Jody Crago, Museum Manager

Unscheduled Public Appearances

None.

Consent Agenda

1. June 3, 2024, Museum Foundation Executive Subcommittee Meeting Minutes
 - Rich Feely made a motion to approve the meeting minutes of the Museum Foundation Executive Subcommittee Meeting from August 19, 2024.
 - Joan Clark seconded the motion. Motion carried unanimously (3-0). The minutes were approved.

Action Item

None.

Briefing

2. Community Development Department Briefing (Kim Moyers)

- Tiffany Egnor's departure from the Chandler Museum created an opportunity to restructure the Cultural Development Department. Kim Moyers and Jody Crago strategized on how to improve processes and better utilize the department's talented staff. The museum will also now have four physical sites: Vision Gallery, the gallery at the Chandler Center for the Arts, the Museum campus, and Tumbleweed Ranch. We will also continue to have our online site, ChandlerpediA. The branding for all sites will converge.
- Peter Bugg, who has been with the Cultural Development Department for eight years, has taken on an interim role of museum operations manager. He will be responsible for all budgets, schedules, exhibits, and people for Vision Gallery and the Museum. Peter will be able to dovetail the entirety of the department's exhibits and programming to make sure that we're meeting the needs of the community, of the museum, and of exhibits in the city. Peter will also maintain his responsibilities with Public Art. Peter will report to Kim for Public Art, and to Jody for everything else.
- Prior to the department restructure, Vision Gallery was under the purview of Michelle Mac Lennan and the Chandler Center for the Arts. Michelle is supportive of moving Vision Gallery under the Museum. This shift helps solve some problems that the needs assessment identified.
- The restructure also helps solve some staffing issues, as we will be able to cross-train all to staff to be able to work at the department's different sites and events as needed.
- More department changes will be communicated after human resources approves.

3. Review Progress of Live Binder

- Jody Crago provided a preview of the Foundation's Live Binder site that Joan Clark has been putting documents on. There are minor changes to still be made. When the site is finished, a foundation member will be able to log in and access foundation materials at their convenience. The Foundation will receive instructions on using the site.

4. Museum FY23-24 Numbers Report

- Visitor Data
 - Visitor data is collected via an online service called Placer, which uses location intelligence and foot traffic insights. Placer tracks the duration of a person's visit, when they come, and when they leave, and then it extrapolates that data.
 - In FY23-24, the museum had 11,661 people that walked in as a guest. Those are people that are coming in to go to the exhibits.
 - The museum's busiest month is July and March. The slowest months are November and December. That is critical to understand, especially when we're thinking about exhibitions and store sales.
 - The busiest days are Wednesdays and Saturdays due to our programming. The busiest day by hour is Sunday, and we're only open half a day on Sunday. So, our real busiest days are Wednesday, Saturday, and Sunday.

- Mornings are the busiest time, and afternoons are busy until the last hour.
- About a third of our visitors, are repeat visitors. The number of visits produced by visitors who come more than twice a fiscal year is 3,300.
- The average length of a visit is about 53 minutes a day.
- Exhibitions
 - During FY23-24, we produced 16 exhibitions, including Tier I, Tier II, poster, traveling, and collaboration exhibits. In addition to the 16 that we did, we also worked on 16 other exhibitions. At any one time in this past fiscal year, we handled 32 different exhibitions
- Programming
 - During FY23-24 the museum offered 163 programs with a total attendance of 3,265 people. C-Town and Art Tots are our most attended programs. We also do a lot of presentations out in the community, such as at nursing homes.
- Collections
 - We had 32 public research requests that came through the history center.
 - We conducted 5 oral histories.
 - We cataloged 1,569 new items into the collection.
 - We had 2 preservation requests.
 - We had many areas of expanded research.

5. Museum Store FY23-24 Numbers Report

- Top grossing items:
 - History books continue to sell well. The books were paid for in 2012 and are still selling. We also earn about \$300 each year from the publisher Arcadia from off-site book sales.
 - Handmade ceramic bowls, due to their higher price point.
- Top selling items
 - Pens, emery boards, change purses, water, and pins. These are all items that are typically under \$5.
- 992 total transactions, so just under a thousand people purchased something. The average sale is about \$20.
- The store earns \$2 for every guest, regardless of whether they shop or not.
- Of the museum's 11,000 visitors, about 80.5% actually purchased items.
- The museum has low attendance in December, but we do the Museum Store Sunday sale which typically brings people in. We try to market the sale as much as possible. We receive a decent amount of business from city staff.
- Last year we had a loss of \$229 due to things like breakage, theft, and expiration dates on perishable items.
- We do inventory twice a year and track it very carefully daily.
- Expenses for the year were about \$9,900. We purchased new products for the new fiscal year, so that's why the expenditures went up.
- Total profit is \$13,000. Lizzie Olsen deserves most of the credit, as she spends a lot of time on finding the right products for the store.

6. Museum Foundation Audit Update

- The projected cost of the audit is \$11,500.
- Lizzie has dedicated her week to working on the audit.
- The auditing firm does not do the 990 documents, a separate firm does that for about \$2,000.
- According to the federal government, because most of our income has come from one donor, the historical society, we are a private foundation. Once we can show that there is income coming from other donors, we can be reclassified as a public foundation.

7. Review Agenda for Next Museum Foundation Board Meeting

- Museum Foundation Working Group
- OAD Event Fees
- Introduction of new Museum Staff
- Museum Division Reorganization
- Chandler Museum Store Report FY23-24
- Update of Friends of the Museum Membership
- Museum Director's Report

Member Comments

None.

Member Announcements

None.

Calendar

8. The next Museum Foundation Regular Meeting will be held on September 16, 2024, at 5:30 p.m., at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive, in Chandler, Arizona.
9. The next Executive Subcommittee Meeting will be held on October 7, 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 2:55 p.m.

Barbara Meyerson, Chair

Jody Crago, Staff Liaison