

**Chandler Museum Foundation
Governance Subcommittee
Biannual Report 2024
Part One—Strategy**

Fall 2024

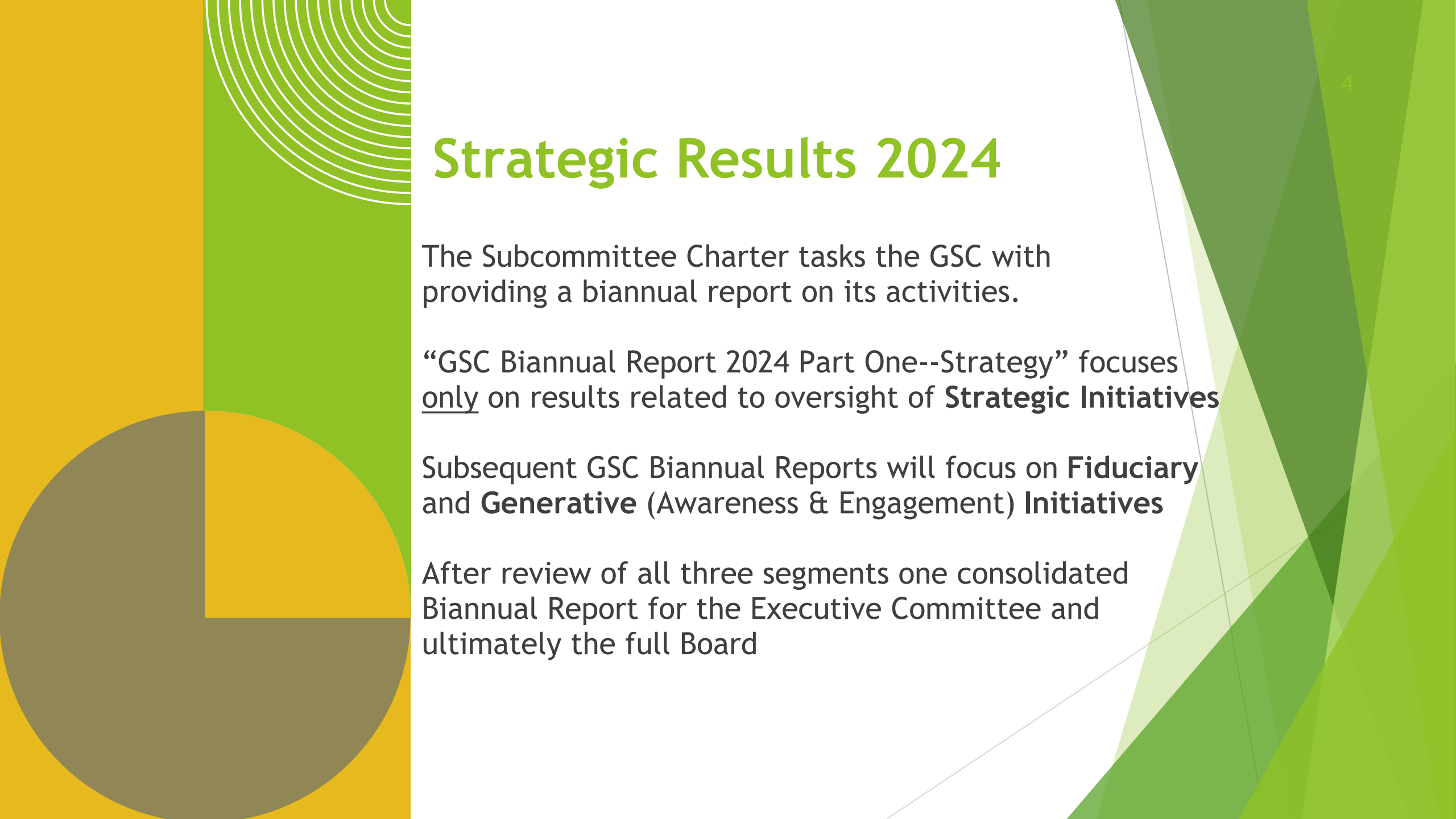
Governance Subcommittee (GSC)

Purpose

- ▶ Develop the capacity of the Chandler Museum Foundation (CMF) to fulfill its Mission
- ▶ Members:
 - ▶ Joan Clark, Chair GSC & Vice Chair CMF
 - ▶ Rich Feely, Treasurer CMF
 - ▶ Martin Sepulveda, Board Member CMF

GSC's Governance Oversight Role

- ▶ **Strategy** - Set and monitor goals in all area of CMF
- ▶ **Fiduciary** - Oversee budget and revenue-generating activities
- ▶ **Generative** - Initiate discussion around challenges and opportunities



Strategic Results 2024

The Subcommittee Charter tasks the GSC with providing a biannual report on its activities.

“GSC Biannual Report 2024 Part One--Strategy” focuses only on results related to oversight of **Strategic Initiatives**

Subsequent GSC Biannual Reports will focus on **Fiduciary** and **Generative** (Awareness & Engagement) **Initiatives**

After review of all three segments one consolidated Biannual Report for the Executive Committee and ultimately the full Board

Strategic Initiatives & Results

5

Initiative	Measurement/Action	Target	Actual
Develop a 2024-2027 Year CMF Strategic Plan	Completed & Adopted	FY2024	04/2024
Revise Bylaws to expand Board from 11 to 13 members	Completed & Adopted	FY2024	04/2024
Recruit Board Members	>Appointments* made: 2 continuing, 2 new for existing positions >Recruitment per Bylaws change—in progress	FY2025	Begun Fall 2024

*Note: CMF may recruit, recommend, or adopt appointments made by the Mayor & City Council. The Board cannot appoint members.

Strategic Initiatives & Results

Initiative	Measurement/Action	Target	Actual
Review and suggest policies & procedures	Formed workgroups* & subcommittees; monitored their progress	FY2024	FY2024
	Adopted Governance Subcommittee Charter	FY2024	02/2024
	Adopted Finance Subcommittee Charter	FY2024	05/2024
	Approved Spending Policy	FY2024	02/2024

* Workgroups formed for membership, marketing, budget, spending policy, & new idea review

Strategic Initiatives & Results

Initiative	Measurement/Action	Target	Actual
Monitor Workgroup Progress	Marketing Workgroup Formed	Annual review	05/2024
	Workgroups Sunsetting: Spending Policy, Membership		03/2024
Monitor Subcommittee Progress	Finance Subcommittee Formed	Annual review	03/2024
	Subcommittee Sunsetting: Strategic Planning		08/2024
	Idea Incubator Workgroup Formed		02/2024

Strategic Initiatives & Results

Workgroup/Subcommittee

Board Members

Executive Subcommittee

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

Marketing Workgroup

Jacki Ryan
Calvenea Malloy

Finance Subcommittee

Rich Feely, Chair
Jacki Ryan
Tom Escobedo
Joshua Askey

Governance Subcommittee

Joan Clark, Chair
Rich Feely
Martin Sepulveda

Idea Incubator Workgroup

Jacki Ryan
Calvenea Malloy

Fundraising Workgroup

Adam Turner

Strategic Initiatives & Results

Initiative	Measurement/Action	Target	Actual
Establish & implement monitoring procedures	Created Governance Subcommittee	Spring 2024	02/2024
Develop comprehensive Board Binder to document CMF operations & inform Board members	Purchased annual subscription to LiveBinders.com; Uploaded documents	Fall 2024 launch for Board use	On target to be completed
Develop new Board Member Guide	Completion/TBD	Winter 2024	In Progress
Develop new Board Member Orientation	Completion/TBD	Winter 2024	In Progress

Strategic Initiatives & Results

Initiative	Measurement/Action	Target	Actual
Draft agenda for annual meeting and officer election	Completion/TBD	Summer 2024	05/2024
Draft goals & agenda for annual retreat	Completion/TBD	Winter 2024	In progress
Schedule annual retreat	Completion/TBD	Spring 2025	In progress

Strengths and Weaknesses

Strengths

- ▶ Collaboration on creating and adopting a Strategic Plan
- ▶ Cooperation with Staff in developing operational policies & procedures
- ▶ Willingness of Board members to engage in focused workgroup & subcommittee assignments
- ▶ Fulfillment of the January 2010 Vision for establishing the Museum Foundation

Weaknesses

- ▶ Ability to launch initial fundraising initiatives
Mitigation: Launched Fundraising Workgroup
- ▶ Lack of administrative support for list management, social media, and marketing
Mitigation: Staff reorg for Marketing and Operations
- ▶ Alignment with a Museum comprehensive strategic plan
Mitigation: Consultant funded to develop Museum Strategic Plan
- ▶ Developing Foundation programs complementary to Museum exhibits
Mitigation: Awaiting impact of new staff

Opportunities and Threats

Opportunities

- ▶ A shift in focus from establishing the Foundation operationally to engaging with the community in support of the Museum
- ▶ City support for a Museum Strategic Plan
- ▶ City support for a comprehensive cultural strategic plan long term
- ▶ Cooperation from City management to connect CMF with business leaders
- ▶ Board members to engage actively in fundraising initiatives

Threats

- ▶ Ability to attract, recruit and retain active Board members
- ▶ Fundraising and sponsorship competition with other City cultural organizations
- ▶ Limited administrative support to develop and maintain donor lists, social media, and marketing materials
- ▶ City leadership satisfaction with current status quo

Notes/Comments:

- ▶ Consultant developed strategic plan for the Museum should be completed by early Q2 2025
- ▶ Museum Strategic Plan will be pivotal to the Foundation Annual Retreat in Spring 2025
- ▶ Addition of Board members prior to Annual Retreat is critical
- ▶ Expansion of the Fundraising Workgroup is key