

# ANDERSON ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

## BOARD OF TRUSTEES

### MINUTES

JANUARY 10, 2018

The meeting was called to order by Chairperson Nancy Abruzzo at 4:05 pm.

Present were Nancy Abruzzo, Peter Cuneo, Tom Fisher, Greg Shuman, Betty Ann McDermott, Angela Romero, Cindy Hernandez-Wall, Bobbie Tuley, Sid Gutierrez, Margie Marino and Karen Brown. Also present were museum staff Paul Garver, Linda Hubley, Laurie Magovern, Amanda Lujan and Marilee Nason and Foundation staff Jill Lane.

Nancy welcomed Sid to the Board.

The minutes from the last meeting were read. There was a typo which was corrected. Betty moved and Tom seconded the minutes be approved as corrected.

The slate of officers for the upcoming year were announced. They are:

Chair – Tom Fisher

Vice Chair – Peter Cuneo

Secretary – Karen Brown

Sid moved and Cindy seconded the slate be approved. Nancy turned the meeting over to Tom who thanked the outgoing officers for their service.

#### MUSEUM REPORT AND STRATEGIC PLAN– Paul

Mid-year attendance is up 7%, the highest in the museum's history. 38% of the visitors were there to visit the museum. Of those, 55% were from New Mexico, 43% from the US and 2% from out of the country. There were 150 volunteers who worked 900 shifts through Fiesta. The Foundation hosted 24 fundraising events during Fiesta.

#### QUARTER HIGHLIGHTS

Over 600 items were accessed into the collection.

Marilee has been working in the Annex preparing items to be surplus and looking at the cost of moving the collection to another facility. The final report on the cost of rehabilitating the annex should be available soon. Jeremy Rutherford was able to assist with getting State funds released for use on exhibits. The Hall of Fame exhibit remake is in progress. The registrar position has been deferred to the regular budget process.

#### EDUCATION

Stories in the Sky was selected as Best Storytime in Albuquerque for the eighth year in a row with attendance at 14,000 for the year. The volunteer appreciation luncheon will be February 10. Rise and Try Week will be held again this year in March with Ballooning for All scheduled for March 24 and Spring Break Day on March 28. Science in The Sky starts January 30 and will

continue for seven Tuesdays. It is totally booked. Laurie invited the Board to attend the volunteer appreciation luncheon on February 10.

## EXHIBITS

Amanda is working on the refresh of the hall of Fame exhibit. It should be ready in early summer.

## COLLECTIONS

Marilee is transferring the existing files from floppy disks to the IMS system. She reported a donation of 70 plus clippings from a Boston newspaper dated 1870-71 on the siege of Paris. Peter asked about the surplus items. Marilee stated some items can go to the foundation for sale in the shoppe if the donor agrees.

## EVENTS AND RENTALS

Linda announced upcoming activities and rentals. This coming Saturday Sid will be presenting a lecture called "Escape to Space" at noon. Several drone events are coming up including the academy class on February 17 and the disc activity on February 4. Open racing for drones will be held every Sunday.

March events include Shamrock Fest on March 17. A Zero K race will be a fundraiser for the Foundation as part of this event.

## FOUNDATION

Jill thanked Karen for her help during Fiesta. An evaluation of the Fiesta events has resulted in some minor adjustments in the events. The evening times are being adjusted to a later dinner time so guests can explore the museum before dinner. The cost has been increased \$4. One day is sold out and several more are close, 40% of the private rentals are booked. Registration will be live on the website at the end of January. 2018 will be focused on completion of a plan for planned giving and an endowment. Jill reported completion of the rack cards for the 2018 Viewing Events during Fiesta. Membership software is being updated. Chic-I-Boom Ball is August 10.

## DISCUSSION ON AN ENTRANCE FEE INCREASE PROPOSAL

Paul reported on the city budget shortfall and the goals of the new administration. He has been asked to submit an issue paper on the museum which will include a discussion on the rates and benefits of entrance fees. The city does not have a fee ordinance and in general the fees should be reasonable, not too high and compatible with other museums in the city. Paul would like to propose the administration look at an increase in the entrance fees with the additional money going directly to the museum rather than into the general fund. He is requesting the Trustees approve the idea without getting into the specifics of the amounts. In general the Board agreed that higher fees give the impression of a better value and the Balloon Museum should be in concert with the other facilities in the city.

Nancy moved and Angela seconded that the Board of Trustees propose an increase in the entrance fees for the museum with the increase to go directly to the museum. Passed.

## NEW BUSINESS

Nancy noted she is working with the administration to find a date for the gathering at her house.

There being no further business to come before the Board, the meeting was adjourned at 5:18 pm.