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| BOARD OF TRUSTEES Meeting Agenda/Notes | **12/3/14****4:00-5:30pm****Balloon Museum** |
| **Meeting called by:**  | Nancy Abruzzo | **Type of meeting:**  | Board of Trustees |
| **Facilitator:**  | Nancy Abruzzo |
| **Attendees:**  | Nancy Abruzzo, Karen Brown, Karen Kinsman, Greg Shuman, Dick Donovan (Guest), Bobbie Tuley, Tom Fisher, Cindy Hernandez-WallJill Lane (Foundation Staff), Marilee Nason (Museum Staff), Linda Hubley (Museum Staff), Sandy Cohen (Museum Staff), Laurie Magovern (Museum Staff), Holly Lowe (Foundation Staff) |
| Agenda Items  |
| 1. **Call to Order**
	1. Passing a card around for Kim Vesely who just lost her Mom. Barbara Fricke was named to Fiesta Board.
	2. Meeting called to order at 4:02pm
 | Nancy |
| 1. **Approval of Previous Meeting Minutes**
	1. **Corrections** – Foundation has budgeted $70k to go to museum, not $75k Motion to correct previous minutes Bobbie moved; Tom seconded.
	2. **Approved with Correction** – Greg moved for approval. Tom seconded..
 | Nancy |
| 1. **Status of Board of Trustees**
	1. ADDITIONS – Karen Brown is now a Foundation appointee to the Board
	2. REAPPOINTED – Bobbie Tuley
	3. LOST – Charlie Walter who has moved to San Antonio, TX to take on the role of COO at a new Children’s Museum. The Secretary of Cultural Affairs will be deciding on the new State appointee.
	4. There are some folks listed incorrectly on the City website (the document that goes through the Council on Legistar search). Sandy will work on getting that corrected.
	5. MINUTES FROM RETREAT – provided by Sandy; Betty Rivera was present which was helpful; helped fill roles on subcommittees and talked about roles of the subcommittees
		1. Exhibits/Collections – will work with Marilee on pertinent related issues
		2. Budget – existing committee; add Dick Donovan
		3. Tribute Area – existing committee; add Dick Donovan
		4. Education/Volunteers – add Karen Brown’s name and remove “new appointee”
		5. Foundation – work along with Jill & Holly
		6. Marketing – work with Foundation committee and staff
		7. Nominating – Take Nancy’s name off; just needs a Board designee
		8. Balloon Fiesta Relations – work on building positive synergy amongst museum, Foundation, City, and Fiesta
		9. Sandy and Nancy will finalize the committee lists.
 | Nancy/Sandy |
| 1. **Museum Reports**
	1. **SANDY**
		1. PERSONNEL – hired Robin McClain as new Administrative Supervisor; this position is a step up in rank from what Irene did; two interns coming in; contract employee (temp) to help with accreditation, etc. as well
		2. BUDGET – had recent meeting with Linda Oliver; estimates are perfectly in line with planned expenditures; looking good in eyes of City; asks for 2015…keep last year’s increase permanently; get the ¾ FTE for Curator of Education; Betty would like Board to advocate for a Registrar also; would like Board to help lobby re: funding; will have to fight VERY hard for everything we need
			1. BUDGET SUBCOMMITTEE – has met since last meeting; maybe asking for it “all” vs. small chunks may be better; will make recommendation for current budget; our attendance figures are trending better than other long-time existing museums; really hoping the Council will consider an additional $250k to the budget received last year from the City; Marilee suggested going online to look at current budgets of the museums; our attendance #’s are on par with the ABQ Museum; even Explora (that is not a City museum) gets more City funding than the Balloon Museum; any additional statistics that show favorably for the museum will be very helpful to those Board members who will be advocating with City Councilors; Marilee suggested putting together demographics info on visitors (zip code, etc)
		3. STATE MONIES – still have not received the allocation yet; they will come, we just don’t know when (this is a City issue, not a museum issue); told we’ll have plenty of time to spend it; formulating ideas for next Legislative session
		4. GO BOND CYCLE – around $200k
		5. STATS – up about 5% over last year; were not down for Fiesta as we’d thought
		6. REVENUES – down slightly right now but that is cyclical
		7. GREAT NEWS – Stories in the Sky again #1 in city; #2 Museum and #2 for Wedding Destination; we are obviously doing something right!!
	2. **MARILEE**
		1. Read report attached.
		2. Have taken in some great new items; had to reject a couple things due to lack of funding; items related to Silver Fox flight & Double Eagle 2
		3. Thankful to Foundation for backing us to put in bids on some items
		4. Outgoing loan requests from Bosque School (our oral history project partner) – one of the baskets
		5. MAP – 2nd baby step toward accreditation; Museum Assessment Program; very detailed self-study that’s taking a lot of time; Need forms re: participation on this Board; Marilee will be submitting the info for review by Betty Rivera
		6. Take a look at the progress on the Command Center on the way out (move in is December 19th)
	3. **LAURIE**
		1. 2 Eagles Command Center – education activities being planned; Laurie passed out a list of planned activities; will train docents & staff in early January; special presentation in Science in the Sky and a special adult presentation; maybe a landing viewing party
		2. Science in the Sky program coming up starting in January; brochure passed around; presentations for school groups then tours
		3. Holidays Take flight is this weekend (Sunday 12/7/14)
		4. UNM Social Media Group – still working with them; they gifted the light installation (interactive; they will update the trivia questions)
		5. Volunteer Appreciation Party on 2/9/15 – would love help with that! Early evening (Monday)
		6. Field Trips – almost daily after Fiesta; will slow down a little in Jan/Feb; three Montgolfier Days this year…close to 1,000 students
		7. Volunteer Meeting to get Fiesta feedback
		8. Me-We.com is a way for volunteers to communicate with each other and has all our upcoming event dates, etc.; can post to it, etc.(Jonathan Wolfe created the program) no advertisers, no data selling, etc.
		9. Weather School – Betty would like a Weather School here…maybe within Balloon School (importance of weather in ballooning); the exhibitions committee will need to discuss
		10. Nancy mentioned Betty’s support for an ADA compliant playground
	4. **LINDA**
		1. Dome Theater generated some revenue for the museum; they are interested in coming back next year
		2. BACON FEST - $5500 combo fees & tickets; they are considering moving it to Fiesta Park…all related to logistical issues; Tribute Area has sloping that limits number of vendors; but he really likes working with the museum
		3. MAC & CHEESE FEST – 8/22/15; American General Media has signed contract; museum got $5k in in-kind media services due to their late pull out this year
		4. 1st ANNUAL SALUTE TO OUR HEROES – established some great relationships; can build on it; needs to be before Veterans Day in future
		5. POSOLE OLE – this weekend for Special Olympics
		6. BEST OF ABQ PARTY – we will have a presence there (booth)
		7. Connecting with people via The Knot website pretty frequently
		8. 46 Rental inquiries; 20 site visits; booked 8; 3 tentative
 | Robbin, Sandy, Marilee, Laurie |
| 1. **Foundation Report**
	1. Congrats to Museum for the Best of ABQ places and for attendance going steadily up; we have an amazing event center opportunity that most of the other museums don’t have
	2. MANHATTAN ON THE MESA – nice NYE event 6-11pm; dinner; dancing; balloon glow; NY style; watch ball drop at 10pm; let Jill know if anyone should get mailed invite; $99 pp/$185 per couple; reservations being taken via balloonmuseum.com click on Manhattan on the Mesa or purchase in shoppe; hope this will become one of the premier NYE events in ABQ
	3. HOLIDAY ARTS, CRAFTS, & BOOKS FAIR – over 80 vendors; vendors were thrilled with visitation & sales they got; almost 700 through ticket booth + about 160 vendors; earned about $4k in revenue
	4. Looking at putting together 10th Anniversary committee in early 2015; let Jill know if you’re interested in being part of that; want to maximize exposure during Fiesta and the entire year afterwards; would like broad participation
	5. Introduced during Fiesta – MEET ME AT THE BALLOON MUSEUM book; introduces kids to the museum…only $4.99…good way to reach family ; very positive feedback; Betty Rivera is going to purchase books for libraries (has for SBCC & one library already)
	6. GREAT HOLIDAY SHOPPING OPPORTUNITIES IN THE SHOPPE!
	7. NUMBERS – through Fiesta; budgeted for $70k to come to the museum; working hard to get there; expended $15,000 to Museum (exhibit expenses; fed volunteers during Fiesta; Flying Bus Program, etc.); goal to continue to put funds into the Museum
 | Jill |
| 1. **Other Business**
	1. 1st Wednesday of every other month 4-6pm for 2015 meetings
 | Nancy/Sandy |
| 1. **Adjourn**
	1. Meeting adjourned at 5:25pm.
 | Nancy |