

ANDERSON ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

BOARD OF TRUSTEES

MINUTES

APRIL 12, 2017

The meeting was called to order by Vice Chairperson Tom Fisher at 4:03 PM.

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

The minutes from the last meeting were read. Both Marilee and Cindy's names were spelled wrong. Cindy moved and Betty Ann seconded the minutes be approved as corrected.

MUSEUM REPORT – Paul

Paul reported that attendance is up slightly and should exceed last year by the end of the fiscal year. Summer concert series begins in May. The Mayor's budget is complete and will go to the Council at the end of April.

FOUNDATION – Jill

Jill handed out the Chic-I-Boom Ball sponsor packets and asked the Trustees for their support. New MexPo is May 7 and is designed to be a fundraiser and is being held in conjunction with the Governor's Conference on Tourism. There are about 40 destination vendors as well as several agencies and organizations. The event will target families charging \$5 for adults with children entering free. There will be a scavenger hunt and a passport. Everyone who has the passport signed by all the vendors is eligible for a \$500 prize. Chic-I-Boom Ball is August 4.

Members of the Foundation Board are planning to attend the council budget meeting. Jill is also working on a fundraiser during Fiesta and reported that the Foundation is ahead of budget in museum support for this fiscal year.

COLLECTIONS - Marilee

Marilee is finishing up with her duties with exhibits and introducing Amanda to the Hall of Fame. The report to the FAI is complete for their meeting in Hong Kong. Inductees have been chosen for 2017. They are Tracy Barnes and Jeff Green. She finished her class on collections and is currently working on a disaster plan. She thanked Greg for sharing the Nuclear Science Museum plan with her. Margie offered to share hers as well. Paul noted a disaster plan is required for accreditation.

EDUCATION – Paul

Music in the Sky was launched recently and is going well and attendance has been growing. The March Rise and Try week was very successful. The drone class was sold out and there was excellent attendance for Ballooning for All. The volunteer appreciation luncheon in February was well attended. Training was held on Arctic Air. Docent training will start the end of April.

EXHIBITIONS – Amanda

A meeting was held with the contractor to get the interactives back on line. The goal is completion by October. Construction has started on the weather lab and the exhibit installation will be in June and July. The opening is still scheduled for early August. Amanda is shadowing Marilee to learn more about the HOF and acquiring artifacts for the new inductees. America's Challenge is being removed and the area will be redesigned with an exhibit highlighting the first air voyage in America (FAVIA) and other firsts.

EVENTS AND RENTALS – Linda

Shamrock Fest in March was a success. The sponsors were pleased and want to do it again. The Food Truck Festival drew a crowd of about 5,100 and went very well. The Renaissance Fair will be April 29 and the concert band series starts in May. There will be free admission from 5 – 9 pm and food trucks will be on site. KRQE held a sales workshop here as part of the trade partnership.

Peter asked for clarification about the inquiries number vs the booking numbers. Linda explained that some events are not always booked during that month but may show up later,

STRATEGIC PLANNING

The Strategic Planning Committee completed their work on a mission statement. The proposed mission statement is:

Inspire a spirit of exploration, discovery and achievement through experiences that engage our visitors in the history, science, sport and art of ballooning and other innovative forms of flight.

Karen moved and Peter seconded that the new mission statement be approved. Approved unanimously. Paul noted the Foundation will be completing a mission statement to align with this one.

CITY BUDGET – Dana

The Cultural Services Department will see many changes this year, one of the toughest budgets yet. The Mayor's budget will go to Council and the public comment meeting will be April 27 at 5:00pm. Paul will get the schedule out so members can plan to contact councilors and attend meetings. The main beneficiaries this year are the BioPark and the Balloon Museum. The budget includes \$60,000 for maintenance and the new curator position at the Balloon Museum. The BioPark is facing an accreditation problem in staffing. Many of their staff is temporary and the AZA has emphasized the need for permanent staff, especially in animal care. The goal is to make the temp positions permanent and to absorb them into the budget for next year. Dana asked that we reach out to the council and thank them for their support and ask them to keep the Mayor's budget as proposed.

We are entering the election season. It would be good for the Trustees to get involved so the Mayoral and Council candidates know we are there. This should be a group effort with everyone on the same page.

Dana then explained what has occurred with the special revenue fund. The fund is not gone but the money has been placed in the general fund instead of the separate fund as in the past. This is the result of an audit. The Mayor's budget added \$200,000 to the museum's budget to

compensate for the loss of the special revenues. We will need to focus on developing other sources of funds from private sources, grants and sponsorships. The budget office will monitor the fund to make sure the projections are accurate. The special revenue fund is still there but the rentals and fees etc. will no longer go there. Good record keeping will help keep track of the money. The projections will not go down but may go up.

Margie announced a new da Vinci exhibit coming to the Natural History Museum. There is a connection to the balloon museum because of his early flying machine designs and collaboration is encouraged. Marketing is a big issue so collaboration involving several museums would help to get the word out.

There being no further business Cindy moved and Greg seconded that the meeting be adjourned at 5:24 pm.