

ANDERSON ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

BOARD OF TRUSTEES

MINUTES

AUGUST 3, 2016

The meeting was called to order by Chairperson Nancy Abruzzo at 4:08 PM.

Present were Nancy Abruzzo, Tom Fisher, Greg Shuman, Cindy Hernandez-Wall, Bobbie Tuley, Margie Marino, Betty Ann McDermott and Karen Brown. Also present were museum staff Paul Garver, Linda Hubley, Marilee Nason and Laurie Magovern and Foundation staff Holly Lowe and Jill Lane.

The minutes from the last meeting were reviewed. Greg moved and Tom seconded the minutes be approved as written.

MUSEUM REPORTS

EDUCATION

Recruiting for Fiesta will start shortly with trainings scheduled for September. Stories in the Sky was noted in the Journal poll as one of the top storytelling programs. Tonight is the last Stories in the Night Sky. There will be music and food trucks. Fall planning is in full swing and there is a fundraising project in process to raise funds to plant trees near the rammed earth chairs. There were 129 field trips in the fiscal year that ended in June for a total of 6,000 students and chaperones.

MUSEUM NEWS

Attendance is up 17% to 133,000, 20,000 more than last year. The museum will be hiring a Curator of Exhibitions soon. This person will work with collections, the STEM program and exhibits. The theater opening is tentatively scheduled for September 15. There will be a grand opening event that day with two films scheduled, one a 2D film about the museum and the other a 4D short film called Aerobatic Challenge. The museum is moving to have Artic Air open by Fiesta depending on the final installation and construction. The weather lab is still in the permitting and planning stages but could be ready by the end of the year. Funding will come mostly from reauthorization of the capital outlay funds from 2015. A grant application for \$15,000 has been submitted to City Council for programmatic support. Councilor Jones mentioned it at the Leadership Luncheon and encouraged the museum to apply. The funds would be used for Stories in the Sky, Science in the Sky and films for the theater. The city is updating the website.

Paul noted the city has been invited to continuing the bidding process for the 2020 World Air Games. The winning city will be announced at the FAI meeting in Switzerland in January.

COLLECTIONS AND EXHIBITS

Marilee reported she is almost done with the Artic Air labels. She has requested some artifacts from a museum but the shipping cost was \$17,000 so we won't be getting those. She picked up some items from the estate of a former volunteer, Blaine Sant. Tom Crouch and some of his

staff from the Smithsonian will be here during Fiesta to film a segment for a new NASA program on STEM.

EVENTS AND RENTALS

Rentals inquiries are up but bookings have dropped in the last few months. The Sid Cutter Pavilion on the field is now open for events so this could be affecting our rentals. Mac and Cheese Festival is August 20 and the Mini-Maker Fair is August 27 and 28. The concert band series has ended and several people voiced their disappointment that there were fewer concerts this year.

FOUNDATION

Jill reported the Foundation is now focusing on Fiesta planning. The July 4th event sold out with the dinner selling out very early, even before the media blitz. The evening included a concert, balloon glow and food sales. There were 1,200 people in attendance and there were many good comments. We will continue this event next year with a slight increase in the dinner price and seating on both floors.

Chic-I-Boom Ball was a huge success and was sold out for the second year in a row. Net profit was about \$40,000. The silent auction and multi-bid auction were very successful but the live auction was disappointing. The Hawaii raffle was won by Bill Taylor who was in attendance. CIBB has been successful because it is a casual party with lots of opportunities to give at any level which sets it apart from other events. The recent Journal poll placed CIBB as the second most popular fundraising gala in the city.

Upcoming activities include the theater opening, the ribbon cutting for Artic Air, the Hall of Fame Induction Ceremony, the Buddy Bombard tribute, the Arts, Crafts and Books Fair and Manhattan of the Mesa.

SPARK CITY CURRENT ASSESSMENT

Paul discussed the current assessment report. The purpose of the report was to gather information to complement the Museum Assessment and the CAP surveys already done. This report looks at the current state of finance, visitation, staffing etc.

More strategic planning is needed but this is a start. It looks at the museum as a business.

The museum should create a strategy for the second decade, thinking about setting a new direction, expanding the mission and make informed decisions. Part of the process is to look at the big picture, who are we and where do we want to go? While accreditation is important, it is not an end in itself but rather an imperative in the planning process. Museums go through a planning process but there is often no follow through and the plans sit on a shelf gathering dust. Cindy mentioned that the marketing committee was working on a strategic plan for their part of this process and wanted to know what happened to that effort. Paul said he stopped that process because it was not taking place at the right time. Paul noted he is working on funding for the strategic planning process. He used \$13,000 from special revenues to pay for the Spark City assessment. Margie noted that other Foundations will often give grants for strategic planning usually with a required match. There are many ways to add value to what we do and a value driven model can help with grants, sponsorships and international membership. The

scope of activities and opportunities for research can be increased by giving researchers access to the collection.

The report also encouraged development of curriculum style educational materials to enhance STEM related programming.

It also noted the value of contracting event management to an outside company so the museum staff could be free to do museum business, the need to improve membership by emphasizing international membership, expanding the definition of audience through an online presence, and digitizing the collection for use by researchers.

The report noted the need to update the physical plant and work toward the goal of climate controlled storage space.

There were several recommendations concerning the Foundation, encouraging the hiring of a Director of Development for fundraising and membership building. The report compared the foundation to others in the cities who contribute more money to their museums. Margie noted that the NMMNHS foundation is primarily a service agency, running the shop and servicing grants. They are working to reconfigure now to reflect more fundraising. The report recommended rewriting the governance agreement between the city and the foundation.

Finally, there needs to be a rebranding of the museum to eliminate confusion and a change in Paul's title from Manager to Director.

Paul asked the members to tap two or three of the recommendations that they felt were the most important and should be the top priorities. Most of the members felt the preservation elements should receive priority to protect the collection and work with the Foundation on finding a development person.

Karen noted a concern that the hiring of a curator appears to emphasize education. She is concerned that education has five people in various capacities and there is no one to assist Marilee, limiting the time she can devote to the collection. Paul noted the new person will be able to help with exhibits, which will help Marilee. The decision of the title for this position was made by Dana Feldman.

Karen also stated that the Foundation needs clear direction in order to raise funds for the right projects and priorities.

Betty asked if the new position could be changed to hire someone to help Marilee but Paul said no as it was funded as exhibitions and education.

Nancy asked everyone to send Paul a list of priorities from the recommendations

There being no further business to come before the Board, the meeting was adjourned at 6:00 pm.

The next meeting is SEPTEMBER 14 at 4:00 pm.