

Board of Trustees
The Albuquerque Museum
2000 Mountain Rd, NW

Museum Conference Room
April 8, 2014
11:30 a.m.

Present:	Jacobo de la Serna (Chair) Harold Behl Jim Lowry (AMF) Pamela Chavez Dr. Siu Wong	Cathy Wright Elizabeth Becker Andrew Connors Cynthia Garcia Deborah Slaney
Absent:	Cathy Goldberg Kathleen Lebeck John Cordova Victor Lopez	Debra Romero (AMF)

The meeting was called to order at 11:30a.m. Minutes of the February 11, 2014 meeting were M/S/A.

Jacobo de la Serna updated the Board on the 2014 New Mexico state legislative session. The Museum received a state capital outlay grant of \$349,000. This was made possible by the lobbying efforts of the Albuquerque Museum Foundation's Government Action Committee. The Foundation organized reception for legislators which was sponsored by State Farm and HB Construction. State legislators, Mayor Richard J. Berry, City Council members and AMF and Museum Boards were invited; many state legislators were present. Jacobo de la Serna attended and introduced Jose Garcia, manager of the Convention Center, who expressed an interest in establishing a relationship with the Museum.

Jacobo de la Serna mentioned Meaghan Cavanaugh (communications director) and Carol Lopez's (Casa San Ysidro site manager) efforts at social media promotion, especially Facebook. He asked Trustees to please "like" the Museum on Facebook. Social media works best by sharing the information. Debra Romero presented Foundation Board member David Crum's \$7,000 in-kind donation using his New York media developer to do some Google analytics, social media promotions, and update the Foundation website to include a YouTube portal. David sends out Museum website postings to his entire email list and Jacobo has in turn sent it on to the Trustees and others, and invited the Trustees to do the same.

Cathy Wright announced the Mayoral appointment of Dr. Jerome Goss to the Albuquerque Museum Board of Trustees. The appointment next needs to be approved by City Council.*

Cathy Wright passed around a rough draft of the Report to the City and asked for Trustees to get back to her with suggestions or changes. Foundation staff has supplied information about member supporters and donors to Casa San Ysidro. Jacobo de la Serna suggested including national statistics from the American Alliance of Museums, the Museum's positive impact on community, and how funding translates into community education programs. Debra Romero and other Trustees reiterated that the City needs to understand that City operating support is critical. The current history exhibit capital campaign would not be successful without the City's support through General Obligation bonds. Quotes from donors to the history exhibit capital campaign might be very helpful to show community support.

Cathy Wright gave a brief report on the history exhibit; wall and electrical infrastructure is nearly complete. Forthcoming are staff meetings about opening events. Debra noted that Michael Lesperance of The Design Minds will be in Albuquerque to attend a special donor dinner and will also be available at 4:00 on Monday to answer questions from Foundation Board members about the history exhibit and its development and design. Board of Trustee members are also invited to attend. Debra will send out an invitation.

Cynthia Garcia described the current City budget process. The most important, positive change to the budget was capital improvement project coming-on-line funding support, which adds an assistant curator position and funds for contracting IT support for the history exhibit. One time costs for advertising, opening events and education programs for the history exhibit has been added for FY 2015. This adds a total of \$120,000 to the FY 2015 budget. The total budget is \$2.7 million, which includes Casa San Ysidro.

Jacobo asked about the use of capital outlay funds from the state. The funds, which are designated for "improvements, renovation and exhibits," will be used for finishing history exhibit and related projects, Casa San Ysidro, and HVAC upgrades. Debra mentioned that the Government Action Committee worked well with Village of Corrales, which secured \$100,000, for the sewage hook-up to Casa San Ysidro.

Jim Lowry gave the Albuquerque Museum Foundation report. He discussed the reorganization of the Foundation and new staff members and their positions. The reorganization will help with the Foundation's ability to raise funds to support the Museum. History exhibit funding is going well and they are well on their way to raising the \$1.25 million for the capital campaign. There will be a special event on Sunday for former museum supporters who now live in Santa Fe [organized through Jim]. The Shaken Not Stirred fundraiser is this Friday. The Foundation Board will be reviewing the event afterward to make sure it is successful and reaching the intended younger demographic. Board nominations and officer elections are upcoming. Debra Romero noted that history exhibit funding is now over \$800,000. The campaign has been very efficient and administrative expenses have been very low and out of pocket. They would like to get to the \$1,000,000 mark by July 1. They are making a grant application to Sandia Foundation and would love to be able to

say that both the Board of Trustees of the Museum and the Board of Directors of the Foundation have made a 100% commitment to this exhibit through some level of personally meaningful support. Debra will send Trustees a pledge form. Also, Trustees can buy Shaken Not Stirred raffle tickets for a 5-day trip for two to Paris.

Jacobo mentioned that Debra might be looking for someone from the food industry to be a sponsor of part of the history exhibit. They are hoping that Bueno Foods would be interested in funding the Chile roaster exhibit. There are several exhibits that are still open for sponsorship. If you know someone or a company that might be interested in supporting the exhibit, let the Foundation know.

Elizabeth Becker reported that numbers are up in terms of program attendance: 2,337 more people this year due to more programming and the Casa San Ysidro added programs (Second Saturday). They are doing more public opening program at the Museum. 3rd Thursday has hit the roof this fiscal year: so far 4,053. Attendance of 100-200 each Thursday has now reached more than 400+. The numbers do not include Museum School and Tours. African American art programs garnered 2,000 people. Getting ready for the summer art program; 13 classes are booked. Focus on Youth exhibit opens next month (APS fine arts juried show), and a mural exhibit by Lead with the Arts program high school students under tutelage of artist Larry Bob Phillips opens May 8.

Andrew Connors reviewed the opening of the *Behind Closed Doors* exhibition, organized by the Brooklyn Museum. The Brooklyn Museum curator, Richard Aste, attended and also did a great video in the exhibit, which is now on YouTube, and which was filmed by Cultural Services Department's Gov TV division. Andrew made a presentation to New Mexico History Museum docents, who also screened the video and will they be coming to see the exhibit. We received wonderful coverage in the New Mexican newspaper supplement *Pasatiempo*. We are beginning to develop the Christo and Jeanne-Claude retrospective exhibition for the summer. And, we are working with 37-different collaborators on exhibitions celebrating Albuquerque art and design from about 12,000 BCE to the present. New Mexico PBS and the Center for Contemporary Art in Santa Fe are also interested in participating. A publicity committee is working with the ACVB and NM Department of Tourism on promotion. The next Arts Advisory Committee meeting will discuss the probability of getting \$200,000-\$250,000 from a local private Foundation for the acquisition of artwork for the collection, mostly focusing on Albuquerque artists.

Deborah Slaney noted the opening of the Vivian Vance exhibition a week ago, featuring her life in Albuquerque and later career. Thanks to Meaghan Cavanaugh for the great publicity with Channels 2 & 13; Google Images has photographs online. Cathy hosted a producer who filmed the gallery for a travel TV show feature for next January. We are gearing up to begin work on installing the *Native American Bolo Ties: Vintage and Modern* exhibition opening June 28. Deb has been working on AV content for the history exhibit. An outgoing loan for exhibition was made to the Panhandle Plains Museum, Canyon Texas, of a small sculpture, *Madonna of the*

Trail. The History Advisory Committee approved a gift from Eason Eige of an 18th century blue on white Spanish Colonial apothecary jar, and gifts of a Philco radio and GI Joe action figure of Ernie Pyle. We purchased of Deanna Maguffin's signature *Day of the Dead* boots for the new history exhibit and a Tiwa leader's costume recreated for the history exhibit by Louie Garcia. We also purchased a sign from the Alvarado Hotel newsstand that appears in a 1940s photograph.

Debra Romero noted the great photograph and story of Vivian Vance on the cover of the *Alibi*. The Museum Store is presenting a Native American jewelry trunk show during the bolo tie exhibit opening called "Bolos, Beads and Bangles." The store will be consigning bolo ties during the exhibition. The store is working on branding products to sell, which will feature the Museum's art and history collections. A designer has been hired to develop the branded products and sales will commence at the opening of the new history exhibit.

An offer was made to tour meeting attendees through the new history gallery construction.

Meeting adjourned at 12:45 p.m.

NEXT MEETING, TUESDAY, JUNE 10, 2014, 11:30 a.m.

*[At the time of the Board meeting, it was believed that because of more urgent business conducted at the Council meeting, the nomination of Dr. Goss and the introduction of the history exhibit fabrication contract, both of which were on the consent agenda, did not happen, which would have delayed the history exhibit production schedule, affected other contracts, and possibly cost more. It was subsequently discovered, however, that the consent agenda and both items were passed.]