

## **Special Meeting Minutes Tempe Historical Museum Advisory Board January 9, 2014**

**Minutes of the Tempe Historical Museum Advisory Board special meeting recorded as of 2:05 p.m. on December 5, 2013, within the Tempe History Museum Board Room, 809 E. Southern Avenue, Tempe, AZ.**

**(MEMBERS) Present:**

Mary O'Grady  
Jennifer Wagner  
Nikki Gusz  
James Schoenwetter

**(MEMBERS) Absent:**

Shirley McKean

**City Staff Present:**

Barbara Roberts, Deputy Director of Community Services, Cultural and Library Services  
Dr. Amy Douglass, Manager, Tempe History Museum  
Dan Miller, Exhibits Coordinator  
Josh Roffler, Curator of Collections  
Jared Smith, Curator of History  
Aaron Peterson, Tempe Learning Center Facilitator

**Guest(s) Present:**

Peggy Moroney, Volunteer History Interpreter  
Dan Thompson, Collections Volunteer  
Richard Bauer, Tempe Historical Society President  
Mary Anne Kwilosz, Tempe Historical Society Director  
David Huizingh, Tempe Library Board Member and Museum Volunteer

**Agenda Item 1: Call to Order**

- The meeting convened at 2:05 p.m. Amy Douglass, Museum Manager, called the meeting to order.

**Agenda Item 2: Status Review**

- Aaron Petersen, facilitator, kicked off the status review process. Each member of the museums staff reported on metrics that illustrate the various aspects of the museum operation and the demographics of the Tempe audience.
- Amy Douglass presented summaries of the city of Tempe's population demographics extracted from the 2010 Census; a survey conducted with members of the public in various Tempe locations; a survey of repeat visitors to the museum; and statistics of the museum's attendance from 2010 to 2013 by four age groups: children, teens, adults and seniors. She shared her impressions gleaned from these data.
- Josh Roffler presented statistics on the collections involving numbers of artifacts and archival objects cataloged, provisional deposits and both incoming and outgoing loans.

- Dan Miller presented costs for new exhibit production versus ongoing exhibit maintenance.
- Jared Smith presented statistics on oral histories, research and photographic reproduction requests, outreach programs (talks to outside groups), and exhibits curated or co-curated. He also discussed the African American history booklet project.

### **Agenda Item 3: Stakeholder Analysis**

- Aaron Peterson reviewed the SWOT analysis from the December 5, 2013 meeting.
- A discussion followed about the overriding goal for the strategic plan.
- The following goal was identified:
  - Touch as many people as possible while maintaining quality
    - Through repeat and new visitors (a diversity of people)
    - Because this is their history.
- Reports were given by staff concerning the possible strategic goals developed by the working committees of the museum.
  - Public Programs Committee:
    - Increase repeat visitation
    - Draw in new audiences
    - Include key events in Strategic Plan
    - Increase community-produced events
    - Broaden event scope - add lessons
    - List current and potential partners
    - Increase number of joint City of Tempe programs: Library, Vihel Center, Diversity Office, Tempe Center for the Arts, Pyle Center.
  - Oral History Committee:
    - Improve accessibility of oral histories online.
    - Fill in aspects of Tempe's history that are not represented in the oral history collection and are appropriate to oral history.
    - Make the oral history program a regional asset through marketing.
    - Bring more oral history to the exhibit hall to draw visitors into Tempe's history; use oral history to connect visitors with people from the past.
  - Policy, Procedures and Accessions Committee:
    - Reduce the artifact processing backlog
    - Conduct a collections needs assessment to determine any gaps in the collections that need to be addressed in order to best fulfill the mission of the museum.
    - Begin active, targeted collecting in order to address the gaps in the museum's artifact collections.
    - Deaccession collections or artifacts that do not support the mission of the museum.
    - Build the online collections with images and documentation for more artifacts in order to make the collections more accessible to the public.

- Aaron Peterson reviewed the goals that had been identified by the various working committees of the museum, checking to make sure that they all addressed the overriding goal of the strategic plan and that they were measurable. There was general agreement that the stated goals met both criteria.
- Aaron Peterson pointed out that the ultimate purpose of the strategic plan would be to identify 1 – 3 specific goals for each of the following museum areas:
  - Collections
  - Exhibits
  - Research
  - Events/education
- The following themes were then developed to achieve these purposes.
- Theme 1: Leverage Partnerships
  - Schools
  - Revenue – fund raising
  - Grants
  - Fund raising
  - Other museums
  - City complex partners
  - Other City resources
- Theme 2: Technical Innovations
  - Interactive (costly)
  - Web stuff
  - Tracking collections
  - Minimal technical difficulties
  - Virtual Visit
  - Make research data available online
  - Would require new software
- Theme 3: Marketing
  - Can be part of a partnership
  - Have a public relations plan

#### **Agenda Item 4: Wrap-Up and Closing**

- Dr. Douglass announced that the next strategic planning special meeting will be held on February 6 at 2:00 pm in the History Museum Board Room. She encouraged the group to further study all of the metrics that were presented and think about any additional goals that could be put forward for the strategic plan.
- Once a list of goals has been created, then the group will begin to prioritize the goals according to their impact on the overriding goal and their viability. Aaron Peterson pointed out that each functional area of the museum should have no more than three goals to make the strategic plan doable.

**Meeting adjourned at 3:55 p.m.**

Prepared by: Dr. Amy Douglass, Tempe History Museum Manager

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Jennifer Wagner, Chair, Tempe Historical Museum Advisory Board

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