Meeting Minutes
Chandler Museum Foundation
Special Meeting

June 5, 2026| 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 Barbara Meyerson at 10:06 am.

Roll Call
Board Member Attendance
Barbara Meyerson, Chair
Richard Feely, Vice-Chair
Gregory Herriman, Treasurer
Joshua Askey
Shatavia Elder
Chris McMullan
Gretchen Pace
Heather Patterson
Jacki Ryan

Staff Attendance
Kim Moyers, Cultural Development Director
Jody Crago, Museum Manager
Peter Bugg, Museum Operations Manager
Dani Schulze, Museum Management Assistant

Absent
Mary Cimaglio
Susan Crabtree
Devin Moreno
Martin Sepulveda

Unscheduled Public Appearances

Discussion
1. History and Acknowledgements – Rich Feely
    - Board Vice-Chair Richard Feely shared that the purpose of the retreat was to begin to identify what the board does and how the board prioritizes actions going forward. Mr.

Feely shared the Foundation's mission and vision statements with the board members.

- Board Chair Barbara Meyerson shared that the original Foundation strategic plan was adopted in 2024, and many of the items within that plan have been accomplished.
- The 2024 strategic plan focused on three initiatives: strategic, fiduciary, and generative. These areas concentrated on capacity building, fundraising and budgeting, and awareness and engagement, respectively.
- Former Board Member Joan Clark expressed that the Museum and Foundation are two separate organizations with similar goals.
- Mr. Feely shared some strategic priorities of the Museum and Foundation side by side. Some items listed included leveraging volunteers, increasing regional awareness, increasing attendance, improving collections management, planning for Tumbleweed Ranch, and leveraging contributed income sources through the Foundation.

2. Foundation's Role – Jody Crago
    - Museum Manager Jody Crago shared that when the Foundation strategic plan was initially adopted, the need was for more staff members. From 2024 to 2026, the Museum has increased staffing and now can look forward to new priorities.
    - Mr. Crago reviewed the Museum's new mission and vision statements as well as the values with the board members. Cultural Development Director Kim Moyers shared that the vision statement can be used for marketing purposes.
    - Consultant Alex Keen shared that during the development phase of the Museum's strategic plan, there was a conversation about the Museum's scope and using the stories of Chandler to be relevant to the broader region.
3. Foundation Priorities – Alex Keen and Jennifer Tuchband
    - Mr. Crago reviewed the Museum's strategic priorities. After each Museum strategic priority description, the board members discussed related priorities that the Foundation has:
        - Museum Priority #1 – Align Resources
            - Map board activities
            - Develop fundraising strategy
            - Expand budget for staff training and professional development
            - Fund board training and development
            - Connect community members to the Museum
        - Museum Priority #2 – Build Our Reputation
            - Develop a marketing strategy to go beyond the City's capacity

        - Investigate storytelling for why board members support the Museum
        - Increase the ability and provide training for board members to be able to tell stories in an impactful way
        - Spread awareness about Museum successes through the development of a "brag sheet"
        - Connect community organizations to the Museum
    - Museum Priority #3 – Expand Our Impact
        - Clarify the benefit of the rental program to the Foundation in the written materials for guests
        - Work with staff to develop funding for temporary educators and/or an educator in residency program
        - Work with staff to identify specific programming opportunities to fundraise for
        - Identify sponsors for kiosks and banners
    - Museum Priority #4 – Plan for the Ranch at Tumbleweed
        - Interpret vision and scope for highest and best expression of the Ranch in current and future phases
        - Develop case for support
    - Museum Priority #5 – Look to the Future
        - Begin brainstorming and develop a shared vision for expansion
- Mr. Keen advised that the Foundation spend funds to develop the pipeline for success in fundraising. Mr. Keen also shared that board members are the ambassadors of advocacy for the Museum and identified that advocacy should be a culture of the board.
- The board members discussed the Museum's target audiences. Mr. Crago explained that the audience is different, depending on what service or program the Museum is providing.
    - Board Member Shatavia Elder suggested that the target audiences may depend on the staff members and their respective skillsets. Mrs. Elder also shared that the Museum could bring other organizations in to do programming to leverage the Museum's branding.
    - Mrs. Moyers shared that City Council would likely like to see more residents visit the Museum.
- The board members discussed the importance of Tumbleweed Ranch. Mr. Feely stated, "This is a generational opportunity in the Southeast valley. This is what boards

do." The determination was also made to have Tumbleweed Ranch be a standing item on board agendas.

4. Wrap Up
    - Mrs. Moyers shared that the Museum and Foundation are more aligned than they have ever been as they work on the Museum and Foundation strategic plans. In the fall, there will be an Arts and Culture Master Plan.
        - Mrs. Moyers recognized that there are some additional communication needs between the Museum and Foundation such as more updates.

Briefing

None.

Member Comments

None.

Member Announcements

None.

Adjourn

The meeting was adjourned at 2:57 pm.

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Barbara Meyerson, Chair Jody Crago, Staff Liaison