

Museum Foundation Governance Subcommittee Regular Meeting

October 14, 2024 | 10:00 a.m.

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



Board Members

Joan Clark, Chair
Martin Sepulveda
Richard Feely

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 Governance Subcommittee will hold a REGULAR MEETING open to the public on Monday, October 14, 2024, at 10:00 a.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 Governance Subcommittee Regular Meeting Agenda - October 14, 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. Approval of Museum Foundation Governance Subcommittee Minutes from August 12, 2024 Meeting
Move for Approval of Museum Foundation Governance Subcommittee Minutes from August 12, 2024 Meeting

Action Agenda

2. Approval of Governance Subcommittee Biannual Report 2024 Part One--Strategy
Move for Approval of Governance Subcommittee Biannual Report 2024 Part One--Strategy

Briefing

3. Discuss Governance Subcommittee Biannual Report 2024 Parts Two and Three

Member Comments

Member Announcements

Calendar

4. Next Governance Subcommittee Meeting will be December 9, 2024, at 10 a.m. at the Chandler Museum.

Adjourn



Museum Foundation Governance Subcommittee Cultural Development
Memo No.

Date: 10/14/2024
To: Museum Foundation
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Approval of Museum Foundation Governance Subcommittee Minutes from August 12, 2024 Meeting

Proposed Motion:

Move for Approval of Museum Foundation Governance Subcommittee Minutes from August 12, 2024 Meeting

Attachments

August 2024 Minutes

Meeting Minutes

Chandler Museum Foundation

Governance Subcommittee

Regular Meeting

August 12, 2024 | 10:00 a.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 10:00 a.m.

Roll Call

Board Member Attendance

Joan Clark, Chair
Rich Feely

Staff Attendance

Jody Crago, Museum Manager

Absent

Martin Sepulveda

Scheduled and Unscheduled Public Appearances

None.

Consent Agenda

1. May 2024 Museum Foundation Governance Subcommittee Meeting Minutes
 - Rich Feely made a motion to approve the meeting minutes of the Museum Foundation Governance Subcommittee Regular Meeting of May 13, 2024.
 - Joan Clark seconded the motion. Motion carried unanimously (2-0). The minutes were approved as written.

Briefing

2. Review Governance Subcommittee Charter
 - At the previous meeting, the subcommittee went through different areas of strategic priority for the Governance subcommittee which were fiduciary, strategic, and generative. Each member took an area to focus on in terms of execution. Brenda

Abney is no longer on the subcommittee, so Joan Clark is taking responsibility for the strategic area. Rich Feely has responsibility over fiduciary. Martin Sepulveda has responsibility over generative/engagement and awareness.

- The fiscal year just started, so it's a good time for the Governance subcommittee to review how it will function to achieve the subcommittee's goals in monitoring the Foundation's strategic plan and overall operations.
3. Format & Schedule of Progress Report on CMF Strategic Plan Goals
- Each member will report periodically to the rest of the subcommittee. Members will be assigned to specific meetings.
 - Joan Clark – Strategic Progress Report – October 14, 2024.
 - Rich Feely – Fiduciary Progress Report – December 9, 2024.
 - Martin Sepulveda – Engagement & Awareness Progress Report – January 13, 2025.
 - Joan Clark – Strategic Progress Report – March 10, 2025.
 - Rich Feely – Fiduciary Progress Report – May 13, 2025.
 - Martin Sepulveda – Engagement & Awareness Progress Report – June 9, 2025.
4. Update on Status of CMF Board LiveBinder
- LiveBinder is almost ready. Almost everything is loaded and Joan is working to reorganizing some things.
 - Joan's next step is to create a board orientation type space for new members so they aren't overwhelmed by information.
5. Role of Governance Subcommittee in Creating 2024-25 Annual CMF Retreat Agenda
- Governance subcommittee will share a consolidated report with the full board in January, as a prelude to a retreat, which Joan proposes should be in March 2025. She proposes a half-day session with the full board.
 - Joan proposes the retreat consist of a SWOT analysis, to engage everyone in voicing strengths, weaknesses, opportunities, and threats. Then the board can analyze if the strategic plan needs any adjustments. A regular Foundation meeting is scheduled for March 18, 2025, at 5:30pm. That meeting can be changed to a retreat, and if everyone is available, would start earlier in the day. Rich Feely agreed.
 - Rich Feely suggested that the Governance subcommittee brings the City's Arts Initiative Plan, which should be out sometime in the March timeframe, for discussion.
 - The Governance subcommittee will propose to the Executive subcommittee that the March regular foundation meeting be changed from a regular, open meeting into a half-day retreat (closed). Jody will add this item to the next Executive Subcommittee meeting agenda.

Member Comments

None.

Member Announcements

None.

Calendar

Next Governance Subcommittee Meeting is scheduled for October 14, 2024, at 10:00 a.m., at the Chandler Museum.

Adjourn

The meeting was adjourned at 10:20 a.m.

Joan Clark, Chair

Jody Crago, Staff Liaison



Museum Foundation Governance Subcommittee Cultural Development
Memo No.

Date: 10/14/2024
To: Museum Foundation
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Approval of Governance Subcommittee Biannual Report 2024 Part One--Strategy

Proposed Motion:

Move for Approval of Governance Subcommittee Biannual Report 2024 Part One--Strategy

Attachments

Biannual Report

**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

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