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| BOARD OF TRUSTEES Meeting Agenda/Notes | **4/8/15****4:00-6:00pm****Balloon Museum** |
| **Meeting called by:**  | Nancy Abruzzo | **Type of meeting:**  | Board of Trustees |
| **Facilitator:**  | Nancy Abruzzo |
| **Attendees:**  | Nancy Abruzzo, Karen Brown, Karen Kinsman, Greg Shuman,, Bobbie Tuley, Tom Fisher, Cindy Hernandez-Wall, Gary LibmanJill Lane (Foundation Staff), Marilee Nason (Museum Staff), Linda Hubley (Museum Staff), Sandy Cohen (Museum Staff), Laurie Magovern (Museum Staff), Holly Lowe (Foundation Staff), Erica Hubbard (Museum Staff) |
| Agenda Items  |
| 1. **Call to Order**
	1. Meeting called to order at 4:08pm
 | Nancy Abruzzo |
| 1. **Approval of Previous Meeting Minutes**
	1. **Corrections** – third paragraph change Dave Matthews to Marilee Nason at Dave Matthews’ request
	2. **Approved with Correction** – Moved by Greg Shuman; Seconded by Karen Brown
 | Nancy Abruzzo |
| 1. **Remarks from New BOT Member**
 | Gary Libman |
| 1. **Museum Reports**
	1. **SANDY – Manager’s Report**
		1. State Monies – finally got money from last year (capital outlay)
		2. No capital outlay bill passed this year – very unfortunate for us; request for Annex was in the bill, but it never went through
		3. City Monies – goals…trying to keep increase in budget from last year; asking for 3 positions (Curator of Education; Assistant Curator; Registrar); need lobbying of City Council; going to be a fight
		4. Theater – want to put in old storage room…sending someone down to look at all the equipment, etc.
		5. Andree exhibit moving along
		6. Subcommittees have met since last Trustees Meeting
		7. Visitation up 9% from last year
		8. Revenues down 15% but not in event season yet; would be good to have more detail re: where revenues down – might be helpful to know for when we lobby City Council (all period of Two Eagles flight was free admission…may have contributed to down revenue)
	2. **MARILEE – Museum Report**
		1. Read report attached.
		2. MAP Peer Review done. Went very well. With Kim Cavendish. She has 8-10 weeks to get report completed. Big accomplishment! Trustees will get the report when it is finalized. It will have a listing of recommendations.
		3. Two Eagles capsule came to the Museum! In Mission Control area now. MC will be dismantled soon. Capsule will be in Grand Hall eventually to be suspended.
		4. Arctic Air exhibit will be open for Fiesta; Cameron’s exhibit will move
		5. Oral History project moving forward. Heritage committee from Fiesta gave tapes to be converted to CD; to be integrated with Oral History project
	3. **LAURIE – Education Report**
		1. Report on PPT on screen…very busy
		2. Science in the Sky – started January; two more in April; very well attended; interactive; hands on activity; solid 2 hours (Youngest Pilots Presentation, etc); 7 presentations; 35 volunteers; 1000 students K-5, some 6th grade
		3. Ballooning for All Day in conjunction with World Downs Syndrome Day; 7 balloons; some stood for 3 hours; tether rides; 50 high school students as crew volunteers (Volcano Vista HS); no media coverage – really hard time getting them here; 600 people; resources; many first time near balloons; Laurie will send pilot contact info to trustees to send thank yous if they want
		4. Women & Creativity Month – BaMu one of 10 places selected to participate; 7 events held in March; two large and five smaller; visitors; art installations
		5. 8th Annual Spring Break Day – 700 people; arts & crafts; kites etc.
		6. Almost 3 events per week since January – thank you to everyone for their help (Holly, Jill, volunteers…)
	4. **LINDA – Events Report**
		1. Functions – right on par with business done last year; Jan-Mar booked 24 events (deposits put down)
		2. Competition from building down on the field because their fees are so much cheaper; hurts our business; new building will do same; trying to consider new ways of generating income; example – offering a venue just for wedding ceremonies and could do 2-3 ceremonies in one day; maybe a couple intimate outdoor settings
		3. Working with Fire Marshal – really enforcing room capacity limits; require predetermined layouts for the spaces; will have specific options of layouts; still has to be submitted but use of the templates will not cost for review; additional cost if layout is not one of the templates; capacities for the large rooms may change and be lowered…they’ll be coming in to analyze spaces with infrastructure; determined outside area enclosed by black fencing – capacity set at 2500, but option is to open all gates available, capacity 10000; have to change out gates to open out not in
		4. Bobbie Tuley – Theater question…wondering if we have the right number of doors; Linda answered and explained what will be done
		5. Karen Kinsman – do we need to train Crowd Control Managers? Linda – it’s part of the EMS planning; also have to do a Public Assembly permit when there’s alcohol…have to have a “Beer Garden” enclosed space
		6. St. Paddy’s Day Party & Parade – costume contests, etc. just under 1800 attended
		7. Food Truck Festival of NM – Over 4000 official responses on their FB page for people planning to come; may help make up for no Bacon Fest; all local food trucks; 20 food trucks; & Craft Beer Garden & providing entertainment (Admiral Beverage)
		8. Renaissance Faire May 2
		9. Folk Fest June 6; concert June 5
		10. ABQ Concert Band concerts start in June
		11. Stories in the Night Sky
		12. August – first Fun Run August 14
		13. Mac & Cheese Fest August
		14. Mini Maker Faire late August
		15. Film Group April 20 will have exclusive access to museum for filming “War on Everyone” featuring two cops from NM gone bad!
 | Linda, Sandy, Marilee, Laurie |
| 1. **Foundation Report**
	1. Chic-I-Boom is July 31; 5:30-9:30pm; passed out Sponsor Sheets – Jill will work with anyone who knows potential decision makers; start at $500 and go up to $10,000; need Silent Auction items…please help gather ($25-$1000 value); Raffle Online for $4000 cruise 500 tickets at $25 each or 5 for $100; donated by Rio Grande Travel; $350 Forever Tiles; auctioning off room w/ food during Fiesta for 40ppl; opportunity to donate in any amount to the Education Program; An Evening in Rio; all indoors this year; dinner upstairs; all other events downstairs; two bars; Cooperage catering; hoping for some food donations; all printing donated by LithExcel ($4000-5000 in-kind; very supportive)
	2. Changes to Diamond Club – no more DC! Rebranded to associate closer to Fiesta; Balloons & Breakfast; Diamond Glow Dinner; VIP Viewing Experiences; lower prices to $55 or 2 for $100 adults; $25 for children; Family of 4 can come for $150; Ala Carte…can buy a parking pass for $10; buy Fiesta Field tickets $1 off what they’d pay on the field; comes out to about same price; hoping for more families; getting bookings already
	3. During Fiesta – presenter at each event; 10th Anniversary last Saturday 10/10 Birthday Party; minimal food or food to purchase and Birthday Cakes
	4. ?? partner with Road Scholar, send info to assisted living/retirement facilities like La Vida Llena; market to RV’s
	5. Working on a Two Eagles Day during Fiesta
	6. Group rates for hotels ($79 full package)
	7. Book Meet Me At the Museum – city bought 1000 copies; Foundation donated $1 each to Education Programs
	8. Jill doing KKOB program on Saturdays 7-10am; they asked Jill to fill in after Terri Q passed away “Weekends With Dan & Jill and a Dog Too”; promoting museum as much as possible
	9. Website – new site going live at end of April
	10. Lobbying – successful effort during Legislative session; contracted with Jeremy Rutherford; got us in front of as many people as possible; waiting to hear if Governor is going to call special session to consider Capital Outlay bill; Jill will be sending thank you’s to those who committed monies in that bill
	11. 10th Anniversary Committees – tackling various projects; the more people we have the better
	12. Social Media – intern from UNM working on making sure events are posted; eblasts to our lists about events; no cost to us
	13. Currently working on City lobbying
	14. SHOPPE & FINANCIALS – rearranging again, taking new merchandise; more in local artists area; have lots of polos & denims…option for staff, boards, volunteers to sell at cost
	15. Membership Drive – if you’re not a member, please join…raised $14,000 in a little less than a year; Foundation Board members have memberships at least at $100 level; Groupon offer still getting responses without additional effort; have plenty of brochures
 | Jill Lane |
| 1. **Weather School Report**
	1. New exhibit going in; focus on STEM education connections to all areas; see handout
	2. APS – pre & post visit curriculum; activities for field trips; educational standards aligned
	3. Competitions, etc. for students
	4. Called Weatherology right now, but may change
	5. Kinetic Weather Garden – on grounds measuring weather data
	6. Layout included in handout…will provide more itemized layout when finalized
	7. Target date for opening…trying for 9/15…
	8. Presented Cultural Services with plan for Phases 2-5 which would be funding dependent
	9. Whole exhibit will have a balloon/weather connection
	10. Balloon School going away entirely; Explorium basket will go into Pugash during Fiesta
 | Erica Hubbard |
| 1. **Budget Committee Report**
	1. Does anyone have relationships with City Councilors? If so, please consider contacting them to lobby for Museum funding support
	2. Need Board to take some of the Councilor list to lobby them…Nancy emailed list to the Trustees…at least reach out to one of them…email, call, or face to face…tag on that we hosted the Two Eagles Mission Control and got a lot of positive international visibility for ABQ
	3. Sandy…trying to clear up misunderstood info on the budget staff side…need more staff and more money
	4. Gary asked about talking points…Karen B pointed out the talking points handout; Holly brought up how long the staff have operated on absolute bare bones budget and not only survived, but thrived; Marilee – slice & dice where attendance is coming from re: each councilor’s district; run admissions report (Sandy will ask for that); Karen B. suggested approaching volunteer base (send email with talking points) to lobby…
 | Nancy Abruzzo |
| 1. **Marketing Committee**
	1. Setting up another meeting
	2. Working on SWOT Analysis
	3. Linda – looking at hiring a company to create a “brand”…SWOT on hold until some of those decisions made; also may be having Marketing Director staff change at Cultural Services (Tierna is leaving)
 | Cindy Hernandez-Wall |
| 1. **Other Business**
	1. Board of Directors election happens at next meeting in June (officers)…Chair, Vice Chair, Secretary
	2. Sandy will check on the procedure that needs to be followed
	3. Cindy offered to be nominated for Vice Chair as long as everyone understands she is not interested in Chairing in future
	4. Nancy is willing to continue as Chair
	5. Karen Brown Secretary
	6. All officers voted in by unanimous vote
 | Nancy/Sandy |
| 1. **Adjourn**
	1. Meeting adjourned at 6pm. Cindy moved. Bobbie seconded.
 | Nancy Abruzzo |