

Museum Foundation Board Finance Subcommittee Regular Meeting

December 17, 2024 | 3:30 p.m.

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



Subcommittee Members

Rich Feely, Chair
Tom Escobedo
Jacki Ryan
Joshua Askey

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 Finance Subcommittee will hold a REGULAR MEETING open to the public on Tuesday, December 17, 2024, at 3:30 p.m., at Chandler Museum, Saguaro Room, 300 S. Chandler Village Dr., Chandler, AZ. One or more Board Members may be attending virtually or 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 Finance Subcommittee Regular Meeting Agenda - December 17, 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.

Action Agenda

1. **Approval of Minutes of the Museum Foundation Finance Subcommittee Regular Meeting of September 16, 2024**
Move for Approval of Minutes of the Museum Foundation Finance Subcommittee Regular Meeting of September 16, 2024.
2. **Review Chandler Museum Foundation Budget & Spending from July 1, 2024 to Present**
Motion for Approval to Reduce Overall Chandler Museum Foundation Budget.

Briefing

3. **Launch of the Fundraising Workgroup**
 - Members
 - Reporting Structure
 - Fundraising Initiatives and Action Plan
4. **Discussion and Briefing of Chandler Museum Foundation Audit Requirements**
5. **Discussion and Briefing of Remaining Museum Bond Funds Regarding Current and Possible Future Uses**

Member Comments/Announcements

Calendar

6. Next Chandler Museum Foundation Finance Subcommittee Meeting will be Tuesday, February 25, 2025, at 3:30 p.m. at Chandler Museum

Adjourn



Museum Foundation Cultural Development Memo No.

Date: 12/17/2024
To: Museum Foundation
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Approval of Minutes of the Museum Foundation Finance Subcommittee
Regular Meeting of September 16, 2024

Proposed Motion:

Move for Approval of Minutes of the Museum Foundation Finance Subcommittee
Regular Meeting of September 16, 2024.

Attachments

Minutes

Meeting Minutes

Chandler Museum Foundation

Governance Subcommittee

Regular Meeting

September 16, 2024 | 5:00 p.m.
Chandler Museum, Saguaro Room
300 S. Chandler Village Drive, Chandler, AZ



Call to Order

The meeting was called to order by Jody Crago at 5:02 p.m.

Roll Call

Board Member Attendance

Rich Feely, Chair
Tom Escobedo
Jacki Ryan
Joshua Askey

Staff Attendance

Jody Crago, Museum Manager

Absent

Scheduled and Unscheduled Public Appearances

None

Consent Agenda

1. Approval of Museum Foundation Finance Subcommittee Meeting minutes from 4/30/2024
 - Joshua Askey made a motion to approve the meeting minutes of the Museum Foundation Finance Subcommittee Meeting of April 30, 2024.
 - Tom Escobedo seconded the motion. Motion carried unanimously (3-0). The minutes were approved as written.

Action Agenda

2. Review and Approve Museum Foundation Spending Policy
 - Rich Feely described approval process for Museum Foundation Spending Policy

- Rich Feely and Jody Crago provided a review of the content of the policy
- Jacki Ryan made a motion to Approve Museum Foundation Spending Policy.
- Tom Escobedo seconded the motion. Motion carried unanimously (3-0).

Briefing

None.

Member Comments

Tom Escobedo shared that he had researched bricks to sell as a fundraiser.

Member Announcements

None.

Calendar

The next Museum Foundation Finance Subcommittee Meeting will be October 29, 2024, at 3:30 p.m. at the Chandler Museum.

Adjourn

The meeting was adjourned at 5:18 p.m.

Rich Feely, Chair

Jody Crago, Staff Liaison



Museum Foundation Cultural Development Memo No.

Date: 12/17/2024
To: Museum Foundation
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Review Chandler Museum Foundation Budget & Spending from July 1, 2024 to Present

Proposed Motion:

Motion for Approval to Reduce Overall Chandler Museum Foundation Budget.

Attachments

Budget Actuals

Chandler Museum Foundation

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 1 - November 18, 2024

	ACTUAL	TOTAL		% OF BUDGET
		BUDGET	REMAINING	
Revenue				
4100-00 Admissions				
4110-01 Admissions - Adult		0.00	0.00	
4110-02 Admissions - Senior		0.00	0.00	
4110-03 Admissions - Youth		0.00	0.00	
4120-00 Admissions - Fundraising		0.00	0.00	
4130-00 Admissions - Outreach & Education		0.00	0.00	
4140-00 Admissions - Workshops/Camps		0.00	0.00	
4150-00 Admissions - Programs		0.00	0.00	
Total 4100-00 Admissions		0.00	0.00	
4200-00 Rentals				
4210-00 Facility Rental	336.00	500.00	164.00	67.20 %
4220-00 Rentals - After Hours Staff Fee	150.00	100.00	-50.00	150.00 %
Total 4200-00 Rentals	486.00	600.00	114.00	81.00 %
4400-00 Grants & Sponsorships				
4420-00 Sponsorships		0.00	0.00	
Total 4400-00 Grants & Sponsorships		0.00	0.00	
4500-00 Contributed Income				
4510-00 Contributions - Donations, Unrestricted				
4511-00 Contributions - Donations, Unrestricted - Memberships	800.00	0.00	-800.00	
4512-00 Contributions - Donations, Unrestricted - General Admission	213.75	208.35	-5.40	102.59 %
4513-00 Contributions- Donations, Unrestricted - Fundraising		20,833.35	20,833.35	
Total 4510-00 Contributions - Donations, Unrestricted	1,013.75	21,041.70	20,027.95	4.82 %
4520-00 Contributions - Donations, Restricted				
4521-00 Contributions - Donations, Restricted - Memorials		0.00	0.00	
4522-00 Contributions - Donations, Restricted - Miscellaneous		0.00	0.00	
4523-00 Contributions - Donations, Restricted - Endowment		458.35	458.35	
4524-00 Chandler Historical Society Legacy		0.00	0.00	
4525-00 Contributions - Donations, Restricted - CHS - Collections - Oral History Program		0.00	0.00	
4526-00 Contributions - Donations, Restricted - CHS - Exhibits - History Spot Downtown Breezeway		0.00	0.00	
4527-00 Contributions - Donations, Restricted - CHS - Programs - Our Stories Speaker Series		0.00	0.00	
4528-00 Contributions - Donations, Restricted - Outreach Program, Sun Lakes		0.00	0.00	
Total 4520-00 Contributions - Donations, Restricted		458.35	458.35	
4530-00 Contributions - Donations, In-Kind		0.00	0.00	
Total 4500-00 Contributed Income	1,013.75	21,500.05	20,486.30	4.72 %
4600-00 Museum Store Revenue				
4610-00 Sales - Museum Store	5,693.81	10,625.00	4,931.19	53.59 %

Chandler Museum Foundation

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 1 - November 18, 2024

	TOTAL			
	ACTUAL	BUDGET	REMAINING	% OF BUDGET
4610-01 Sales of General Items		0.00	0.00	
Total 4610-00 Sales - Museum Store	5,693.81	10,625.00	4,931.19	53.59 %
4640-00 Museum Store - Discount Income	-95.31	-212.50	-117.19	44.85 %
4650-00 Museum Store - Shipping Income		0.00	0.00	
Total 4600-00 Museum Store Revenue	5,598.50	10,412.50	4,814.00	53.77 %
4700-00 Earned Income				
4710-00 Other Earned Income - Cash Over/Short		0.00	0.00	
4720-00 Other Earned Income - Exhibition Fees		0.00	0.00	
4725-00 Other Earned Income - Reproductions		0.00	0.00	
4730-00 Other Earned Income - Museum Services		0.00	0.00	
4735-00 Other Earned Income - Equipment Rental Revenue		0.00	0.00	
4770-00 Other Earned Income - Recovery of Prior Year Expense		0.00	0.00	
Total 4700-00 Earned Income		0.00	0.00	
4800-00 Other Miscellaneous Revenue				
4810-00 Billable Expenditure Revenue		0.00	0.00	
Total 4800-00 Other Miscellaneous Revenue		0.00	0.00	
Total Revenue	\$7,098.25	\$32,512.55	\$25,414.30	21.83 %
GROSS PROFIT	\$7,098.25	\$32,512.55	\$25,414.30	21.83 %
Expenditures				
5000-00 Museum Foundation Administration				
5500-00 Administration Expenses				
5505 Museum Foundation Advertising & Marketing	25.86		-25.86	
5560-00 Board Member - Food		500.00	500.00	
Total 5500-00 Administration Expenses	25.86	500.00	474.14	5.17 %
5600-00 Administration-- Professional Fees				
5602-00 Audit/990 Fees	2,626.50		-2,626.50	
5670-00 Insurance				
5670-02 Liability Insurance -Special Event		333.35	333.35	
5670-03 Directors & officers insurance	765.00		-765.00	
Total 5670-00 Insurance	765.00	333.35	-431.65	229.49 %
Total 5600-00 Administration-- Professional Fees	3,391.50	333.35	-3,058.15	1,017.40 %
5700-00 Other Expenses				
5760-00 Travel Expense		0.00	0.00	
5760-01 Travel - Airfare		0.00	0.00	
5760-02 Travel - Hotel Expense		0.00	0.00	
Total 5760-00 Travel Expense		0.00	0.00	
Total 5700-00 Other Expenses		0.00	0.00	
Total 5000-00 Museum Foundation Administration	3,417.36	833.35	-2,584.01	410.08 %

Chandler Museum Foundation

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 1 - November 18, 2024

	ACTUAL	TOTAL		% OF BUDGET
		BUDGET	REMAINING	
6000-00 Museum Support Expenses		0.00	0.00	
6100-00 Museum Exhibitions				
6120-00 Exhibitions - Marketing/Promotion		0.00	0.00	
6121-00 Exhibitions - Marketing - Printing		0.00	0.00	
6123-00 Exhibitions - Marketing - Prof. Serv.		0.00	0.00	
6123-02 Exhibitions - Marketing - Consultant		0.00	0.00	
Total 6123-00 Exhibitions - Marketing - Prof. Serv.		0.00	0.00	
6124-00 Exhibitions - Marketing - Digital		0.00	0.00	
Total 6120-00 Exhibitions - Marketing/Promotion		0.00	0.00	
6140-00 Off-Site Exhibitions				
6142-00 Kiosks				
6142-01 History Spot Downtown Breezeway		1,666.65	1,666.65	
Total 6142-00 Kiosks		1,666.65	1,666.65	
Total 6140-00 Off-Site Exhibitions		1,666.65	1,666.65	
6150-00 Traveling Exhibitions				
6151-00 Traveling Exhibition Rental Fee		8,333.35	8,333.35	
6152-00 Traveling Exhibition - Shipping		1,000.00	1,000.00	
6545-00 Exhibition Fees - Exhibit Security		0.00	0.00	
Total 6150-00 Traveling Exhibitions		9,333.35	9,333.35	
6160-00 Exhibition Events				
6161-00 Exhibitions - Food		416.65	416.65	
Total 6160-00 Exhibition Events		416.65	416.65	
Total 6100-00 Museum Exhibitions		11,416.65	11,416.65	
6400-00 Museum Programming				
6410-00 Programming - Printing		83.35	83.35	
6430-00 Programming - Professional Services				
6439-00 Royalties		0.00	0.00	
Total 6430-00 Programming - Professional Services		0.00	0.00	
6450-00 Programming - Labor		416.65	416.65	
6451-00 Programming - Outreach / Off-site		500.00	500.00	
6480-00 Oral History Program		1,666.65	1,666.65	
6490-00 Our Stories Speaker Series		583.35	583.35	
Total 6400-00 Museum Programming		3,250.00	3,250.00	
Total 6000-00 Museum Support Expenses		14,666.65	14,666.65	
7000-00 Museum Store Expenses				
7100-00 Cost of Museum Store Merchandise	3,317.89	7,500.00	4,182.11	44.24 %
7200-00 Museum Store Product Shipping		291.65	291.65	
7800-00 Processing Charges	232.37		-232.37	
7810-00 Processing Charges - Square		375.00	375.00	
7850-00 Processing Fees - Bank Service Charges/Fees	81.81		-81.81	

Chandler Museum Foundation

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 1 - November 18, 2024

	TOTAL			
	ACTUAL	BUDGET	REMAINING	% OF BUDGET
Total 7800-00 Processing Charges	314.18	375.00	60.82	83.78 %
Total 7000-00 Museum Store Expenses	3,632.07	8,166.65	4,534.58	44.47 %
8000-00 Fundraising Expenses				
8122-00 Fundraising - Postage		208.35	208.35	
8125-00 Fundraising - Digital Marketing		2,083.35	2,083.35	
8130-00 Fundraising Events		416.65	416.65	
5136-00 Fundraising Events - Professional Service				
8136-02 Fundraising - Bartending Services		0.00	0.00	
8136-03 Fundraising - Parking/Valet		208.35	208.35	
8136-04 Fundraising - Security/Off-Duty Police Officers		208.35	208.35	
Total 5136-00 Fundraising Events - Professional Service		416.70	416.70	
8131-00 Fundraising Events - Alcohol		0.00	0.00	
8135-00 Fundraising Events - Programming Costs				
8141-00 Fundraising - Music		416.65	416.65	
8142-00 Fundraising - Speakers Fee		208.35	208.35	
Total 8135-00 Fundraising Events - Programming Costs		625.00	625.00	
8137-00 Staffing for Fundraising Events		208.35	208.35	
8138-00 Fundraising Events - Equipment Rental		0.00	0.00	
8139-00 Fundraising Events - Fees		104.15	104.15	
Total 8130-00 Fundraising Events		1,770.85	1,770.85	
8160-00 Fundraising - Professional Services				
8161-00 Fundraising Consultant		8,333.35	8,333.35	
8162-00 Fundraising - Graphic Design		625.00	625.00	
Total 8160-00 Fundraising - Professional Services		8,958.35	8,958.35	
Total 8000-00 Fundraising Expenses		13,020.90	13,020.90	
9000-00 Other Expenses - Miscellaneous		0.00	0.00	
9010-00 Other Expenses		0.00	0.00	
Total 9000-00 Other Expenses - Miscellaneous		0.00	0.00	
Total Expenditures	\$7,049.43	\$36,687.55	\$29,638.12	19.21 %
NET OPERATING REVENUE	\$48.82	\$ - 4,175.00	\$ -4,223.82	-1.17 %
Other Revenue				
1125-00 1125-00 Interest Earned Money Market Acct	48.61		-48.61	
1146-00 Investment Acct - Interest Earned	1,937.20		-1,937.20	
1150-00 1150-00 Investment Sweep-Interest Earned	1,355.48		-1,355.48	
Total Other Revenue	\$3,341.29	\$0.00	\$ -3,341.29	0.00%
NET OTHER REVENUE	\$3,341.29	\$0.00	\$ -3,341.29	0.00%
NET REVENUE	\$3,390.11	\$ - 4,175.00	\$ -7,565.11	-81.20 %

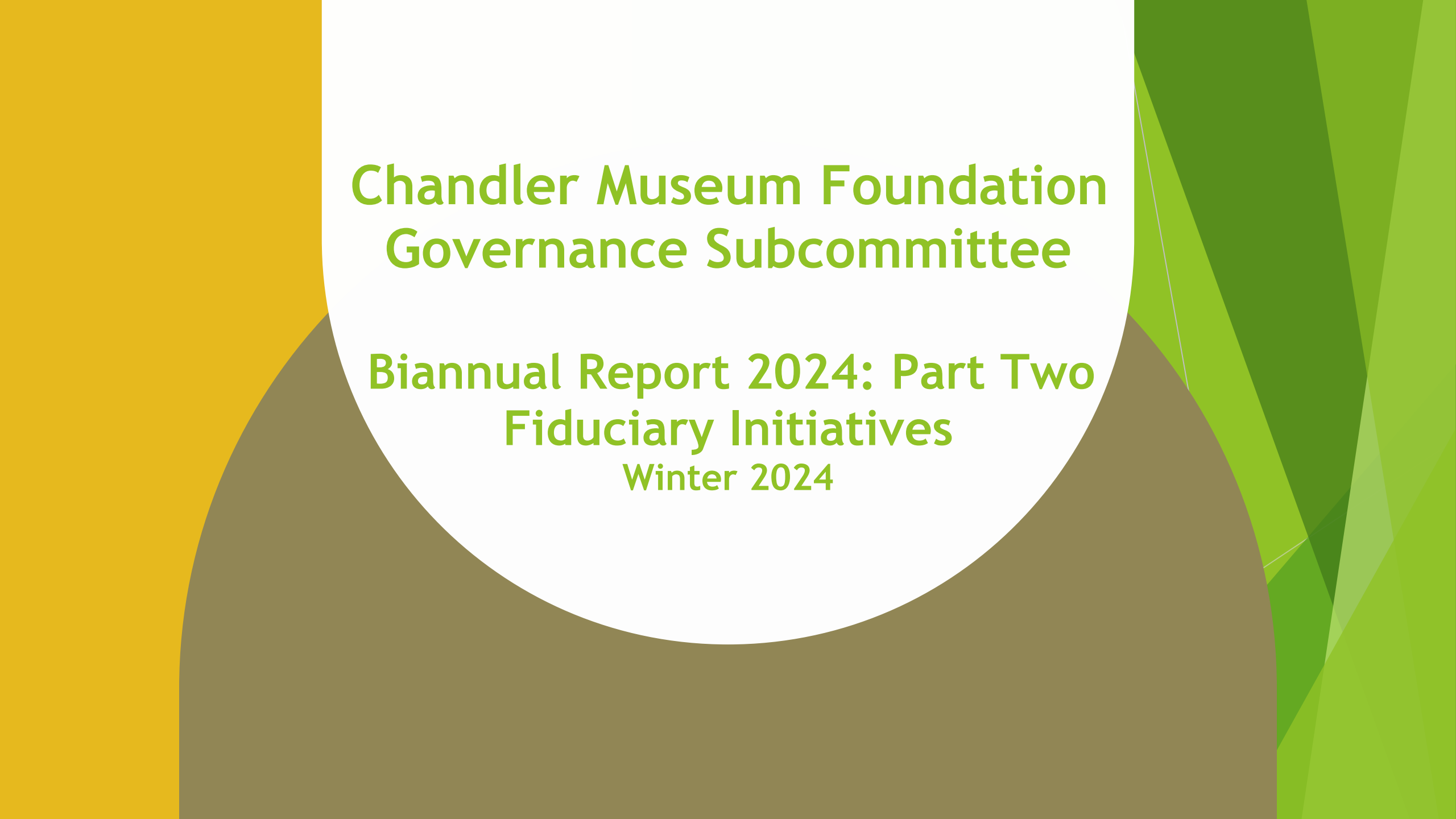


Museum Foundation Cultural Development Memo No.

Date: 12/17/2024
To: Museum Foundation
From: Sarah Biggerstaff, Museum Storytelling Coordinator
Subject: Launch of the Fundraising Workgroup

Attachments

Fiduciary Report
Fundraising Workgroup

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Chandler Museum Foundation Governance Subcommittee

Biannual Report 2024: Part Two Fiduciary Initiatives

Winter 2024

GSC's Governance Oversight Role

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

Finance Workgroup and Subcommittee Members

3

Workgroup/Subcommittee	Board Members
Finance Subcommittee	Rich Feely, Chair Jacki Ryan Tom Escobedo Joshua Askey
Fundraising Workgroup	Adam Turner, Chair Jacki Ryan (pending) Martin Sepulveda (pending) Mary Cimaglio (pending appointment to CMF)

Strategic Initiatives & Results

4

Initiative	Measurement/Action	Target	Actual
Launch Finance Subcommittee	Completed & Adopted	FY2024	3 / 2024
Adopted Finance Subcommittee Charter	Completed & Adopted	FY2024	5 / 2024
Obtain Donations from CMF Board Members	\$100 donations received per board member	FY2024	8 / 2024
CMF Spending Policy	Completed & Adopted	FY2024	9 / 2024
Launch “Friends of the Museum”	~ 200 new targets solicited - 15 donors contributed	Q4 2024	10 / 2024
Launch Fundraising Workgroup	- Chair appointed - Members appointed	Q4 2024	10 / 2024 12 / 2024

SWOT

Strengths

- Progress made on key initiatives
- Council support on bond initiative

Weaknesses

- No significant sponsor or benefactor
- Low revenues from few sources

Opportunities

- OA+D collaborative study center
- Sponsorship support for Tumbleweed site
- Community input from strat plan

Threats

- Voter bond fatigue (CUSD)
- Corporations already committed to other groups
- Overhead costs (audits) too high for CMF scope

1H 2025 Initiatives

Initiative	Measurement/Action	Target	Actual
Review Chandler Arts/Museum Strategic Plan Results	Determine funding needs	6 / 2025	
Determine financing for 20K sq.ft. OA+D site	Support bond initiative	6+ / 2025	
Approve FY 2026 Budget	Budget approved	6 / 2025	
Launch Fundraising Activities	Two (2) activities launched in 1H 2025	6 / 2025	
Increase “Friends of the Museum” membership	<ul style="list-style-type: none">- Add 5 members (Q1)- Add 5 members (Q2)	<ul style="list-style-type: none">3 / 20256 / 2025	

Chandler Museum Foundation Workgroup: FUNDRAISING

I. Purpose

Increase financial support for the museum by \$100,000 in two (2) years through fiscal year 2026. Fiscal year ends June 30.

II. Composition and Reporting

The workgroup consists of 4 board members. The workgroup reports to the Finance Committee.

III. 2025 Goals (per Strategic Plan)

1. Capacity Building
 - a. Identify and engage donors
 - b. Create fundraising team
 - c. Find “champions” within City government
2. Fundraising Execution
 - a. Develop engagement plan to reach fundraising target

IV. Fundraising Initiatives

1. Basha Family Art and History Disposition
 - a. Collate and store the family history
 - b. Raise money for a) conducting oral interviews and b) storing letters from Eddie Basha
2. OA+D Facility Collaboration with Museum
 - a. Matt Orlando supports ~\$5M(?) bond initiative – already thru committee
 - b. Expand next exhibit for 1200-1500 ft space
 - c. Raise money to create 10K sq. ft facility for OA+D collection
3. Tumbleweed Ranch
 - a. Schematics for 1st three phases are in place (2025-2026) including the Edwards House
 - b. Raise money to fund additional space development ideas