

ANDERSON ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

BOARD OF TRUSTEES MEETING MINUTES

JANUARY 8, 2020

The meeting was called to order at 4:08 by Chairman Peter Cuneo.

Present were Peter Cuneo, BettyAnne McDermott, Cindy Hernandez Wahl, Angela Romero, Michael Anderson, J.D.Huss, Scott and Josh Bacon were present via phone. Staff present were Nan Masland, Marilee Nason and new staff members Eric Wimmer and Katie Farmin. Laurie Magovern represented the Foundation.

The minutes from the last meeting were reviewed. J.D. motioned to approve and Betty Anne seconded.

Induction of Officers was confirmed with Peter and Karen both agreeing to serve another term as Chair and Secretary and Josh agreeing to serve as Vice-Chair.

New meeting dates for 2020 were presented and approved.

Nan delivered the manager's report starting with the introduction of three new staff members: Katie Farmin – Volunteer and Field Trip Coordinator; Eric Wimmer – Collections Registrar; John Fitzpatrick – Marketing and Outreach Coordinator. Nan is also expecting to bring on a new Maintenance Supervisor in the next month bringing the maintenance staff up to a total of a 3 person team. A requisition for a new Curator of Exhibitions is also in progress.

Regarding the legislative session, Nan pointed out that there has been an official ask for \$12 million for "museums in Albuquerque ...including ...the Balloon Museum". There is no way of knowing how much of this could be allocated to the Balloon Museum as plans are currently broad and non-specific. Balloon Fiesta has asked for \$7.5 million for infrastructure, upgraded sound systems and other improvements to its facilities at Balloon Fiesta Park. The Balloon Museum would like to request funding for its collection storage and documentation needs as a vital part of acquiring accreditation. Michael Anderson suggested that the Foundation engage Jeremy Rutherford to effectively approach legislators and perhaps make a specific request for \$100,000 to \$ 150,000.00 focusing on the 50th Balloon Fiesta Event Celebration – something all legislators would be likely to support especially as the museum is a non-profit. Nan pointed out that we have estimated needs of at least \$300,000.00 for the 50th celebration.....\$90,000 has been approved by City Council and \$100,000 was approved last year by the legislature. Laurie and Nan will meet with Jeremy regarding opportunities to meet with legislators in Santa Fe and discuss long range plans into 2021. Marilee spoke of an on-site collection request as 95% of our collection is currently off site.

Regarding Exhibits, Nan is contracting with a design firm to establish a coherent and blended image, branding the museum in such a way that it is immediately recognized and readily identified. Work is being done on exhibits celebrating the 50th Fiesta Celebration; the Youth exhibit has had its “kick-off” meeting as a partnership with Explora and Electric playhouse to create a high tech, fun, hands-on experience for the youth market. Savannah and Troy Bradley are working with Nan on this and it should open this summer. The Women in Ballooning Exhibit is taking shape. Paul Smith has introduced staff to a number of female balloonists and Nan is working with an intern from UNM who will help weave their stories together.

Regarding the Memorandum of Understanding (MOU) between the City and the Foundation; Laurie has had a number of “brainstorming sessions” with Shelle and feels they are getting closer but there are lots of areas that need to be discussed and agreed upon. Open questions include: What will the Balloon Fiesta season look like?---What will the Museum do? What will the Foundation do? The current contract covers all aspects of the relationship but the new MOU is intended to separate out some things---legal, accounting, rent etc. Meanwhile Laurie and staff have been busy upgrading IT systems and their offices. The Chi-a-Boom Ball and 4th of July events are on track for 2020.

Peter discussed the idea of a Master Wall Plaque where names of past Balloon Board members would be noted and presented a motion to go ahead with requesting funding for this. J. D. seconded...motion passed.

FY2020 Strategic Plan : Nan reported that she will have a draft in May. She is looking to put together a serious planfor a serious museum addressing accreditation needs, collection issues, fundraising and working hard to establish priorities. Meanwhile she is relationship building.....strengthening existing relationships and creating new ones. In line with that theme, a “We Love our Neighbors” event will be hosted by the Museum on Feb.13th-from 6 to 8pm, featuring sponsorship from two local companies, Eldora chocolates and Vara Wines.

Staff Reports:

Marilee is excited to have Eric on-board to help her catalog the collections. Currently they are working on the Julian Nott collection, cataloging and preserving, and this will be used as a prototype for other collections coming in. They have also explored some exciting social media ventures starting with the translation of the Zeppelin letters. Peter requested that Ann Luther, Julian’s wife, be kept in the loop regarding his collection and Eric and Marilee assured him they would. There is a dire need to upgrade IT and security for the annex and Nan is addressing these issues.

Katie reported that we have 10 new volunteers and she has training set up. The Flying Bus and field trips are filling up rapidly and go from February thru May. The City now has new policies and procedures for volunteers, including background checks and Katie is making sure those are implemented.

John Fitzpatrick is working with Nan and Linda and Robin designing a social media plan that encompasses the different aspects of the museum. Nan reported that the City initiative "New Year's Before Dark" was well attended (514) establishing a need for more of these events to be coordinated and promoted.

Cindy reported that donations to the scholarship fund were generous allowing us to supply scholarships to a number of young ballooning enthusiasts.

Mike and J.D discussed the condition of the library and Nan assured them that plans for the library will be part of the strategic plan going forward.

Cindy made a motion to adjourn. Motion was passed. Meeting adjourned at 5:40pm