

BOARD OF TRUSTEES
The Albuquerque Museum
2000 Mountain Road, NW

February 11, 2014

Present: Jacobo de la Serna, Chair Cathy Wright
 Harold Behl Elizabeth Becker
 Kathleen Davison Lebeck Carol Lopez
 Pamela Chavez Meaghan Cavanaugh
 Catherine Goldberg (late)
 Steve Cogan

Absent: John Cordova
 Victor Lopez
 Dr. Siu Wong

The meeting was called to order at 11:30 a.m. The minutes of the December 10, 2013, were approved. M/S/D

Jacobo de la Serna noted the increase in programming in recent years and increased staff productivity, and is worried about shrinkage of the staff over recent years. He suggested staffing a task force to address getting additional support for the Museum. He is going to ask John Cordova to be on the committee and help take the concerns to the administration and Council. The reductions have made it difficult to sustain the current level of programming and it will be equally as difficult when the new history exhibit opens. It will be difficult to move forward with new initiatives with current staffing. We would appreciate support from the Foundation and Jacobo asked Pamela Chavez if she would be involved as well.

Jacobo introduced Meaghan Cavanaugh, Communications Director for the Foundation and Museum. Meaghan presented the current communications plan. She works closely with Tierna Unruh-Enos of the Cultural Services Department to coordinate advertising and funding from the City and Foundation. While we will retain exhibition advertising, a goal is to do more advertising about the museum in general, as well as gain more unpaid advertising/promotion. She outlined some of the regular avenues of advertising and initiatives such as the UNM student admission sponsorship and radio advertising. She also discussed limited funding and limitations on advertising outside of Albuquerque. This year funds were directed to digital media and we are closely watching how successful we are in driving people to our website. We are also working at cross promotion with community organizations and businesses. Pamela suggested a trade with media professionals to get them to the Museum and see it as a facility for possible meetings and events. A target audience is the younger demographic to engage them and cultivate them as future museum members and supporters. Kathleen Lebeck

suggested promoting through the City's Senior and Community Centers. Mention was made of the City's new web calendar, www.abqtodo.com.

Jacobo presented a draft for review of a protocol for cultivating and processing Board nominations. The process will have to be presented to the City. Feedback is appreciated. A great deal of the success in getting Board replacements depends on City administration's follow through. Pamela Chavez asked about the process for recruiting and how people learn about becoming a Trustee and how to apply for a position. A first step could be stating that applicants are identified in several ways and enumerate.

The Report to the City, still under development, was summarized and should focus on the need for additional staffing and support. Kathleen Lebeck suggested reporting how other City department vacant positions have been filled. The level of programming cannot be sustained without adequate staffing.

Steven Cogan asked how invested the City is in Casa San Ysidro. The City has been reluctant to commit to support for Casa, enough to maintain it. We now have some state legislators who are interested in supporting initiatives and grants at the state level for Casa and the Museum. Pamela suggested working with the Foundation to show the City how Foundation and Museum supporters and Board members have invested in Casa San Ysidro and what is expected from the City, and noted that there are other entities that would be willing to support Casa.

Cathy Wright noted again that City budget process is happening and the Museum has submitted a request for "CIP coming-on-line" funds for the history exhibition for opening events, promotion and an additional staff member. Nothing has been approved by the state legislature yet, but we believe that we have about \$200,000 committed. Steven discussed the Foundation's Government Action Committee and Foundation members have been sending thank you notes and communications to legislators asking for their support. The Trustees are willing to assist in writing thank you notes, as well. The Museum is in the process of contracting with the selected history exhibit fabricators. Cynthia Garcia has spent a great deal of time working with the Cultural Services Department and FEMA to get remediation for the summer storm damages at Casa. A Casa report will be developed, outlining budget, staffing and community support.

Steven Cogan reviewed the six month reorganization project for the Foundation operation and staffing, which reoriented and revised job descriptions and direct reports (and added one staff member) in order to sustain increased programming and Museum support activities. The finance director position remains to be filled. Sally Trigg has just been hired as Chief Operating Officer. The Foundation board has approved and is excited that they are able to meet the need for supporting the history exhibition and sustain that support into the future. Jacobo mentioned that Pamela Chavez is the regional facilitator for the National Center for Social Entrepreneurs and might be of assistance to the Foundation.

Deb Slaney is absent today but provided minutes from the last History Advisory Committee meeting.

Carol Lopez finished her first year and thanked everybody for the opportunity. The next Second Saturday will feature Will Wroth discussing Saltillo textiles.

Elizabeth Becker discussed *Behind Closed Doors* programming. The first lecture will be by Richard Aste, Brooklyn Museum curator. 3rd Thursday is on February 20 and will feature Andrew speaking about music in the Baroque era. March will have a family day focusing on the exhibition. March 3rd Thursday celebrates Women and Creativity focused on *Charrería* and women artists and musicians. The Vivian Vance exhibit opens at the end of March with accompanying programming. February 27 we host a career fair for 150 Title I students. This program sprang from the Foundation's Magic Bus summer program that brought Title I students to the Museum. Pamela mentioned that this is a perfect opportunity to solicit funders who have said "no to arts," but might be more willing to fund this type of program and education.

Andrew Connors reviewed recent art acquisitions from the December meeting of the Art Advisory Committee, which included many outstanding and important gifts to the collection. The Bob Christenson exhibit closes soon and was a great hit with visitors; kudos to Glenn Fye, Photo Archivist, for putting it together. He discussed the upcoming exhibition, *On the Map: Albuquerque Art and Design*, a city- and county-wide project and exhibition initiated by the Albuquerque Museum and including many community partners. It will open at the end of January next year. Andrew gave some information and background on the *Behind Closed Doors* exhibition opening this weekend.

Steve Cogan mentioned the reopening of the Museum Store and its renovation.

Meeting adjourned at 1:20 p.m.

NEXT MEETING: Tuesday, April 8, 2014, 11:30 a.m.