



Arizona Mining, Mineral & Natural Resources Education Museum

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

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

Date: **March 7, 2025**

Time: **9:00am**

Location: **Virtual, via Zoom**

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

Members Absent: None

U of A Staff Present: Marta Bones, Catie Sandoval

A quorum was established.

I. Welcome

- Stefanie Smallhouse began the meeting by briefly summarizing previous discussions about the planning documents and introducing some of the recent changes.

II. Overview of Final Revisions to Visitor Experience Master Plan

- Marta led an overview of the planning documents, their uses, and recent changes, which include:
 - Addition of the Visitor Experience Overview Document: this new document is a high-level “reader’s digest” version of the plan. It can be used to quickly disseminate information to people who are new to the project.
 - Review of the Resource Document: this contains detailed summaries about the audience research conducted, information gathered and key findings.
 - Two new appendices have been added with brief facts about the museum and a timeline of the museum’s history.
 - Visitor Experience Master Plan: this is a high-level/conceptual document including mission, vision, values, and themes. Recent changes are:

- Addition of an Interpretive Framework section (page 12)
- Reordering of pages to make the plan easier to understand.
- Various language changes per the comments of the subcommittee.
- Upon further review, these pages will fit better in the Resource Document:
 - Interpretive Framework (page 12), Enduring Understandings (page 19), Essential Questions (page 20), and Know, Understand, Do (page 21).
 - These pages synthesize comments from the raw data.
 - They also include best museum practice recommendations from the consultant team.

III. Clarifications & Understanding

- Intended audience for the Visitor Experience Master Plan, which is largely internal to the museum project, i.e., the museum Advisory Council, U of A leadership, U of A fundraising staff, the construction design-build team, future exhibition designer and interpretive planners, etc.
 - This plan is not intended to be a fundraising tool shared with donors.
- There was consensus to move the planning process (page 5) to the Resource Document.
- Discussion of Mission, Vision, and Values:
 - There was consensus about the vision and mission statements.
 - Review of values and discussion about language and that this section connects comments from stakeholder data to U of A's established values.
- Discussion of the Big Idea:
 - There was consensus and enthusiasm about the Big Idea.
- Discussion of the narrative and four themes, including:
 - That these four themes connect the different natural resource industries together and create a cohesive story for visitors.
 - Some small language changes suggested.
 - There was consensus about the four themes.
- **Action item:** Marta will work with the planning team to incorporate these changes and finalize the documents.
- Discussion about proceeding with the plan as amended.

- Presmyk moved to recommend approval of the plan as amended today to the full Advisory Council; Pearthree seconded the motion.
 - The motion was approved with no opposition.

IV. Review Museum Name

- The current name of Arizona Mining, Mineral and Natural Resources Education(al) Museum was established by state statute and has been used for past several years.
 - Statute is unclear whether the name can be officially changed or whether it needs to remain. In that case it could be used in conjunction with a DBA or nickname.
- Subcommittee members expressed the desire for a simplified, catchier name.
 - Discussion that it does not necessarily need to state “mining.”
 - Some interest in Arizona Natural Resources Museum (ANRM).
 - This encompasses all the industries, including agriculture which is not referenced in the current name.
 - Other comments that ANRM could be boring; suggested incorporating words like “dynamic” or “awesome.”
 - Suggestion about a logo that incorporates the words water, mining, and natural resources inside a larger official name.
 - Another suggestion to also use a tagline.
- Suggestion of employing marketing students or marketing firms to assist with formulating a new name.
 - **Action item:** Trussell will contact a colleague with marketing experience from the U of A School of Mining and Mineral Resources to explore assistance.
- Reminder that the name may be adjusted in the future to recognize a lead donor.
- Presmyk moved to recommend the use of the Arizona Natural Resources Museum as an interim name; Trussell seconded the motion.
 - The motion was approved with no opposition.

V. Discuss Presentation of Plan to the Full Advisory Council

- Discussion included using a few PowerPoint slides, having time for questions, and keeping it streamlined since the subcommittee has done the work on the documents.
- The group also confirmed the next full museum Advisory Council meeting is scheduled for March 21st at 9am.