

The Cave Creek Museum

From horse soldiers to resort developments, the desert foothills have been a spectacle of historic and prehistoric dimensions.

Set in the shadow of looming Black Mountain, the Cave Creek Museum offers a view to the past.

Thousands of years ago, Hohokam farmers dug 2,000 miles of irrigation canals to water their crops. Tools, pottery, jewelry, and other artifacts in the Museum collection give insight into these productive, innovative people.

In the late 1800s, people returned again to farm, ranch and prospect for gold, silver, copper, jasper and other mineral riches. See the implements, home goods and special exhibits describing the lives and experiences of our most recent predecessors.

The first church of Cave Creek and the last tubercular cabin in the state, which is on the National Register of Historic Places, are among the outside exhibits. An impressive ten-stamp ore crushing mill, reconstructed and revitalized to its original use, is now operational and runs on specific dates during the year.

Cave Creek Museum Docents share anecdotes and additional information to enrich the extensive exhibits and your experience ---or enjoy the Museum on your own.

The spectacular history of the Desert Foothills is yours to see and enjoy at the Cave Creek Museum.

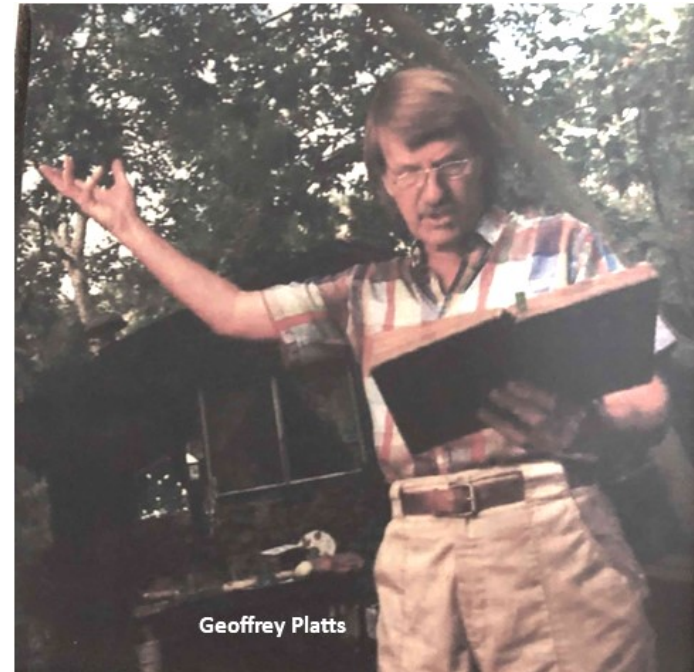
Museum hours: Wednesday through Sunday, 1:00 to 4:30 p.m.; early opening on Fridays at 10:00 a.m. Closed holidays.

Admission: \$7 adults; \$5 seniors and students.
Children under 12 admitted free.

The Museum is open for the season from the first Wednesday in October to the last Sunday in May.

For more information: Call (480)-488-2764 or visit www.cavecreekmuseum.org

Cave Creek Museum Annual Report 2021—2022



**6140 East Skyline Drive
P.O. Box 1
Cave Creek, Arizona 85327-0001**

Phone: 480-488-2764

Email: info@cavecreekmuseum.com

Website: cavecreekmuseum.org

***The Cave Creek Museum is a 501 (c) (3) organization
Federal Identification: 94-2404270***



Mission Statement of the Cave Creek Museum

The Mission of the Cave Creek Museum is to preserve the artifacts of the prehistory, history, culture and legacy of the Cave Creek Mining District and the Cave Creek/Carefree foothills area through education, research, and interpretative exhibits.

Annual Report Editing and Layout: Stephanie Bradley



Memories

Remembering Dear Friends Who Have Left Us

- ♦ **Don Sorchych**, owner, editor and publisher of the *Sonoran News* passed away November 6, 2021.
- ♦ **Maggie Simpson**, a dear and dedicated longtime volunteer, crafted the Pioneer Wing and other exhibits for many years along with Betty Neal and Maria Eannacone. Maggie passed away in California on November 16, 2021.
- ♦ **Alma Veres** passed away on January 4, 2022. Alma was the original chairwoman of the “museum project,” launched in 1969, that became Cave Creek Museum.
- ♦ **Marv Bowman**, passed away January 8, 2022. He loved the Museum and gussied up for Museum events, sporting western attire. His trademark bowler hat with a feather in the band topped off his ‘look.’
- ♦ **Ethel Hofer**, mother of Museum volunteer Jane Heidel, passed away peacefully in Cincinnati, Ohio, on January 26, 2022.
- ♦ **Sue Willer**, docent, longtime member and volunteer for decades, passed away February 16, 2022. She and the late Geri Voss happily and faithfully folded and labelled newsletters for many years.
- ♦ **Charlie Connell**, engineer extraordinaire, passed away March 1, 2022. Charlie took the stamp mill from debris to becoming the signature exhibit of the Museum. He lovingly guided the reconstruction of the mill and earned the love and admiration of the Museum community and in particular his fellow members of the “Dream Team.”
- ♦ **Yvette Deleyer Nelson**, 92, mother of volunteer Kraig Nelson, passed away March 7, 2022, five days after suffering a massive stroke in her home in Goodyear, Arizona.



TABLE OF CONTENTS

Board of Directors	4
Proposed Budget	5
President’s Message	6
Executive Director’s Message	7
Reports:	
Admissions	8
Archaeology Committee	8
Buildings and Grounds	9
Bylaws and Policies	12
Collections	12
Desert Awareness Partnership	13
Docents	14
Exhibits	14
Fundraising	17
Kiwanis Family Fun	21
Marketing	22
Membership	24
Museum Store	25
Nuggets Newsletter and Other Editorial	27
Outside Exhibits	29
Programs: Cave Creek Presents	30
Publicity	31
Technology	32
Affiliations	33
Memorials	34
Photo Album	35

BOARD OF DIRECTORS FOR 2021-2022

PRESIDENT

Reg Monachino

VICE PRESIDENT

Frank Tyrol

TREASURER

Pam DiPietro

RECORDING SECRETARY

Tammy Causey

BOARD MEMBERS

Bill Oelman

Darlene Southern

Nina Spitzer

STAFF

Evelyn Johnson, Interim Executive Director

Jo Ann Stuckey, Interim Museum Administrator

GRANTORS

- * American Society for the Preservation of U.S. History
- * Arizona Historical Society
- * Kiwanis Club of Carefree
- * Town of Cave Creek
- * Johnson Historical Museum of the Southwest

AFFILIATIONS

- * American Association of Museums
- * American Association of State and Local History
- * American Association for Museum Volunteers
- * Central Arizona Museum Association
- * Carefree/Cave Creek Chamber of Commerce
- * Museum Association of Arizona

WEB-BASED COLLABORATIONS

Arizona State Library and Archives: Arizona Memory Project

AWARDS

On February 15, 2022, the Museum was notified that parents voted on Hulafrog to recognize the Cave Creek Museum as the “Most Loved Place to Go for 2022!”

Hulafrog is the ‘go-to website’ for kid-friendly activities and events around town.



distributed to 1,109 travel and tourism outlets nationwide. The museum's messages have been heard elsewhere in the U.S. as well, having received confirmation of coverage in Seattle, Washington, for example.

Because the museum does not have a monitoring service, we have missed many placements in Arizona and elsewhere, without a doubt. However, the news worthiness of the last six months of publicity and marketing has added up to thousands and thousands of dollars worth of (free) publicity for the museum.

BCI has been honored to serve this amazing museum and to work and learn how to build upon its visibility, volunteers, member growth and overall recognition.



TECHNOLOGY

EVELYN JOHNSON

The Cave Creek Museum took a giant leap forward this season! Thanks to the generosity of **DMD Systems Recovery**, we jumped light years in technology, from the 'dark ages' with computers that were eight to 15 years old to eight compatible computer systems that are one to two years old.

Tech4Life did the evaluation of our equipment prior to the donation from **DMD Systems Recovery** and advised us as to what we needed. They returned in February to install the software and make sure all devices 'talked' to one another as well as performing data transfer to the new equipment. New volunteer **Molly Tufts** assisted with data transfer.

Step into the History Wing for a brand-new experience of immersion with projections of iconic scenery of the creek in all seasons with some unusual wildlife sightings. Thanks to the gift of time and technical skills of **Kelley Francis** and **Jason Sohn-Greenberg** visitors have enjoyed sights and sensations of what makes Cave Creek so special.

PROPOSED BUDGET FOR 2022-2023

Income:

Admission	\$6,500.00
Donations	\$60,100.00
Fundraisers	\$53,750.00
Grants/Foundations	\$43,200.00
Membership	\$18,000.00
Museum Store	\$15,200.00
Interest Income	\$660.00
Total Income	\$197,410

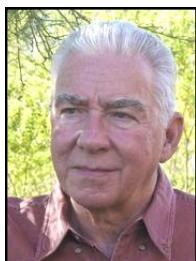
Expense:

Administrative	\$51,684.00
Marketing & PR	\$13,150.00
Education	\$6,000.00
Collections	\$34,662.00
Facilities	\$32,625.00
Fundraisers	\$8,100.00
Grants	\$100.00
Hospitality	\$1,700.00
Membership	\$1,800.00
Museum Store	\$7,200.00
Newsletters	\$3,930.00
Payroll	\$86,500.00
Utilities	\$7,900.00
Volunteer	\$2,000.00
Total Expense	\$257,351
Net Deficit	(\$59,941)

PRESIDENT'S MESSAGE

REG MONACHINO

About a year ago, a new Board was elected to serve until May of 2022. The new Board consisted of nine members, all of whom pledged to work for a better Museum. The Board immediately approved the hiring of staff. The Board, together with Staff, the Dream Team, and Volunteers, began the task of restoring the Museum.



The Museum's fiscal year (June 1, 2021) began with a deficit budget of approximately (\$80,000). Our work was cut out for us. The Board approved the purchase of current software for all of the computers and air conditioners for the museum building. The Museum's Bylaws were revised and approved by the Board.

The Board recognized the need for accurate financial statements and approved funds for an official audit for the years 2020 and 2021. We now have certified financial statements that accurately represent the Museum's financial status. These statements are available to members and potential donors.

The Board was active in Fundraising. A Board member held a private party which netted about \$3,000. Another Board member organized a Concert at Harold's that netted approximately \$2,000. Several other Board members wrote or called friends asking for donations to the museum. A number of other cash donations have also arrived in various amounts adding up to about \$90,000. In another Fundraising effort the Board approved revised membership levels and categories. This resulted in a substantial increase in memberships. The Board moved the Miners dinner to a warmer March date which resulted in a sellout event.

We now pass the baton to the new Board to take the Museum to the next level.

cestor's service and the proper process to use so nothing is missed. Twenty-five hopefuls came armed with pen and paper to take notes and ask questions of this very popular interest.

★**APRIL 2: Cave Creek Museum Presents: "America's Queen of Speed,"** presented by: **Valerie Thompson**, the world's fastest female motorcycle racer and a member of the Sturgis Motorcycle Hall of Fame. Thirty attendees were amazed to hear how Valerie got started in this business and continues today to try to set records. This program was planned in support of the very popular Bike Week in Cave Creek.

★**MAY 21: Cave Creek Museum Presents: Unknown Soldier Story**, presented by **Matthew Scott** who explained the selection and burial of the First Unknown Soldier in Arlington National Cemetery. Scott is a Life Associate Member of the Society of the Honor Guard, Tomb of the Unknown Soldier. This program was scheduled to honor those who gave the ultimate sacrifice for our country.

PUBLICITY REPORT

FRAN BOOTH, BOOTH COMMUNICATIONS, INC. (BCI)

Year 2021 was the first year Booth Communications, Inc. (BCI) worked with the Cave Creek Museum and its staff. Since that time, we have experienced tremendous results!

The promotional agenda got underway with ferocity in June 2021, starting with a photograph of the new board of directors and placement of news in June about their positions. In order to expand inventory and opportunity, BCI took more than 150 new photos of the museum property for use by all. Next, we identified numerous events, workshops and special activities to feature in the news and on social media. Working closely with the museum team, BCI placed more than 290 feature stories, and overall news, in Arizona newspapers, magazines, journals, sites and television, effective the end of December 2021; however, news was disseminated to more than 6,000 media outlets during the first six months. In addition, the museum's brand and new Arizona Gold Mining Experience (AZGME) appeared in a major FOX 10 two-segment feature! And, news about the AZGME spread far and wide after being



PROGRAM REPORT

JO ANN STUCKEY

Our programs were very well attended this year. Our goal was to provide a variety of topics that capture the many interests and cultures in Cave Creek/Carefree and the Desert Foothills area. The AZ Gold Mining Experience is produced the second Saturday of each month and all “runs” were held to overflow crowds, necessitating a reservation system, with a limit of 90 people per run with a waiting list for each run.

★**DECEMBER 7: Cave Creek Museum Presents: “Grandma Was a Kitchen Healer and Grandpa Grew Roses”**

Attendees settled in for a casual hour with local authors **Jim "Great Elk" Waters** and **Kelly Pavlic** who discussed their book and how the re-telling of family stories not only shares history, but wisdom hard-earned by our elders. Fifteen people attended this intimate program highlighting the personal stories and early lives of Jim and Kelly.

★**JANUARY 22: Cave Creek Museum Presents: Black Mountain, a Study in Black and White**, presented by **Stephanie Bradley**, Geologist and Rock Enthusiast. Attendees discovered the secrets of Black Mountain. This beloved local landmark boasts astounding antiquity, contrasting origins and confounding rock formations. This program was a capacity-filled Historic Church with a waiting list of disappointed potential attendees.

(This program date was changed to March 5 due to Covid concerns.)

★**JANUARY 29: Antique Appraisal Day** with appraiser **Sean Morton**. Treasured whatchama-call- its were given anecdotal assessments of their uses, histories and general worth. Sixty-one attendees brought their family “treasurers” for Sean’s review. Many stayed to listen to the stories of the various and unusual pieces.

★**FEBRUARY 19: Cave Creek Museum Presents -- Arizona Water**, presented by: **Thomas McGuire**. How will the current water shortages affect us? This presentation provided an understanding of our current water crisis and Arizona’s water future. The program was very popular and we reached capacity in the Historic Church with a waiting list of disappointed hopefuls.

★**MARCH 19: Cave Creek Museum Presents: Do You Have a Revolutionary Patriot in Your Family Tree?** **Sara Ziker**, DAR Representative, explained how to use free online DAR resources to discover an-

INTERIM EXECUTIVE DIRECTOR’S REPORT

EVELYN JOHNSON

Wow! What a year it has been! Work began with a focus group leading the way for our exhibit plans and the rest of last summer a dedicated group of volunteers set about making those enhancements happen. We had our very own immersion experience with the History wing projections of life happenings in Cave Creek.



We began the season with record visitors for the Smithsonian Magazine Museum Day and then for our Pre-Season Reception, when we welcomed a good-sized crowd despite dealing with Covid precautions.

To start the 21-22 season, the Board welcomed a new fundraiser of the musical nature with the Creedence Clearwater Revisited concert at Harold’s. Of course, we had the return of the Spaghetti Dinner and Miners’ Dinner, which are detailed later in this report.

In October, we opened the doors to record numbers of people ready to embrace their community by visiting the museum. November brought about a new visitor experience with the AZ Gold Mining Experience, which grew so quickly in popularity that we needed to require registrations through our newly designed website.

Your elected Board of Directors has been hard at work to raise the funds necessary for the recovery of the Cave Creek Museum and set By-Laws and Policies and Procedures in place to provide a strong foundation for the organization.

We partnered with Arizona Ghost Adventures to offer a paranormal investigative experiences, which sold out both times it was offered. In December we re-instituted Cave Creek Museum Presents adult programming with a wide variety of subjects such as genealogy, geology, water, unknown soldiers, and authors.

It has been a great pleasure to be in the office again and to help nurture a strong, vibrant Museum. **Jo Ann Stuckey** and I are humbled by the support we have received in this endeavor. We are honored to work alongside caring individuals and businesses who support the Museum.

ADMISSIONS REPORT

EVELYN JOHNSON

Admission deposits for the season were as follows:

\$6,510 in adult admissions, representing 930 adults;
\$6,245 in Senior and student admissions, representing 1,249
seniors and students;
for a total of \$12,755.00 in admissions.

This does not include the AZ Gold Mining Experience (AZGME) numbers, which added an additional 700 folks. We have had as many as 150 people come for the experience in one day. Its popularity caused us to move the start time to 11:00 a.m. on the second Saturday of each month so everyone will have a positive experience inside or outside the Museum.

Smithsonian Day, when admission was free, brought in 92 visitors.

Total visitation, not including AZGME, was 2,822, which includes adults, seniors/students, culture pass admissions (352), guests (63) and members.



ARCHAEOLOGY COMMITTEE REPORT

SUE MUELLER

The Archaeology Wing had some cursory work done last summer, but most of the energy of the Exhibits Committee went to the History Wing. The Archaeology Wing needs to be dusted this summer and the pull out artifact drawers need to be reworked as a number of the exhibits have shifted with repeated openings and closings of the drawers. The artifacts need to be fixed so that they no longer slide around in the drawers. Some artifacts from the Staymate collection have been on display as 'new acquisitions' and will be incorporated into the drawers.



OUTSIDE EXHIBITS:

The Arizona Gold Mining Experience

CHARLIE CONNELL



The outside exhibits finally came together to be renamed "The AZ Gold Mining Experience." That put the outside exhibits on the literal map.

There were several exhibits added this year, including an ore cart dumping gold ore from the Golden Reef Mine, a donation of an historic Honey Dipper "sanitary cart" from the Queen Mine in Bisbee, and an amalgamation drum from the Rackensack Mine that was made operable.

We now have included simulated explosions and flashes of light in the Mine Tunnel and signage has been added to all 16 displays. This includes a centralized information board installed in front of the panning station showing where each exhibit is located and a description of each display.

All of these activities have significantly increased the number of outside exhibits. This also had a hand in increasing our visitation on "The Arizona Gold Mining Experience" weekends. In turn, we had to modify our tours to facilitate the increased observers by breaking down the group into two smaller units. The smaller groups allowed better observation of the activities in the locations where there was limited space for a large congregation of observers.

To increase our exposure to the community we have instituted scheduling Home School group tours to educate our young people about Arizona's mining history.



of communication also provides data to the museum on readership and subscriber interests.

Using the online platform MailChimp, Nina created a template and format for the e-newsletter version of Nuggets. Working together with Stephanie, who continues to create a print version, the transition to digital has been easy and successful. Currently, the e-newsletter reaches out to 1,422 readers who are both museum members and followers. The e-newsletter readership this season has risen from its lowest of 26.5% early in the season to 57.2% more recently. As Nina predicted, this digital method of disseminating Museum news and information has not only taken the Museum further into the digital world, but has also provided more of an outreach into the community.

Paper copies of the newsletter remain available at the Museum to visitors and members.

During this season, Nina has also been a member of the Museum's Marketing Committee where she extends her interests in disseminating information about our wonderful museum and its diverse, interesting and informative events.

Editorial contributors to the newsletter include **Kraig Nelson, Charlie Connell, Sarah Ziker, Gwen Harwood, Reg Monachino, Evelyn Johnson, Shea Stansfield, Darlene Southern, and Stephanie Bradley.**

Gallery Guide

Stephanie has photographed and written the gallery guide, which docents distribute to visitors. The guide provides a narration that highlights many of the ongoing and special exhibits for the Museum year. We print the guides in-house. In addition to the cost savings of printing in-house, we enjoy the convenience of immediate response to diminished supplies and to making changes as exhibits evolve over the museum year.

Membership Brochure

An updated version of the membership brochure was created by Stephanie. Pick up one or two at the museum to give to friends!

Other Editorial

Additionally, Stephanie has provided editorial and/or layout for this Annual Report and other writing needs of the Museum.

Working with Museum staff and volunteers continues to bring us great pleasure, and serving our Museum is a source of great pride.

BUILDING AND GROUNDS

JO ANN STUCKEY

Buildings

June 2021 started our year with major maintenance requirements. A close review of all buildings was conducted with unwanted results. While these major repairs cost in the neighborhood of \$50,000.00, the Museum was fortunate to receive many financial and in-kind donations from members and the community to offset the expenses.

● **Museum Building:** The main museum building was in great need of roof soffit repairs, outside trim repair and replacement, and building painting. Museum supporters Don Fredricks owner of Buildings by Don Fredricks and Vernon Nolte & Son Custom Painting generously donated much of the cost of these repair items. Ed with Vernon & Son Custom Painting worked with Sherwin Williams Paint Company, which donated all the paint for the museum building.



In August, both HVAC units in the museum building died and were quickly replaced by Desert State Air even though the country was having issues with the supply chain distribution. The kitchen sink had a major leak in the spring of 2021, and the repair was completed in June. The repair necessitated removing the water-damaged cabinet and countertop, and replacing both. The Dream Team procured a financial donation from Home Depot to cover the cost of the new cabinets, countertop, on demand under sink water heaters for the kitchen and both bathrooms, and exhaust fans for bathrooms. Other members contributed the cost of the second countertop for the cabinet across from the kitchen sink. The roof over the Archaeology Wing developed a leak in spring of 2021 and that issue was resolved by the Dream Team and roof sealant in June.

● **Historic Church:** Rain in the desert can be a double-edged sword. The second of the two major storms in August flooded the historic church due to poor drainage and clogged and/or missing downspouts. There was evidence of past flooding. The carpet was ruined and quickly removed by the Dream Team. Repairs to the church included new flooring and mold remediation, which required removal of two feet of drywall up from the floor on two walls, replacement after

treatment, and the walls painted. Carefree Floors was instrumental in quickly installing the new flooring as soon as other repairs were completed. They even installed the flooring on a Saturday and Sunday – days they don’t usually work.

The outside walls of the Church are in great need of repair or replacement. The south wall (with the door) was in particularly bad shape, with rotted wood and large cracks that were too wide to caulk for repainting. Staff contacted the State Historic Preservation Office for advice on what and how to do any repairs. Since the church is not qualified to be on the National Register of Historic Buildings, we were advised to replace like for like. Don Fredricks was able to procure the thick large-width boards to do the repairs. The other three walls are to be replaced and painted as we go forward.



● **Drainage at Church:** The major drainage channel on the east side of the church was enlarged and a stone retaining wall installed. This has greatly facilitated fast runoff to flow in the direction of the drain pipe that goes under the cement area in front of the church. The gutter downspout was replaced and extended to the drain pipe. It is recommended that future inspections and cleanouts be done at least twice a year.

● **Shed:** An inspection of the shed and roof by Don Fredricks disclosed a rotted roof underlay and extreme decay at the bottom of the walls, especially the west wall. It was decided to double the size of the shed and construction was part of the repair project done to the Historic Church and the museum building. The larger shed enables the emptying out of the paint and hardware from the storage room in the museum to the new shed, providing much needed storage in the museum building.



● **Gazebo:** The Gazebo is next on the list for a major overhaul. The roof is in poor condition and all the wood needs caulked, repaired and painted.

-Store Manager was in conversation with the Store Manager at Pioneer Living Museum, but talks ended when she left her position.

8. Create an online Museum Store
 - Unfortunately, this is still on the drawing board.
9. Engage and Excite Community about Museum Store as Cave Creek’s ONLY Book Store and Tax-Free Gift Store
 - Thanks to articles in Nuggets, both snail and email, and posts on Social Media, more of the Community are seeing that the Museum Store is an excellent option to source locally produced goods.
10. Enhance Museum Store with Inventory from LOCAL artists
 - Store currently features several local artisans’ work. The Store has worked hard to make sure that as much as possible, product is made locally or at least in the Southwest. Any good that “appears” Native American must be authentically made by Native Americans. Foreign-made “Indian-inspired” goods have been removed from inventory.
11. Clean out Old and “Worst” Sellers from Inventory
 - We now have the capability to run this report with Quick-Books POS Pro.
12. Join museumstoreassociation.org
 - Didn’t happen

We are very excited by the positive changes in the Store, both physically and financially, and look forward to the next Season. The belief is that the Store can continue to grow and thrive and provide financial support to the Mission of the Cave Creek Museum.

Thank you for your support. Don’t forget! Your membership gives you a ten percent discount at YOUR MUSEUM STORE.

NUGGETS NEWSLETTER AND OTHER EDITORIAL

STEPHANIE BRADLEY AND NINA SPITZER

The *Nuggets* newsletter continues to be a lively source of information, calendars, and history for readers. This season we transitioned the Museum to a digital version of the monthly newsletter, saving postage and paper costs. The digital version has taken the Museum’s method of communication to a new level where readers have convenient access to Museum news, upcoming events, and articles on any device, with easy links to additional information. The digital method

Objectives:

The Store had a number of objectives for the 2021-2022 Season.

1. Create a Point Of Sale (POS) Manual for Cave Creek Museum Store
 - This is a work in Progress
2. Increase Familiarity and Ease of Volunteers using POS through “Small Group” training
 - POS Training for the 2021-2022 occurred in groups of three or fewer people, and the “small group” format seemed to be very successful, allowing more hands-on time for individuals and focus on areas of concern
3. Redesign Museum Store for Maximum Impact and Sales Space
 - Considering the limitations of space, Store Manager, aided by **Judith Hatsell** and **Susan Herchenroether**, re-designed and re-displayed product to its best advantage. A small change with big results was the removal of the glass doors on one of our largest jewelry display cases, allowing browsers to actually serve themselves and proving the adage, “getting it into their hands is 80% of the sale.”
4. Ensure Store Inventory is Up-To-Date and Accurate, Priced and has Barcode
 - Judith Hatsell and Store Manager spent most of the 2021 summer counting and checking POS inventory, insuring every product was properly priced and also had cost entered, so that net sales are accurately portrayed.
5. Establish “Re-Order” Points
 - Re-order points are now possible with an upgrade to Quick-Books POS Pro.
6. Determine Value of Donated Items for Sale through Appraisal and Research
 - For the most part, we have been able to determine appropriate pricing for Donated Items through the Internet (eBay, Auction Houses, websites, etc.) Note: A “Donated Item” is only sold through the Store when it does not meet the criteria to be entered into the Museum’s Collections. Donors are notified and sign off on the piece’s sale. Happily, nearly all donors are content that their donation will benefit the Museum in one way or another.
7. Research a Co-Operative Partnership with other Small Museum Shops for Maximum Buying Power/Discounts

● **T. B. Cabin:** The cabin is in need of repair also and we are in the process of requesting a grant for this work. Since the cabin is on the National Register, we have contacted the Arizona State Historic Preservation Office for their guidance on repairs. Buildings by Don Fredricks submitted a plan of repair which was accepted by the SHPO office. When the grant is awarded from **Questors**, we will commence repairs.

LANDSCAPING

The Dream Team has generously accepted the challenge of grounds and landscape maintenance over the last few years. These tasks are performed on Tuesdays when the Dream Team meets for the stamp mill campus work program.

● **Landscaping:** The Master Gardner Program at ASU Extension Office was contacted for a review of the vegetation and suggestions on how best to manage the grounds. Obvious dead, dying and poorly shaped plants were recommended for removal and pruning for other plants. The Dream Team has removed dozens of barrels of dead and old vegetation and tree trimmings over the last year. Future plans include review of what/which if any plants should be replaced and, if so, what type. The museum has no irrigation system and we do not want one. The plants on the grounds should be native and be able to survive, at least during regular times, on their own.

● **Grounds:** The Dream Team also provides basic touch ups on the drive and parking areas, trimming bushes and tree limbs; and raking gravel to keep the edging stones in place.

The Town of Cave Creek has installed walking trails in their right of ways around town, and Cave Creek Museum is a part of that system. In February, the Town finalized our section, and in the process removed all vegetation in their right of way where the trail was placed. This action created a more open view of the museum from the road and we have had a number of positive comments on the openness of the grounds. Two small- to medium-sized trees were removed and replanted.



BYLAWS AND POLICIES AND PROCEDURES REVISIONS

NINA SPITZER

The Bylaws Committee, comprised of **Jo Ann Stuckey, Stephanie Bradley, Evelyn Johnson** and myself worked to update both the Museum's Bylaws and Policies and Procedures documents. The committee's goal was to review, rewrite and receive board approval of these documents. So far, the Bylaws have been reviewed and revised and board approved as of December 13, 2021. This was accomplished with care to ascertain that Museum bylaws are in compliance with federal and state regulations. Currently, the Policies and Procedures are in the process of being reviewed by the committee with 50% of the document already revised and board approved as of February 14, 2022. Keeping these documents current to the needs of the Museum for its optimum operation is crucial.

COLLECTIONS COMMITTEE

SARAH ZIKER

The Collections Committee has successfully reorganized and documented the off-site storage units. These units are valuable climate control storage of the Museum's larger and more important pieces and documents. The newly added outside storage shed on the Museum's grounds has added space for the Museum's Collection and currently holds larger metal items.

The Committee has met and accessioned many new items into the Museum's Collection. When items are donated to the Museum, the committee meets to determine if the item meets the mission of the Museum. Afterwards, paperwork is completed and accession numbers are assigned to the pieces.

Much appreciation to **Gwen Hardwood** who enters the information into our online database, Past Perfect, and to **Jo Ann Stuckey** who corresponds with donors and completes the Deeds of Gifts for the donated pieces.

Thanks to the committee for their continued work and help preserving and protecting the Museum's Collections: **Carol Caldwell, Gwen Hardwood, Sue Mueller, and Jo Ann Stuckey.**

growing number of national and international museums. ROAM connects world-class institutions for the benefit of our Members Museums. Qualifying Members of Participating Institutions will receive:

- *Host institution's member general admission price for at least two guests, plus any additional at the discretion of the host institution
- *Host institution's member shop discount.
- *Access to member-only events / lectures unless specifically restricted by host institution.
- *Member pricing for special events / lectures / exhibitions unless specifically restricted by host institution.

United States: 93 member museums

Canada: 31 member museums

International: 4 member museums

Business memberships will be the focus for review and upgrading during the new fiscal year. We have enjoyed partnerships with many local businesses during the recovery period following Covid that have supported maintenance and repairs, new opportunities for the Museum to collaborate on projects to further our mission of preserving, educating, and exhibiting the cultural treasures of the surrounding communities.

Our current membership is 153 including lifetime members, which is up from 68 in June 2021.

Please help support our Museum by promoting it in your conversation with others. Our sincerest thanks for your being a part of our museum family.

MUSEUM STORE

DARLENE SOUTHERN, STORE MANAGER

Museum Store Report dating period: September 1, 2021 to March 31, 2022: Darlene Southern, Store Manager, was ably Assisted by Digital Specialist **Judith Hatsell** and all the Museum's Talented and Dedicated Docents

Financials:

The POS Sales Summary states that from 9/18/2021 to 3/31-2022, Gross Sales were \$15,184.80. Comparison for the last FULL Season (years 2019-2021 was affected by Covid shutdown) 9/18/2018 to 3/31/2019 was \$7,981.80.

Executive Director regarding best platform to manage donors, fundraising, ticketing and registration for events and programs.

5. Partner with other organizations and businesses in Cave Creek to promote one another and further outreach.

1		Pioneer Arizona Living ...	5.5K	<div><div></div></div>	▲100%	0	26	<div><div></div></div>
YOU		Cave Creek Museum	3.2K	<div><div></div></div>	▲100%	1	478	<div><div></div></div>
Keep up with the Pages you watch: Get more likes								
3		Desert Foothills Library	2.1K	<div><div></div></div>	▲100%	10	32	<div><div></div></div>
4		Desert Foothills Land Tr...	1.9K	<div><div></div></div>	▲100%	5	142	<div><div></div></div>
5		Foothills Food Bank	1.4K	<div><div></div></div>	▲100%	0	252	<div><div></div></div>
6		Kiwanis Marketplace Th...	1.1K	<div><div></div></div>	▲100%	6	127	<div><div></div></div>

6. Create some sort of measurement so we can gauge the success of different media promotion.

Thank you for your kind attention.

MEMBERSHIP

EVELYN JOHNSON

The individual membership packages have new names: Sage, Cholla, Agave, Ocotillo, and Saguaro; with great benefits at each level. Of course, we are continuing our partnership with other small museums in Arizona:

River of Time-Fountain Hills
 Superstition Mountain Museum-Apache Junction
 Rosson House Museum-Phoenix
 Rim Country Museum
 Zane Grey Cabin-Payson

We have joined with Reciprocal Organization of Associated Museums (ROAM) to add a special benefit that allows free admission to a

DESERT AWARENESS COMMITTEE (DAC) PARTNERSHIP DIANE VASZILY

As you might imagine, many Foothills residents have felt the pinch from the lingering restrictions caused by the Covid-10 pandemic!

We at DAC have been unable to offer our school based program, Desert Reach, since March of 2020. However, a new way to deliver our environmental message came in the form of our seven-part virtual desert field trip video. If you haven't yet had an opportunity to watch it, go to our web page and enjoy: www.hollandcenter.org/desert-awareness. Designed for all ages, it is a wealth of information for anyone interested in desert flora & fauna. A big thank you to Kiwanis for their financial help!

Our partnerships with McDowell Sonoran Conservancy and ASU's office of sustainability brought us together for a project to share our education strategies with their Ecology Explorers program. DAC's beautiful predator/prey cards are now being used by all the schools in the county who participate in that program!

Our partnership with the Wickenburg Conservation Foundation opened up a chance for all Wickenburg and Nadaburg schools to share the Desert Reach program with their students! Congratulations to Bernadine McCollum and Nadaburg school board president Sue Dolphin for making that happen!

Our partnership with Cave Creek Museum keeps the natural history display up to date! We spent last summer finding and shining new bones and "critter parts" for everyone to see and "touch." Be sure to take the time to stand before the "times of the day" and see every detail.

Many new partnerships are in the planning for 2022. ASU's new office of Learning Enterprise has invited both WCF and DAC to create a teacher certification program combining our desert field trip videos and Desert Reach school program with WCF's "Leave No Trace"



DOCENTS AND VOLUNTEERS

JUDI SMITH, DOCENT COORDINATOR

The 2021-2022 season has gone by quickly for us. We have experienced a very large growth in visitation this year. To our amazement, we are averaging 34 visitors per day. The word has gotten out that our precious gem of a museum is alive and well once more.

To welcome and enlighten our visitors, we have a wonderful group of docents who truly have gone “above and beyond” all season long. We have a few that have been docents for a number of years as well as several new faces. These “newbies” have taken to their tasks like the proverbial duck takes to water. Due to unforeseen circumstances, a few of our docents and volunteers have not been able to join us this year. Hopefully, they will be ready for refresher training come September. Those serving in other volunteer roles, however, have grown in number from 35 to 77!

As usual, however, the list of docents is short and the openings per month are more numerous. We are fortunate to have several docents who have stepped up time and again to cover those open spots on the calendar. I am so grateful for each one of our capable and friendly docents. They have worked hard all season and just seem to keep on smiling.



EXHIBITS COMMITTEE

SUE MUELLER, INTERIM EXHIBIT CHAIR

Thanks to our History and Auditorium Exhibits Team: Sue Mueller, Sarah Ziker, Carol Caldwell, Stephanie Bradley, Judith Hatsell, Gwen Harwood, Jo Ann Stuckey, and Darlene Southern.

In June 2021, a Focus Group met to determine what the community wanted to see in the History Wing. In attendance were 24 people ranging in ages from 30-80, including a past mayor, Town employees, Carefree residents, Desert Foothills Library and the Sonoran Arts League members.

4. Worked with Greg Barnhart, Dream Team and Marketing Committee Member to develop and promote the AZ Gold Mining Experience. This event was inaugurated in November 2021 and has grown exponentially every second Saturday of the month. The response was so great that after the February AZGME with 156 guests, guest capacity has been now limited to 90 guests per event to ensure every visitor has the best experience. Greg and the Dream Team continue to improve and refine AZGME every date, making it a more interesting, entertaining, and educational program every time.
5. Greg Barnhart has been working with the Town and Dream Team to greatly improve the CCM signage at the corner of Basin and Cave Creek Roads. This larger and more colorful sign will increase community awareness of the Museum and draw in meandering tourists.
6. Fran Booth, Public Relations, got us an exciting amount of media coverage, with over 50 (low estimate, as I was not keeping strict tracks of numbers until I was made Chair until November) as well as features on Phoenix TV channels Fox10 and KPNX12.
7. We have been keeping Social Media posts on Facebook and Instagram scheduled and consistent, and as a result our 2,053 followers on Facebook has exploded to 3.2 k since September 1, 2021. (As a comparison, the Cave Creek Museum Facebook page was initialized September 16, 2009.) We have an increase of 34% in Instagram followers.
8. Facebook Analytics shows that the Cave Creek continues to boast more post engagements than the other five “similar” organizations in our area.

The Marketing Committee has met one to two times a month. We are already working on objectives for the 2022-2023 Season:

1. Continue to promote the Cave Creek Museum, its mission, collections, exhibits, programs and events to membership and community through every avenue and seek out other opportunities.
2. Work with other Committees within the Cave Creek Museum to promote their goals and events.
3. Continue to refine the CCM website.
4. Analyze criteria and then bring a recommendation before the

MARKETING

DARLENE SOUTHERN, CHAIR

The museum's Marketing Committee efforts have achieved much success publicizing the Museum's value to the community and its events. Due to the work of the Marketing Committee, museum attendance, membership and donations have grown.

Thanks to the Marketing Committee Members:

Darlene Southern (Chair); Nina Spitzer; Greg Barnhart; Fran Booth-Public Relations;

Molly Tufts-Technology; Karen Bullard-Technology; Dennis Taylor-Photography

Evelyn Johnson: Executive Director-*Ex officio*
Reg Monachino-President of the Board-*Ex officio*

The Marketing Committee's 2021-2022 objective was to develop and execute processes for the publicizing information to members and the community about the Cave Creek Museum, its mission, collections, exhibits, programs and events in partnership with other Museum Committees through Press Releases, Social Media and Website.

1. The Marketing Committee implemented a procedure where all information for the public flowed through the Executive Director for approval before release to media sources and the public.
2. The Marketing Committee updated the Cave Creek Museum website in August-September 2021. However, this is an ongoing project as we learn what is and what is not working. Changes will continue to occur throughout the summer as we update the website to make it simpler, have greater flow-thru and simplicity.
3. Contracted with Bloomerang Donor Management Software for a one year subscription. We have found that while Bloomerang offers extraordinary possibilities for the management of donors and fundraising, the ticketing platform is not nearly robust enough to handle the Cave Creek Museum's many events and programs. Research is currently being undertaken to explore other platforms. Bloomerang *has* made the single ticketing process easier and allowed us greater control over registration.

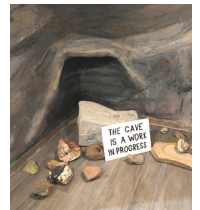
Some comments were:

- ♦The room is stark, wordy and doesn't help one learn more.
- ♦Must engage the next generation and their children for involvement
- ♦There is nothing to warm up to or want to investigate further.
- ♦Incorporate more technology.
- ♦The exhibits are not tactile enough to hold interest for kids. There is no audio.

We listened and we complied.

HISTORY WING OVERVIEW

- The History Wing roughly follow a historic timeline. A model of the Town's namesake Cave that protected people for millennia awaits a floor to be finished. Photographs to create this exhibit were supplied by the Desert Foothills Land Trust and the model was created by volunteers from the Sonoran Arts League. **Bob Boze Bell** narrates some information about the Cave in a video.
- Next is a brief Military history of the area, featuring artifacts from the Ocotillo Site, a cavalry remount station by the Creek.



- Miners entered the area using tools displayed to dig out gold. Rock crushing machines, like the primitive arrastre model and technologically advanced stamp mill models, ground down ore for chemical extraction of any gold.
- Ranching had its heyday after the Civil War. The **Cartwright Cattle Ranch** was the last big ranch in the area. Sheep were also raised. The needs of miners and ranchers were met by settlers like the **Houcks** who ran Cave Creek Station, which provided "necessaries," camaraderie and a sheep shearing station. Later other settlers came for their health, creating a business of sanitoriums for "lungers."
- During the 1950s, dude ranching became the rage. Photos capture chipper cowgirl and cowboy wannabes from around the world who stayed at **Sierra Vista, Spur Cross or Rancho Mañana Dude Ranches**.
- The Mother's Club** was the de facto government in Cave Creek, starting kindergarten and local schooling in a time when kids had to travel an hour or more to high schools in Phoenix. The group was

responsible for the social life in the small town, launched the Christmas Pageant, phone book and other projects. They published *the Vacuum Cleaner* (later *Black Mountain News* and now *Foot-hills Focus*.

- The Cave Creek Rodeo began in 1977 and features a downtown parade, along with riding and roping.
- The saving of Spur Cross Ranch was a community effort that preserved not only the land but also the character of rural Cave Creek.
- In the center of the room are exhibits:
 - created by **Gwen Harwood**, features frontier medicines and alleged cures;
 - another freestanding exhibit shows the geology of Black Mountain; and
 - ‘saddle up’ fun for kids as well as the kids’ hands-on corner complete the room.
- Above the exhibits in the front of the room is a very popular video showing Cave Creek at various times of the year. This was created by Town employee **Kelley Francis**, Spur Cross Ranch ranger **Kevin Smith** and **Jason Sohn-Greenburg**.
- A special thank you to **Sarah Ziker**, Collections Chair, who looked at the signs on the walls and went back into the Collection room and brought out items that would flesh out the exhibits. The rest of us incorporated the items.



THE ANSBAUGH AUDITORIUM

- An array of watercolors, oils, giclées, and bronzes from the Museum’s collection capture the splendor of the West. Artists include famed local painters such as **Ray Swanson** and **Jason Williamson**, and sculptors **John Wade Hampton** and **Jasper D’Ambrosi**.
- The remarkable critters and plants that resist blistering heat and exist on limited water are in the **Desert Awareness Committee’s** display located around the center column.
- Thanks to a loan from the **AZ Mining, Mineral and Natural Resources Education Museum**, the popular **Meal of Rocks** is on display. This delightful exhibit is guaranteed to please your palate but take care not to taste samples!

★ Recommendations for 2023

- Schedule a late March or early April date
- Raise capacity to 175 guests
- Purchase outside strings of lights
- Watch for silverware sales, garage sales etc. to purchase silverware in order to have our own inventory
- Discuss merits of printed invitation cost as most reservations were made online or at the museum
- Have a photo booth again but find ways to encourage guests to participate
- Review silent auction closure procedure. Perhaps close bidding 20 minutes prior to guests paying for purchased items.
- Raise ticket price to \$100.



KIWANIS FAMILY FUN DAYS

EVELYN JOHNSON

Our first program had science making a mark at the Family Fun Days. Generously funded by the **Kiwanis Club of Carefree**, **Lauren Dunn** of the **AZ Science Center** presented *Superhero Science* that amazed attendees with the puzzlement and playfulness of science.

Throughout the season families have engaged in multi-generational activities with painting, botany, recycling and much more during our second-Sunday family gatherings. We have even had the young at heart join for some of our offerings.

Our **Painting in the Desert** with **Robin Ray** even had a birthday party for a family member, which had everyone joining in for the traditional Happy Birthday song. Even though each young artist had the same introductions to techniques, none of the final projects were alike. Art really is in the eye of the beholder and the artist.

As families join the experiences each month, we have the privilege of connecting personally with them, which allows us to introduce them to the many offerings and educational opportunities of the Museum.



were captivating and the story that each shared was both interesting and educational.

★**Sold Out:**

Dinner Guest Capacity - 150 people. We were sold out a week prior to the event, ending with 156 tickets sold.

★**Conclusion:**

In so many ways the evening could not have been more perfect. It was a beautiful Arizona evening, warm but not hot, with just a slight breeze. Guests enjoyed the activities and entertainment of the event and also the fellowship of friends and acquaintances.

★**Financial:**

MINERS' DINNER INCOME:

Raffle: \$1,050.00

Silent Auction: \$4,940.00

Donations: \$2,856.56

Dinner Ticket Sales: \$11,700.00

Bar + "Tips": \$1,131.00

TOTAL INCOME: \$21,677.56

MINERS' DINNER EXPENSES:

Print Ad: \$299.00

Document Holders: \$140.00

Batteries for Lanterns: \$92.93

Ice: \$12.88

Bar Supplies: \$259.00

Meal Expense + Tax + Gratuity: \$5,669.21

Dinner Supplies (Tablecloths, Napkins, Plates, Disposable Flatware, Floral, Lanterns): \$983.64

Printed Invitations: \$212.92

TOTAL EXPENSES: \$7,669.58

Net Income: \$21,677.56;

Expenses: \$7,669.58;

Total Net: \$14,007.98



•The featured exhibit highlights the life of **Geoffrey Platts** who left England to explore Arizona. He became an advocate for environmental causes and practiced a simple lifestyle to reflect his beliefs. **Darlene Southern** was primarily responsible for the Geoffrey Platts exhibit.

FUND RAISING

Spaghetti Dinner and Miners' Dinner

CHAIRPERSONS – DIANE DOLLISON AND JANE HEIDEL

Early in 2021, the decision was made to swap the dates of the Spaghetti and the Miners' Dinners. The Miners' Dinner had traditionally been held in November and the Spaghetti Dinner in March or April. The Spaghetti Dinner was moved to November 16, 2021, and the Miners' Dinner March 22, 2022. Everyone agreed this change was a good one, particularly for the Miners' Dinner which had always been held outdoors. The weather is predictably a little warmer in late March compared to November.

Spaghetti Dinner at Harold's

JANE HEIDEL

Our Spaghetti Dinner was a success, with 168 tickets sold, a profitable Silent Auction with 29 items, a Raffle Drawing for two nights in a one-bedroom condo in Sedona that raised \$1,925, for a total profit of just under \$10,000.

TIMELINE

★**July 2021:** Met with Margaret Carver, Manager at Harold's about the date, time, and cost per person. The menu was set. Water and ice tea stations were to be available, with cash and carry bar for coffee and other drinks. Youth servers would be needed to set tables, take tickets, serve salads and meal, and buss tables.

★**August, 2021:** Publicity was started by **Darlene Southern** and info was crafted for the museum newsletter, on Facebook, and through **Lyn Hitchon**.

★**September-October 2021:** Flyers and tickets created. **Pam DiPietro** and **John Skarda** obtained Key Club volunteers from Cave Creek Unified School District. Our list had 12 youth workers and four supervisors. All were notified with instructions by email. Unfortunately only three students showed up, but they did a great job. Supervisors helped.



Silent Auction items were obtained by many people. Photos and information sheets were done for each item and placed in document holders. Publicity announced Silent Auction items on Facebook.

★ **November 16, 2021:** A cheerful gathering of friends and supporters made for a wonderful evening.



Cave Creek Museum Miners' Dinner

DIANE DOLLISON

With a year of hard work and exciting changes happening at the Museum, our goal for the Miners' Dinner was to not only be a fundraiser, but also a celebration. We wanted it to be a means of bringing back loyal Museum members as well as share the excitement with people new to the Museum.

Another goal was to recognize and honor volunteers both past and current. This was a follow-up to a fundraising letter sent in late December 2021. That letter was a financial plea with a request to honor/recognize volunteers. The letter stated honored volunteers would be recognized in the Miners' Dinner Program.

Now that we had the date, time, and place for the Miners' Dinner; the next decision was to find a caterer. After interviewing several caterers, we chose The Phoenix Palate, owner Alexis Armijo. We also lined up Mike Ewing, Cowboy Balladeer and Cowgirls from the Cowgirls Historical Foundation to entertain.

Approximately 250 printed invitations were mailed to members and friends in early February. Dinner tickets were \$75 per person. We used an old-fashioned lantern graphic throughout invitations, flyers, tickets, and centerpiece decorations.

★ **Marketing:**

Nina Spitzer sent out several email blasts to a large database
Darlene Southern posted Silent Auction items on Facebook
Diane and **Jane** each posted flyers on Facebook; Jane emailed flyers to a number of neighbors and friends
Evelyn placed a paid ad in the newspaper
 Information was in the Museum Newsletter
Fran Booth provided PR

★ **Silent Auction:**

We had 39 silent auction items, which included a wide range of values; items from \$20 to fine art priced at \$2700.

★ **Raffle:**

Hot Air Balloon Ride for two, valued at \$450, was donated by Ryder Hot Air Balloon Company. It was used for our raffle drawing with raffle tickets selling for \$25 each.

★ **Volunteers:**

The day of the fundraiser started early with Dream Team members setting up tables and chairs and assisting with any request. Those guys are the greatest! Twenty-four additional volunteers worked throughout the day and evening doing set-up, greeting, check-in, parking cars, bar tending, selling raffle tickets, raffle runners, cashiers, and clean-up.

Five youth volunteers – **Chelsea, Carter, Chace, Josh,** and **Azia** courteously provided assistance throughout the evening. Each carried meals to guests, picked up dishes after the meal, helped with cleanup and more. A big 'shout out' goes to each of them!

★ **Decorations:**

Dining tables looked festive with black tablecloths and turquoise cloth napkins. The centerpieces included old fashioned lanterns, books, and small bottles with blue and yellow flowers.



★ **Entertainment:**

Entertainment for the evening started out with The Golden Reef Stamp Run and blacksmithing demonstration. Cowboy Balladeer Mike Ewing entertained guests throughout the evening with his easy listening country music. However, guests may have been charmed most with the presentation from five Cowgirls representing the Cowgirls Historical Foundation. The ladies