

**PIONEERS' CEMETERY ASSOCIATION
BOARD OF DIRECTOR'S MEETING MINUTES
SMURTHWAITE HOUSE/WEBEX**

Thursday, January 4th, 2024

PCA Board Members present:

Smurthwaite House

Patty Gault, President
Cindy Lee, Vice President
Ed Dobbins, Historian
Debe Branning
Kim Kasper
Donna Carr
Mark Lamm
Vicki Galli

PCA Board Members absent:

Webex

Val Wilson, Treasurer
Jenn Merry

Sterling Foster

PCA Advisory Board Members present:

Webex

Judy Smith

PCA Advisory Board Members absent:

Pamela Stewart
Marshall Shore
Ryan Vander Ark
Margy Parisella

PCA Members present:

Smurthwaite House

Denise Foster
Vivia Strang

Webex

Lezlee Alexander

Discussion/Action

Call to order: President Patty Gault called the meeting to order at 10:00 a.m.

Approval of December 7th, 2023 Minutes: Minutes accepted as presented to the Board.

Treasurers Report: Val Wilson gave treasurer's report:

as of December 1st - Beginning Balance - \$28,606.48

as of December 31st- Ending Balance - \$29,128.13

OLD BUSINESS

Jacob Waltz Update

Mark Lamm said the granite has arrived & they will complete the spreading of the granite around Jacob Waltz's site next week. The committee is working on a final draft for review for the granite monument & it will be discussed at the next committee meeting on Thursday, the 11th. Ed Dobbins said there was one minor wording change that he felt was needed on the plaque and that was in the second paragraph on the second part. Instead of saying "people still come to visit the grave" we should drop "come to" and just have "people still visit the grave".

Lezlee Alexander discussed the rack cards that the JW committee is considering to order. They got an estimate from one vendor. Mark said there is a 500 count for \$100. 100 cards would cost about \$50 & 250 cards would be around \$90. The design is highly editable. Patty thought it was a bit premature to order the cards before receiving the actual monument. She thought it would be more

beneficial to have the monument on the card. Vivia Strang said the committee wanted to utilize the rack card for fundraising purposes. She said they had a couple of opportunities where it would have been nice to present a rack card to potential donors & show them what has been going on. Kim Kasper brought up the fact that we have a large quantity of other rack cards sitting in boxes upstairs that have never been distributed & wondered if that would happen with these cards. Mark says Jacob Waltz is the number one attraction in our cemeteries and the JW fundraising would be done by the end of January or February. Mark said he could wait till the marker is in so they could include it on the rack card. Jenn Merry suggested we put together a box of our numerous rack cards, including the new JW cards when they are done, and she would put them in the lobby at the Arizona Historical Society as well as pass some along to other tourism companies who come through their facility. The DAR gave \$300 to the JW project. Patty asked Val Wilson if the JW committee could pay for the new cards using money from this fund. Val said it was fine. Judy Smith said this is her chapter and gave us the okay to use the donation wherever is needed. A motion on this can be deferred or delayed until an update and edit can be done on the rack cards for everyone to see. We will revisit all of this once everything is done.

FENCING

Our fencing has been repaired but still needs paint. They also fixed the one on Jefferson.

LETTER to the CITY

The letter to the City that we all saw was finalized and sent to Joe Diaz, Cynthia Aguilar and to the Historic Preservation Office. Patty had a phone conversation with Joe Diaz & feels it's more beneficial to send it to Cynthia Aguilar, the Director of Parks & Rec, first to see what the initial reaction is as well as to Historic Preservation. If we don't get the reaction we are hoping for or at least some movement then we will expand from there.

NEW BUSINESS

Committee Reports

We need to address the Memorial Markers program because we have already decided that we need to use the funding we have so far before accepting any more donations. We have an inquiry from a DAR Chapter that wants to buy some more markers. All the markers are in. They just need to be put in concrete. We need to get some extra help doing that. Judy would like us to let her know when the DAR markers that have been installed will be put into concrete as the chapters would like to be there.

MEMBERSHIP

Lezlee compared the membership totals from today to last January's and we are a bit behind. Today's total was 35 and last year's was 54. We received 6-7 memberships in the mail this morning. Recently Cindy Lee sent out 93 packets to members new and old via snail mail. Jenn Merry suggested putting rack cards into our future mailings.

HISTORIAN REPORT

Ed Dobbins did a great job. Patty plans to talk with Ed about the format so the report will stay consistent in the future. Each committee should be responsible for submitting to Ed what they did throughout the year. Ed will add some things to his report and then will submit it. It then will be put in the newsletter and onto our website. Vivia Strang suggested volunteer hours be recognized and included as well.

BLOG

Val gave an update on the blog she has been doing for the past few years. The blog includes bios that several volunteers have written, interesting things from the time period of the cemeteries, things the PCA has been doing & anything that would be of interest in hopes to direct traffic from the blog to our website and then to us. She has been monitoring it to see what generates interest. In December we had 971 people visit. We had almost 8,000 people visit the blog in 2023. Our most popular views

have generated 100-200 hits. Most posts will generate between 20-30 views, our informational posts such as various themes generate up into the 70s. Val attached Google Analytics to make sure these are not web crawlers that are hitting the blog but real people. She asked for any ideas we might have to help generate higher numbers. Cindy asked how to access the blog. Val said she has posted a few links to our Facebook page & you can click on those links or google **Behind the Epitaph** & it will come up. She will send a link to all the board members so they can view it right now. There should be a link on our website. Lezlee will check the website to make sure it's accessible.

UPCOMING EVENTS

January's Open House and Valentine Card Making fundraiser is Saturday, January 27.

February 24th's Open House will include Spirits of the West.

March 2nd DAR Cleanup

Memorial Day is May 27th & requires a lot of planning. We hope to begin that soon. We have an updated list of names so this should help.

3 Year Plan Updated

Patty sent out a draft as to what we are hoping for in the next 3 years. She will give this to Joe Diaz when she meets with him next. Mark suggests we have a general discussion amongst ourselves at the next board meeting.

West Valley Genealogy Seminar

The West Valley Genealogy group reached out to us for some support. They are having a seminar on Saturday, February 17th, and would like us to donate 2 books for a raffle. In kind they are supporting our January Open House. When picking up the books she will also take some rack cards. There will be a speaker and \$65 to attend that includes lunch.

ZOOM

This is our first ZOOM meeting. If anyone shares the link, please let Patty or Jenn know. They will be monitoring our meetings for a bit as this is a public meeting site. They want to make sure we don't get ZOOM bombed by inappropriate people popping in.

Volunteer Hours

Patty needs the final tally of hours for the 4th quarter as she needs to submit a report to the City. Please send in your hours to Denise.

February Members Meeting will be February 1st, 2024 at 10 am.

Meeting Adjourned at 10:48 am.

Meeting with the City of Phoenix Parks & Recs at house on January 11th, 2024 9:30 am.

Respectfully submitted by Denise Foster