APPROVED

BOARD OF STATE HISTORY MEETING

August 6, 2026

12:00 pm

Hybrid

Utah Historical Society, Museum of Utah

North Capitol Building, 450 N. State Street, N212 Tele-Conference Room, 2nd Floor, SLC, UT

Virtually, via Zoom

ATTENDEES:

BOARD

Spencer Hall, Chair	Emily Larsen, Vice Chair	Robert Goldberg
Margaret Olson	Ryan Paul	Axel Ramirez
Robert Burch	Kim WIlson	

UTAH HISTORICAL SOCIETY

Jennifer Ortiz	Kevin Fayles	Alycia Rowley
Greg Walz	Veronica Solano	Mark Melville
Kimberly Kronwall	Holly George	Tim Glenn
Kylin Cummings	Bryce Romleski	Wendy Rex Atzet
Jessica Proctor	Brandi Burns	Haille Van Patten
Monique Davila	Fatima Amjad	Sabrina Sanders
Jordan Kiyak	Chandler Vaccaro	Eliza Carr
Aja Macheel	Victoria Hills	

DEPARTMENT OF CULTURAL AND COMMUNITY ENGAGEMENT

Kat Potter

Heidi Tak

PUBLIC

None

WELCOME AND INTRODUCTIONS

Board Chair Spencer Hall welcomed all in-person and virtual attendees to the North Capitol building and congratulated the entire staff for their tremendous work on the recent open house and grand opening of the new museum, noting that media coverage and community response were exceptionally positive.

The board was updated on recent staff changes since the April 2026 meeting:

- Victoria Hills: Shifted from part-time to full-time Marketing and Communication Specialist.
- Tiffany Green: Shifted from part-time to full-time Exhibition Content Development and Research Specialist.
- Tatiana Chudy: Shifted from part-time to full-time National History Day (NHD) Coordinator.
- Wendy Rex Atzet: Reappointed as Program Manager of K-12 Initiatives.
- Sophia Shapiro: Joined as an Intern assisting with the move to the Tax Commission building.
- Fawn McArthur: Hired as Museum Educator (starting August 10, 2026).

PUBLIC COMMENT

No public comments were received.

APPROVAL OF APRIL 15, 2026 BOARD OF STATE HISTORY MEETING MINUTES

Kim Wilson made a motion to approve the April 15, 2026 meeting minutes. Axel Ramirez seconded the motion. Alycia Rowley called for a vote: Spencer Hall: Yes. Emily Larsen: Yes. Robert Goldberg: Yes. Margaret Olson: Yes. Ryan Paul: Yes. Axel Ramirez: Yes. Robert Burch: Yes. Kim WIlson: Yes. The motion passed.

CCE DEPARTMENT UPDATE

Kat Potter, Interim Commissioner, Dept. of Cultural and Community Engagement, provided the following updates:

- **Leadership Transition:** Kat Potter transitioned to Interim Commissioner on July 1, replacing Donna Law. Confirmation hearing scheduled with the Senate committee, with official confirmation expected August 19.
- **Deputy Commissioner:** Heidi Tak (former Director of Operations) has been promoted to Deputy Commissioner.
- **America 250 & Connected Communities:**
    - America 250 administrative leadership is wrapping up. Director Nicole Handy will move to new projects at the end of August.
    - Associate Director Chris Abbott joined the CCE administrative team to lead Connected Communities, an evolved initiative connecting collaborative work across CCE divisions.
- **Statewide Initiatives & Downtown Collaborations:**
    - LDS Temple Renovation Opening**:** Collaborating with the LDS Church reputation management team to leverage the expected 10M+ visitors to Salt Lake City to highlight the Museum of Utah and encourage statewide tourism.

- Pioneer Trail: Beautified walkway from Temple Square up State Street to the Capitol. Signage will direct visitors to the museum and historic sites. CCE will participate on advisory committees regarding historical interpretation.
- Grand Liberty Arch**:** Capitol Preservation Board-approved project west of the Capitol. Clarified that this is legislatively driven and privately funded (no CCE or state funds used).

MEMBERSHIP COMMITTEE REPORT

Robert Burch, Spencer Hall and Jessica Proctor provided an update from the Membership and Development Committee.

- **FY2027 Board Giving Campaign:**
  - Establishes a standard nonprofit practice requiring 100% board participation and active leadership.
  - Re-framing contributions to "stewardship of Utah's history."
  - Fundraising Target:$1,000 annually ($11,000 total target for the 11-member board). This target does not require a single personal check; it can be achieved through securing organizational sponsorships, driving membership sales, personal/social media outreach, or securing in-kind/venue support.
- **Membership Goals:** Target to grow total membership from ~714 to 1,000 by the end of the calendar year.
- **Support & Resources:** Staff will conduct 1-on-1 meetings with each board member to tailor custom fundraising plans, provide promotional toolkits/one-pagers, and offer volunteer opportunities across various UHS programs.

UTAH HISTORICAL SOCIETY PROGRAM UPDATES

Marketing & Communications

Haille Van Patten provided an overview of the Museum of Utah Grand Opening Campaign

Total media spend of $152,000 over 6 months with ad agency Boncom.

Print & Outdoor Campaign:

- Print: Placements in Salt Lake Tribune, Salt Lake City Weekly, and SLUG Magazine.
- Billboards & Transit: 19 static/digital billboards generated 17M+ impressions; 14 exterior bus ads yielded 5M+ impressions.
- Radio: 369 paid spots across Capital Broadcasting (KBZN, Coast 103, 97.9) and KUER, plus 647 bonus spots (3.6M+ total impressions/plays). Live 2-hour remote broadcast at grand opening.

Digital Performance:

- Meta, Google Display/Search, and KSL.com campaigns ran from February to June.
- Exceptional engagement rate of 13% (industry average 1–2%) with a low cost-per-click ($0.25). High organic reach driven by personal story-sharing (e.g., parachute dress feature).
- Generated 16M+ digital impressions overall.

Earned Media: Strong coverage across local news stations (KUTV, etc.) and interest from national outlets including *The New Yorker*.

Local History Services

Monique Davila provided an update on the Local History Services program.

Workshops & Outreach:

- Ogden Union Station Tour (June 11): Partnered with SHPO (Preservation Engage Conference) and Ogden Union Station for 2 facility/vault tours with 20 attendees.
- Photo Preservation Workshop (May): Hosted a 2-day workshop at the Marriott Library led by photo conservator Lisa Duncan for regional museum staff.

Oral History Program:

- Revised grant documentation opened in May; received 12 applications by August 1 (highest count since 2023).
- Four grant-funded projects recently completed: U of U Health Sciences Library, Moab Museum (uranium mining), Juanita Brooks Historical Society (Colorado City), and Mormon Trails Association.
- Library & Historical Society site visits conducted in Nephi, Manti, Garland, and Lewiston in partnership with Utah State Archives and State Library.

"We Are Utah" Temporary Exhibits:

- Features local history partners inside the Museum of Utah (currently featuring Kanab Museum in *Building Utah*).
- Applications for the 2nd annual cohort open September 2026; open to local history groups, archives, and non-traditional historical institutions.
- Oral History Grants: Partnering with Utah Humanities on $3,000 grants. Recent projects include Friends of Antelope Island. Grant portal reopens in May.
- Trainings & Webinars: Launched webinars covering historical thinking foundations and methods. Upcoming sessions with State Archives in April and a photo conservation workshop with Marriott Library.
- Fieldwork & Partnerships: Consulted with Salt Lake City Sister Cities collection and partnered university students with the Lehi Historical Society for marker research.

Partnering with State Archives and State Library to assist public libraries with non-library historical objects.

Education & Engagement

Brandi Burns provided an update on the Education and Engagement Program.

Museum Education: The final educator has been hired. Nine part-time educators are active on the floor engaging visitors.

K-12 Initiatives:

- Tatiana Chudi taking over NHD Coordination allows Wendy to focus on K-12 teacher/student resources.
- Two temporary ambassador positions (9–12 months) being hired: one for *Where Women Made History* (Women's History Initiative) and one for family membership activity packets.
- Field Trips: 62+ field trips scheduled starting September 3, 2026. Joint scheduling coordinated with the Capitol Preservation Board.

National History Day (NHD): 47 students attended Nationals in Maryland. Highlights: 3 top-10 finishes, 1 White House History Special Prize, 2 Outstanding State Entry awards, 6 top-20 finishes, and 3 presentations at the Smithsonian/National Archives.

Youth Advisory Council (YAC): Recruitment open through August 10 for ages 18–23 (Gen Z) to focus on membership and programming.

Special Projects:

- The Peoples of Utah Revisited website is now live.
- 130th Anniversary Oral Histories are underway. Interviews completed with Tom Alexander, Kent Godfrey, Karen Krieger, Bill McKinnon, Gary Topping, and Brad Westwood.
- UHQ Legacy Files: Staff sorting historical files ahead of the office move to the Tax Commission building.

Membership & Development - Jessica Proctor

New Initiatives:

- Digital Membership Cards: Rolling out via email; downloadable to phone digital wallets. Includes North American Reciprocal Museum (NARM) Network access for Friend-level ($100+) members.
- Planned Giving Campaign: Planning a campaign to launch in August 2027 ("Make a Will" Month).
- Member Survey: Scheduled for Spring 2027.

FY2026 Financial & Membership Metrics:

- Total Members: 714 members (+16% YoY growth); 110 Seagull Circle members.
- Membership Revenue: $32,000 (+99% growth from $16,000 in FY25), driven by higher-tier signups.
- Grants & Sponsorships: $40,000 raised (+46% growth).
- General Donations: $15,000 raised without active solicitation.

Museum of Utah Campaign: Closed at $19,000,000 raised from private/public partnerships.

Member Month (August 2026):

- Featured partner events with *We Are Utah* participants:
    1. *Aug 14:* Craft Night (Bookbinding) at Brigham City Museum.
    2. *Aug 17:* Food History Walking Tour in Kanab.
    3. *Aug 29:* Topaz Museum & Incarceration Site Chartered Bus Tour.
- 20% Museum of Utah store discounts for all members.

Museum of Utah - Tim Glenn, Kimberly Kronwall, Chandler Vaccaro, and Fatima Amjad

Grand Opening Review (June 27, 2026):

- Hosted 34 community partner tents on the North Plaza with live performances, food trucks, and poetry.
- An estimated 6,500 visitors entered the building. Galleries ran at fire-code capacity for much of the day.
- 155 total volunteers staffed the event.

July Visitation & Daily Operations:

- 6,500 public visitors logged in July. Door counters on gallery entrances to be installed within two weeks for detailed conversion tracking.
- Team working on routine maintenance loops for interactive exhibits and managing initial operational hiccups.
- Fifth gallery (*Past is Perfect* temporary exhibit) open and receiving positive feedback. Board members were encouraged to remind the public to visit all 5 galleries.

Collections Relocation:

- Relocation ongoing through April 2027 (70 semi-truck loads total; currently25% complete).
- 19,000+ books reshelved (22,000+ packed). The first 50 large artifacts have been moved and all photo and manuscript collections are on-site.
- Public collection donations remain paused until 2027 during the move.

Front of House & Visitor Feedback:

- QR-code public feedback survey launched, with over 30 overwhelmingly positive responses to date. Saturdays are the busiest days.

Volunteer Services Program:

- Officially launched at grand opening. 81 external volunteers provided 364.5 hours ($12,928 donated labor value; $24,740 total value including CCE staff).
- 97.5% positive rating on post-event volunteer survey.
- Docent program launching soon.

DIRECTORS UPDATE

Jennifer Ortiz presented UHS Updates.

- **Schedule 1-on-1 Meetings:** Board members were requested to reply to meeting invites from Jessica Proctor to finalize individual FY27 engagement and fundraising plans.
- **Utah History Summit:** Save the date for September 22, 2026 (1:00 PM – 5:00 PM), followed by an evening reception at the Alta Club. Keynote will feature 8 PechaKucha presentations on *Peoples of Utah Revisited* projects.
- **Outstanding Achievement Award Nominations:** Open through August 31, 2026. Board members are encouraged to submit nominations or self-nominations for individuals/organizations statewide.
- **Museum Advisory Subcommittee:** Re-opening participation. Interested members (Molly Cannon, Margaret Olson, Kim Wilson, or up to 4 total) should contact Tim Glenn to join.

ADJOURNMENT

Meeting adjourned.

NEXT MEETING

The next Board meeting is scheduled for Oct. 15, 2026.