

ANDERSON ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

BOARD OF TRUSTEES

MINUTES

JUNE 8, 2016

The meeting was called to order by Chairperson Nancy Abruzzo at 4:08 PM

Nancy attended meeting via teleconference and anticipated she might have to leave a little early. For this reason some agenda items might seem a bit out of order but all items were covered. Present were Michael Anderson, Patty Anderson, Tom Fisher, Margie Marino, Greg Shuman, Cindy Hernandez, Dana Feldman, and Betty Anne McDermott. Also present were museum staff Paul Garver, Linda Hubley, Marilee Nason, Laurie Magovern and Foundation staff Jill Lane.

Approval of minutes would be addressed later in the meetingwaiting for arrival of more members for a quorum.

STAFF REPORTS :

Linda Hubley

Linda briefed us on the highlights of recent programs/events and activities:

5 events: attendance was up for most events over last year.

The Great NM Food Truck Festival---5,000 attendees

The Albuquerque Renaissance Faire ----6,000

NM Public Safety Day----2,000

The Albuquerque Folk Festival----4,000

The Albuquerque Concert Band June 8 & 22 and July 6th---7:00-8:00 pm. There were 5 concerts in this series last year but it has been moved down to 3 this year with the other two happening at Veteran's Park

Museum now has an AED machine on the first floor

The SE Gate has been replaced with one that is 20 feet wide to conform to fire department requirements.

Rental inquiries and bookings are up in all areas

Regarding upcoming programs : hosting Vintage Albuquerque on June 24th ; UV Color Dash August 5th ; Macaroni and Cheese Festival August 25th---expecting numbers to be bigger this year as they have

invited a "national headliner"---Kat De Luna (the new Shakira) ; Albuquerque Mini Maker Faire August 27th & 28th

Education Report:

Laurie was still outside so Paul Garver gave the report :

"Stories in the Sky" has been very popular and continues to be well attended---admission is free and it's geared towards pre-school

"Stories in the Night Sky" summer sunset story/Albuquerque Concert Band ...this will be featured a few times a month June, July, and into August and will also feature other musical groups.

Ten new volunteers have been added as docents and/or greeters

Field trips continue to grow for students and teachers participating in Science in the Sky and other programs

"Stories in the Sky" has reached an audience of almost 5,000

Two temporary employees have been added supporting field trips, group tours and administrative needs.

"Earth and Sky", Open Air Observation Area was completed on May 21st with the installation of chairs in the back on the north lawn.

Heart Gallery---this is a state program that promotes adoptions through panel photos and digital displays and is part of the museum's community service---display is downstairs. The Heart Gallery will host their annual fundraiser at the Museum in August

Adoption of minutes from last meeting:

Clarification requested by Nancy regarding a breakdown of foundation funds as noted in the minutes from last meeting (page 2). Specifically Nancy would like to see a breakdown of where exactly the funding came from to arrive at the total of \$46,000 in Foundation Funding.

Paul said he would be happy to supply the breakdown in the minutes but assured Nancy those numbers are broken down in the Foundation reports. A standard statement will be used in the minutes to ensure clarity of the financial information.

Laurie joined us and requested that a correction be made in the minutes in the Education area : 11 balloons were featured in March rather than 6 noted in minutes.

Minutes were approved with no further discussion. Margie made the motion to adopt, seconded by Cindy

World Air Games : This item was presented by Paul and needed a vote of support from the members.

An “ad hoc” committee of interested professionals (Troy, Jacque, Paul Smith, Mark Sullivan) are working towards bringing the “World Air Games” to Albuquerque in 2020. These games were started in Greece in 1995, Dubai hosted the 2015 games. They are the Olympics for world aviation attracting people from all over the world. This “ad hoc” committee is looking for a letter of support and endorsement from the trustees. This item was voted on and passed unanimously. Michael Anderson made the motion on behalf of the Board to support and participate as needed/ Tom Fisher seconded. Nancy and others commented on the great opportunity the games would offer the Balloon Museum.

Paul pointed out that other cities in the state also want to be involved----Moriarity and Belen have expressed wanting to host things like skydiving etc. Activities leading up to the games would start in 2018

Paul will draft a letter of support

MUSEUM MANAGER’S REPORT :

Paul :

2016 continues to be successful with attendance and admission revenues ahead of last year by about 15%

On May 6th the Balloon Museum and Robo Rave announced a global LTA Robotics Challenge during the opening ceremonies for Robo Rave at the Convention Center. Over 1300 people from all over the world attended this year’s Robo Rave and Paul is hoping to generate the same excitement about the LTA Robotics Challenge. The LTA Robotics Challenge will offer age appropriate challenges regarding ballooning , lift etc.

Summer Robotics and Rocketry Camps started this week. There will be 2 sessions at the museum and then other cities throughout the state will also hold sessions.

The Intel volunteer matching grant program wrote a check to the Museum for \$4,085.00

Theater progress is going well. The screen, risers, etc., should be done by the end of the week. There will be an audio visual check and we will be getting our certificate of occupancy. Hoping for a ‘soft’ opening in mid- July with a Grand Opening shortly after.

Permitting process still underway for Arctic Air and Weather Lab.

Ideum is underway producing the interactive boards for Cloud Atlas and the BOX interactive. NMHU is producing interactives for Sun, Precipitation, Storms, Safety /Measurement

Upcoming event is a free public lecture about Park Van Tassel, ABQ’s first aeronaut—July 4th,1882. Lecture is on July 9th from 2:30 to 4

Open Discussion :

Margie asked for further clarification on the article in the Journal and Larry Barker's story on the Theatre. It was explained to her by Michael, Paul and others that there were some aspects of the original system that were unworkable, specifically the hydraulic platform. And there were problems with the original architect that also delayed implementation. However 90% of materials can and will be used now. Michael also explained that while he realizes that it has taken a while to get the Theatre open, the initial purchase was made some time ago because an opportunity presented itself that afforded us an almost 50% savings over normal costs making it the right time to buy.

Margie also shared her experiences with Theatres in other museums she has been involved with, cautioning that often they are "loss leaders" and become too costly to operate, noting that most income is made from the concessions. It seems that distribution rights and licenses for the movies eat up any potential profits.

Paul thanked Margie for her comments and explained that he has been looking hard at content and his vision has been that the content would be unique and original to the museum involving some aspects of ballooning and related themes attached to other programs offered by the museum. He also explained that his business model was to use the Theatre as an "attract" rather than a profit center. Additionally the Museum's Theatre is only a 40 seat theatre, much smaller than many others and therefore more cost effective.

Nancy thanked Paul and Margie and others for this open discussion and dialogue as we are always interested in items that affect the budget.

Paul stated that he is mindful of the costs and that going forward he is hoping to develop private funding.

Nancy would like to see a more developed plan on a future agenda. Paul agreed.

FOUNDATION – JILL

Jill reports that we have 225 memberships representing 599 actual members.

Total new revenue since April, 2014 : \$25,227.00 FYTD membership revenue \$12,309.00.

Foundation events:

Balloons and Breakfast, 40 % booked

Dine and Glow early bookings have increased over last year. It seems tour guides and operators have finally found the Museum. October 7th event is already sold out! Five Sky Box Rentals already contracted.

Hall of Fame Induction is Friday Sept.30,2016---Sky Lounge.

Jill thanked all members who came to the City Council hearings and especially the six who spoke on behalf of the Museum. We didn't get exactly what we wanted but the Museum was well represented in a very positive light.

Under Construction Luncheon was a great success. We had 32 guests representing businesses, banks, educational institutions and more. Paul, Laurie and Marilee gave guided tours. We would like to do another one in late August 2016 or January of next year. Jill thanked all the members for bringing guests.

Regarding the Larry Barker CH.13 story ---Jill was proactive and wanted to get our complete story covered and so she contacted Danielle Tedesco at KOB. Danielle did a fabulous story that was aired 4 times that week (prior to CH 13) and has been shared on social media with over 2000 views.

Michael commented that Jill did a great job, and everyone agreed. Michael also thanked all those who attended City Council meetings.

Jill said the Foundation will also be involved in the Grand Opening ribbon cutting for the Theatre.

Jill also highlighted a new first year event "Red, White, and Balloons," on the 4th of July at the Balloon Museum. The event will be a fundraiser and feature music, food, games, and viewing of the Freedom Fourth Fireworks show. " TV and RADIO ads start next week; social media has already started promotion; postcards with all info being handed out.

Chic-I-Boom Ball is scheduled for July 22, 2016. It will be a fun "Brazilian Party". Steve Stucker will pull the ticket for the lucky winner of a Hawaiian Vacation at this event. 500 tickets are available at \$25.00 a ticket, with only 100 tickets left.

BUDGET---PAUL

Paul thanked everyone for their participation with the City Councilors. Although we may not have gained much new ground we didn't lose anything and the counselors did approve a new position for a Curator of Exhibits.

Dana also thanked everyone and said we presented a reasoned explanation of our needs resulting in Councilors Sanchez and Winters writing an amendment that provided for this new position. Dana was disappointed in that this wasn't "new money" but rather was coming from "special revenue" fund. She is hoping to get this changed so that this position is funded out of an increase in the General Fund making it a securely permanent position.

Many members were disappointed that funding wasn't increased.

Marilee noted that she has been working 13 years without a registrar.

Michael asked if we felt we had made the case for our needs especially going forward towards accreditation.

Cindy and Nancy assured him we had. In addition to the members attendance at the City Council meeting, many members, especially Nancy and Cindy had met with many of the City Councilors , had emailed them, gone to lunch etc., and laid out the case for increasing staffing and maintenance funds.

Dana felt these efforts paid off and we did make the City aware of our needs but that funds are limited and she will focus on “new money” going forward and also again, getting the new positions funded out of the general fund. Dana felt that the City is very interested in helping us to meet the needs of accreditation.

Margie suggested we go forward with accreditation efforts as the process is designed to make us better pointing out specific items that would do this, like the need for a registrar etc. These reports could be used to validate our requests. The process might take 3 years instead of two but she strongly suggested we go forward.

Greg and Marilee said we had approached this issue 4 years ago and hadn't been able to enact many of their suggestions and wondered whether or not this would hurt us.

Margie felt it would not and again suggested we move forward

Cindy again voiced her disappointment and asked Dana if we should try to follow up with any of the Counselors. Dana didn't think that would be effective right now.

COLLECTIONS AND EXHIBITS

Marilee said she is finishing Arctic Air and has finished the two interactive touch tables and is engaged in beta testing. She is trying to wrap up the label printing and hopes to have this all done by the end of the month. She is also working on some new exhibits like those featuring Buddy Bombard---the individual and his balloon career; the evolution of burners throughout ballooning history; featuring hot air altitude records like those of Per Lindstrand and Julian Nott and Dr. Coy Foster; Echo 1 satellite balloon.

FY 17 Briefing

Paul provided a broad overview of plans for the coming Balloon Fiesta and FY 17 in general.

Michael commented that he is very excited about the museum's involvement with RoboRave and would like to see it turn into an annual event and competition.

Cindy mentioned that she is going to have lunch with Counselor Jones and hopes to discuss ideas for additional funding opportunities.

Cindy motioned to end meeting. The motioned was approved.

Paul adjourned meeting.