

ANDERSON ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

BOARD OF TRUSTEES

MINUTES

NOVEMBER 9, 2017

The meeting was called to order at 4:03 PM.

Present were Nancy Abruzzo, Greg Shuman, Margie Marino, Cindy Hernandez-Wall, Peter Cuneo, Betty Ann McDermott and Karen Brown. Also present were museum staff Paul Garver, and Marilee Nason, and Foundation staff Jill Lane.

The minutes from the last meeting were reviewed. Betty Ann moved and Peter seconded the minutes be approved as written.

MANAGER'S REPORT

Paul reported on the 1<sup>st</sup> quarter progress on the strategic plan. There were 27,000 visitors in the first quarter. Of those 42% were here to visit the museum and the rest were part of events or activities. 62% were from New Mexico with  $\frac{3}{4}$  of those from Albuquerque. 35% were from other states.

Highlights for the quarter included the completion and dedication of the Weather Lab and the FAVIA exhibit. Amanda is working on the Hall of Fame with emphasis on STEM achievements. The field trip procedures were revamped resulting in a 130% increase in trips scheduled over the summer. There are now three sets of activities that teachers can choose from. There were three large community events, 60 rentals. There was a renewed emphasis on recruiting volunteers for Fiesta using Facebook.

We also had an increase in media coverage on KRQE and a 5% increase in Facebook followers. The city now has a social media coordinator at city hall and Madison does this for the Foundation.

A new 4D film was completed in the theater in time for Fiesta and was very popular.

Attendance is up 4% as of 10/22. Paul expects to re-activate the strategic planning committee in the third quarter.

Nancy asked if there were any problems anticipated with a new administration and the need to talk with the new mayor about the annex and collections.

COLLECTIONS

Marilee has been working on paperwork, doing research, completing loan agreements and verifying gifts. She is working with the Fiesta Heritage Committee on a new book. She has also been working with the FAI. She spent five days in Switzerland reviewing the Gordon Bennett Collection.

## FOUNDATION

Jill reported on upcoming events. The Holiday Crafts and Book Fair is November 12. Radio and TV ads are going on now. Manhattan on the Mesa will be New Year's Eve with cost at \$99 per person and \$185 per couple. This includes dinner, cocktails, a commemorative glass and a champagne toast at 10PM. The diamond raffle winner will be announced that night.

Fiesta was very successful. The Foundation held 24 events in nine days, most of them sold out. There were ten Skybox events. This year 50 spaces were added on the first Saturday to as a test. It sold out and people seemed to like having a choice of another area of the museum. A Breakfast and Balloons was added on the last Sunday and combined with the volunteer party. There were 100 guests and 80 volunteers.

A new event was added called "Magnify Your View" with mixed results. It did not make any money and created confusion as people were unclear on what they got for the \$25. It will be evaluated for next year.

The foundation applied for a major grant being offered through a consortium of funders for middle school children. The grant is \$65,000 and only one will be awarded. The application was for a new Balloon School exhibit.

New MexiPo was one of five finalists for a Top Hat Award from the Hospitality and Tourism Association.

## EVENTS

There will be another Drone Discovery Day and several beginner classes on drones are being planned.

The new mayor and Boards get together is tentatively planned for December 6 or 7. Nancy will let everyone know.

Paul will be making a mid-year request for a registrar, annex issues and collections management.

## MEETING SCHEDULE

January 10

March 14

May 9

July 11

September 19

November 14

## 2018 OFFICERS

Chair – Tom Fisher, Vice Chair – Peter Cuneo, Secretary – Karen Brown

The meeting was adjourned at 4:59 pm. Next meeting is January 10 at 4:00 pm.

