



Arizona Mining, Mineral & Natural Resources Education Museum

Minutes of the Public Meeting of the Strategic Planning Subcommittee of the AMMNRE Museum Advisory Council February 7, 2025

A public meeting of the Strategic Planning Subcommittee of the AMMNRE Museum Advisory Council was convened on:

Date: **February 7, 2025**

Time: **9:00am**

Location: **Virtual, via Zoom**

Members Present: Jim Ballinger, Les Presmyk, Stefanie Smallhouse, Steve Trussell

Members Absent: Phil Pearthree

U of A Staff Present: Marta Bones, Catie Sandoval

Guests: Museum planning team - Wendy Meluch, Lorie Millward, Mary Kay Cunningham

A quorum was established.

I. Welcome

- Stefanie Smallhouse began the meeting.

II. Museum Visitor Experience Master Plan

- The museum planning team led an overview and discussion of the plan as drafted.

Discussion included:

- An overview of the plan documents including the “Resource Document” which includes detailed appendices about the research conducted, information gathered and key findings;
- A review of the work done to date;
- Questions about the process and the level of involvement of certain audiences/stakeholders such as museum professionals, educators, Indigenous communities;
- The intention that the concepts in the plan serve as a guide for the next steps in developing the museum and that the concepts will be further focused in future design phases;

- The museum's focus on mining and natural resources;
- How to brand something that covers such a broad range of content;
- The use of STEM (science, technology, engineering, mathematics) versus STEAM (science, technology, engineering, arts, mathematics);
- The distinction between the museum's focus and environmental sciences;
- The museum's aim to engage the public and help develop their literacy about natural resources, which research finds to be particularly low related to mining and forestry;
- The importance of mining and the significant differences between current mining practices and those of the past;
- Moving away from negative language/connotations;
- Making this a positive, forward-thinking effort and focus versus a historic focus;
- Natural resource producers are inherently forced to look to the future, to the next best technology, to constantly improve;
- The value of being grounded in historical context, while being forward-looking;
 - i.e., what do we need to understand from history, from where we've come, as we continue to move forward?
- The museum serving as a "bridge" between the realities of current natural resource industry practices and innovations and the public's understanding and conceptions about them;
- The plan's recommendations are rooted in public comments, which provide insight into the environment the museum will operate in;
- The plan is a high-level document aimed at helping the museum determine how best to share information in ways that will be understood by the public;
- **Action item:** Subcommittee members will submit any additional comments about the plan documents to Marta Bones by February 14; Marta will share these with the museum planning team and the plan will be refined.
- There was not sufficient time remaining to discuss the museum's name or presentation to the full Advisory Council; those items were tabled for a future meeting.