

ANDERSON ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

BOARD OF TRUSTEES

MINUTES

DECEMBER 7, 2016

The meeting was called to order by Vice Chair Cindy Hernandez Wall at 4:03 PM.

Present were Tom Fisher, Greg Shuman, Bobbie Tuley, Margie Marino, Cindy Hernandez-Wall, Angela Romero, Peter Cuneo, Michael Anderson, Betty Ann McDermott and Karen Brown. Also present were museum staff Paul Garver, Linda Hubley, Marilee Nason, Dana Feldman and Foundation staff Jill Lane.

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

MANAGER'S REPORT

Paul reported that attendance is up 6% for the first five months of the fiscal year. The Cultural Services Department has a new marketing person, Tanya Lente.

The Artic Air exhibit is now open with only a few things still to be done. The official marketing opening is December 20, Construction on the Weather Lab is expected to start in January. An energy assessment is being conducted due to utility costs. The study will look at light, humidity etc. Michael asked if there will be any problems with the reauthorization of the state funds secured in 2015. Paul said they are working on meeting the deadline for encumbrance and Jeremy Rutherford will look into any problems that might arise. Dana noted the Department is working on the requests and waiting for approval.

FOUNDATION

Jill wished everyone a happy holiday season and announced the second Leadership Luncheon, scheduled for January 19. Each Trustee is asked to attend and bring a business person or other community leader. Invitations will go out in January so let Jill know who you will be bringing.

Manhattan on the Mesa will be held on New Year's Eve. Collateral materials are being developed for the 2017 Fiesta. The bookings will go live on the website in January. Two Skyboxes and four viewing events have already been booked. This year we will add the last Sunday and there will a small increase in price.

January 25 is Aviation Day at the Legislature in Santa Fe. We will have a table. There will be a legislative visit sometime in February. We are really fortunate to have Jeremy to help. If you attend please bring your personal business cards.

COLLECTIONS AND EXHIBITS

Artic Air is open and Marilee will be working on docent materials and training. Fred Goldberg has passed away. He was here as a speaker several months ago and did the Philatelic exhibit on Andree. Balloon School will be moved to the gallery next to the theater on December 27.

EDUCATION

Volunteer hours are higher this year than last. Saturday, February 11 is the volunteer appreciation lunch. Attendance at Stories in the Sky is over 10,000 through November with another 8,000 attending on field trips.

Science in the Sky is scheduled for January 24 through early March, Family Day is March 19 and Ballooning For All is March 25.

EVENTS AND OPERATIONS

Inquiries are up through December, 87 compared to 78 last year. The Halloween event was a big success with 1500 attending. Over 800 attended the Arts and Crafts Fair. There were also good numbers at Turkey Trek, Posole Ole and Holidays Take Flight.

STRATEGIC PLANNING UPDATE

Paul noted he took a survey to determine which priorities from the Big Picture report done by Spark City. The results are in the report. There seemed to be agreement that improving preservation, developing a global posture were the most important. There was less support for virtual visitors and bilingual resources. There was agreement on the emphasis on science and supporting STEM initiatives and managing the collection. The survey results give some guidance for more discussion. Questions that still need to be asked include:

1. What is the vision?
2. Funding needs
3. Measuring impacts
4. Business and governance models
5. Core audiences

Some of the ingredients are in place and several things will be happening soon. The Foundation will be meeting with staff and Paul is asking the Trustees to appoint a committee to work with the staff and foundation. The process should help build consensus, identify opportunities and complete an interim plan

A Trustee committee was appointed to include Tom Fisher, Karen Brown, Nancy Abruzzo, Peter Cuneo and Bobbie Tuley

ELECTION OF OFFICERS

Officers to be elected are Chair, Vice Chair and Secretary. Michael nominated Nancy to serve another term as Chair. Greg seconded. Karen agreed to serve another term as Secretary. The Vice Chair will be deferred to the next meeting. Betty Ann moved and Bobbie seconded the slate be approved.

MEMBERSHIP

There is one more position on the Board to be filled. Cindy asked Betty Ann and Angela to form a committee to look at possible members. Paul reminded everyone that this is a mayoral appointment and he feels he should make the decision on the names that go to the Mayor. Instead of a committee members were encouraged to give names of possible members to Paul. Margie suggested developing a matrix of the characteristics and capabilities that are needed.

There being no further business, the meeting was adjourned at 5:14 pm.

The next meeting will be on February 8 at 4:00 pm.