

**WASHINGTON STATE HISTORICAL SOCIETY  
BOARD OF TRUSTEES  
MINUTES**

ENTITY: WSHS Board of Trustees  
DATE: Thursday, March 7, 2019  
LOCATION: UW Libraries Conservation Center, Suzzallo Library  
TRUSTEES PRESENT: Ryan Pennington, President, Alex McGregor, Treasurer, Sheryl Stiefel, VP West, Krist Novoselic, VP East, Sally Barline, John Hughes, John Larson, Jerry Price (representing Superintendent Chris Reykdal), Sheri Nelson (representing Secretary of State Kim Wyman) Mark Wales, Beth Willis  
STAFF PRESENT: Susan Hesselgrave, Executive Assistant to the Director; Lissa Kramer, Heritage Capital Projects Manager

12:00 PM Guided Tour of Conservation Center

1:00 Lunch

- I. Call to Order  
Called to order at 1:22 PM, President Ryan Pennington presiding.
  
- II. Master Planning Processes Update  
Mary Mikel Stump, Director of Audience Engagement, gave an overview of the two parallel strategic planning processes now underway: development of an interpretive master plan (themes and topics) for the Great Hall of Washington History, working with Storyline Studio, and development of a facilities master plan, working with Mithun. Both of these processes will result in guiding documents, which we will use to shape long-term planning. We are doing them simultaneously because they impact each other. Our current facilities limit what we can do in terms of collections, programming, and exhibit design.

As part of this planning process, we are also using audience evaluations (the recently completed AASLH Visitor Counts Survey, results forthcoming in April) and targeted focus groups with stakeholders (scheduling over the next few months).

There was a discussion about the facilities master planning process, specifically in regard to the need for more Collections space (see Exhibit 5) and whether a consolidated single location was desirable. We are considering several scenarios. If the Research Center building were to be no longer needed for WSHS collections, there would be either an alternate use for it (such as leasing out to other entities) or WSHS would receive an exchange in value from the city of Tacoma for releasing it. Mark Wales noted that being able to quantify efficiencies that would be realized in renovation would make a strong case to funders.

Another need is to provide better visitor amenities in the museum (bathroom locations, wayfinding, museum seating, etc.)

For the museum galleries and what to include topically, we are moving away from an encyclopedic approach and focusing on relevance to visitors. Rather than keeping permanent exhibits on the third floor and temporary exhibits on the fifth, long-range design is to intermix permanent, semi-permanent and temporary exhibits throughout the museum.

Several trustees indicated they would be interested in participating in a future phase of long-term planning, when we take the guiding documents into the discussion phase with stakeholders.

III. Consent Items approved unanimously (motion by John Hughes, seconded by Beth Willis)

a. Minutes December 6, 2018 Meeting [Exhibit 1]

b. Future Board Meeting Schedule [Exhibit 2]

To the question of determining location of the March 5, 2020 board meeting, John Larson proposed holding it at the Polson Museum in Hoquiam. There will be a travelling exhibit from the Smithsonian on exhibition at that time, "Hometown Teams: How Sports Shape America." Confirmation of location pending.

IV. Treasurer's Report [Exhibit 3]

Alex McGregor noted big gains in our outreach efforts, reflected in the financials. Model Train Festival got a lot of media attention and visitors. Revenue is right where it should be, as are expenses. The current report reflects accomplishing return of Station Camp Funds to the State.

Our policy has been using some of the income from our endowment funds (currently 4%) to fund operations. There was discussion on this point, and dependent on the biennium state budget funding, whether it would make sense to forgo the draw from the endowment. Once the state funding is known, we can determine this question.

V. Director's Report [Exhibit 4]

Due to illness, Jennifer Kilmer was not in attendance. Her legislative report was presented in writing.

VI. Governance Committee

Sheryl Stiefel, committee chair, gave an update on board composition. Overall, we would like to see roughly one-third of the board representing:

a. Tacoma and environs

b. State government

c. Other regions of the state

We would also like to see some history professionals on the board--historians from the academic community.

Board recruitment: Several members of the board offered suggestions to the chair for consideration.

VII. Heritage Capital Projects Presentation

Lissa Kramer, Heritage Capital Projects manager, gave a short presentation on the HCP program, covering the kinds of projects we fund, how the matching grants work, and giving some examples of completed projects.

VIII. Good of the Order

Krist Novoselic's band will play at the grand opening of the restored McMenamin's Tacoma Elks Lodge in Tacoma.

President Ryan Pennington adjourned the meeting at 3:02pm (motion by Alex McGregor, seconded by John Hughes).