Meeting Minutes
Chandler Museum Foundation
Special Meeting

March 17, 2025| 6:30 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 6:36 p.m.

Roll Call
Board Member Attendance
Barbara Meyerson, Chair
Joan Clark, Vice-Chair
Rich Feely, Treasurer
Joshua Askey
Brenda Abney
Mary Cimaglio
Tom Escobedo
Gregory Herriman
Calvenea Malloy
Jacki Ryan
Martin Sepulveda
Adam Turner

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

Absent

Unscheduled Public Appearances
None.

Consent Agenda
None.

Action Agenda

None.

Discussion

None.

Briefing

1. Review Strategic Plan 2024–2027 Goals
    a. Board Chair Barbara Meyerson shared the guiding goals that were developed by the board at a past retreat – governance, awareness and engagement, and fundraising.
2. Review Governance Subcommittee Biannual Results Reports Findings
    a. Vice-Chair Joan Clark invited the board to participate in a SWOT analysis and place votes on items they would like to prioritize. The collective priorities could become a focus of the board over the next three years and be added as an addendum to the strategic plan.
3. Prioritize Results Report Findings
    a. After the board identified priorities, these were the findings:
        i. Strengths
            1. Collaboration on a strategic plan
            2. Some progress on City Council awareness
        ii. Weaknesses
            1. Lack of advent support from marketing
            2. Low or no recognition from the community
        iii. Opportunities
            1. Establishing to engaging
            2. City support for a comprehensive cultural strategic plan long term
        iv. Threats
            1. Fundraising and sponsorship competition
            2. Lack of community or corporate interest
4. Discuss Next Steps
    a. The board shared their thoughts on the completed exercise:
        i. Mrs. Meyerson emphasized focusing on strengths while not forgetting about all of the items in the strategic plan.
        ii. Board Member Martin Sepulveda suggested that the cultural elements of the city collaborate closely to encourage visibility. Cultural Development Director Kim Moyers mentioned that the Cultural Development Department is going to complete a strategic plan and focus on collaboration.
        iii. Board Member Jacki Ryan suggested that board members need to engage with the work of the strategic plan goals.
        iv. Museum Manager Jody Crago mentioned that the city cannot fundraise, but the foundation can.

v. Board Member Gregory Herriman suggested that the Museum can use AI to take on some administrative support tasks.
vi. Board Member Mary Cimaglio asked if certain tasks were an inconvenience to staff. Mr. Crago said that items like rentals were not an inconvenience, but they were a matter of staffing and funding issues.
vii. Board Member Brenda Abney stated that the Museum needs more visibility than the Foundation.
viii. Mrs. Clark will produce an analysis of the findings.
ix. Mrs. Meyerson informed the board that the Museum was in the process of hiring a consultant team for strategic planning. Mrs. Meyerson indicated that the board may need to revisit the strategic plan for the Foundation.
x. Mrs. Meyerson indicated that the executive subcommittee would develop an evaluation process for the strategic plan.
xi. Board Member Joshua Askey asked if the reasoning for their voted priorities would be helpful for the executive subcommittee. Mrs. Clark will email photos of the priorities, and board members can send in their thoughts for review.

Member Comments

None.

Member Announcements

None.

Calendar

None.

Adjourn

The meeting was adjourned at 7:31 p.m.

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Barbara Meyerson, Chair Jody Crago, Staff Liaison