

ANDERSON ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

BOARD OF TRUSTEES

MINUTES

MARCH 14, 2018

The meeting was called to order by Chairperson Tom Fisher at 4:10 pm.

Present were Tom Fisher, Greg Shulman, Betty Anne McDermott , Peter Cuneo, Michael Anderson and Cindy Hernandez –Wall who joined the meeting at 4:45. Also present were museum staff Amanda Lujan, Linda Hubley, Laurie Magovern, and Paul Garver. Jill Lane of Foundation staff also attended as well as guest J.D. Huss.

The minutes from the last meeting were read. Typos were noted and corrected. Peter moved to accept minutes . A quorum was lacking at this time .

QUARTER UPDATE-PAUL

Paul noted that the strategic plan will be sent out to all when it's finished. He also noted that museum attendance continues to increase at a current rate of 9% over last year which will result in an expected year-end total of over 140,000—highest in Balloon Museum history.

Acquisitions made third quarter include a WWI poster identifying the differences between friendly airships and enemy air craft ;gas balloon memorabilia; fiesta photos and materials from the Buddy Bombard Society.

The Annex study continues its analysis of refurbishing costs vs. new building.

Paul noted the continued growth and success of “ Stories and Music in the Sky” and the NM Mesa program, recognizing both Laurie and Amanda for their efforts.

The Museum continues community partnership efforts with 4 different STEM camps being offered this summer partnering with BFA, Big Brothers and Sisters ,Be Greater than Average and others.

The Hall of Fame is scheduled for June completion.

Shamrock Fest rolls out on March 17th and continues to be a great success as is the 4th Annual Food Truck and Craft Beer Festival on March 31.

Work on the volunteer program continues as does outreach to the State Legislature by the Foundation.

A grant writer has been engaged by the Foundation and Jill and Paul are optimistic about the opportunities she may be able to bring to the Museum. Peter asked for further information. Jill said her name is Catherine Lyden, she comes with 30 years experience and has already gotten started !

EDUCATION – LAURIE

Rise and Try is scheduled to coincide with spring breaks for APS and RRPS , March 24th- March 31st. Rise and try offers a ‘menu” of activities including “Ballooning for All” on 3/24; Spring Break Family Day on 3/28 and various tours and workshops offered throughout the week. Drone Racing is scheduled for Sunday March 25th.

Peter asked if Laurie had enough balloons for the event. Laurie has 10 but could use a few more. Peter will add his. Paul asked Tom and Peter to introduce the concept to the balloonists of a drone (only one) to capture this spectacular event. The drone will be flown by a seasoned professional and will film from the perimeters.

EXHIBITS-AMANDA

Amanda is still working on the Hall of Fame exhibit, again shooting for June. She’s also working on other displays like solar ballooning.

Amanda discussed the success of the Field Trip Program. It has school bookings through the end of the year (sometimes double booked) for Tuesday, Thursday and Friday.

NMPED has approved the new science standards- Next Generation Science Standards. Amanda is working on integrating these standards into educational offerings at the Museum.

EVENTS AND RENTALS –LINDA

Linda reported that this is the 4th year of the very popular Shamrock Fest 3/17, 11-6. It started as a partnership between High Desert Pipes and Drums and has grown every year. The very popular Zero-K run was conceived by Linda as a fundraiser for the Foundation for which Jill thanked her as it has proven to be a money maker that continues to grow. A “Low –Tea” has been added this year ---tea and scones in the lounge while listening to Celtic poetry and watching Irish films. Linda also reminded us that the equally successful Annual Food Truck and Craft beer Festival is on March 31 with entertainment and artisan vendors.

FOUNDATION – JILL

Chic-I-Boom will take us to the Copa Cabana this year and Jill is already working on this event. Balloon Fiesta is heating up already : 9 private rentals for Sky Box have already been booked ; 1 booking for Sky Lounge ; Rhodes Scholars have booked 4 events and the 2018 Rhodes Scholar Atlas has included 8-9 pages on New Mexico and features Balloons on the cover !

The Leadership Luncheon is scheduled for June and will hopefully precede the official opening of the Hall of Fame so that guests can get a preview of the new display. This year we are targeting potential “grantors’ to align with our focus on grant opportunities and we will again repeat the “hard-hat’ theme.

FY 19 Budget Update

Paul reported that he will reactivate the Strategic Planning Committee : Tom, Peter, Nancy and Bobbie and re-engage them in the process.

Changes to Trustee Appointments and Process:

The new administration seems committed to strictly enforcing term limits. Additionally although the Museum may recommend new appointments the City can override them if so desired. We have 13 seats: 3 Foundation ; 2 Family appointments (permanent) ; 1 State appointment and the rest are At Large. Currently Tom and Greg (At Large) will see their terms expire in July. Cindy is in the renewal process and J.D Huss and Troy Brady (?) have been proposed as new members. There is still some confusion regarding length of terms , renewals and Chairmanship of the Board when Tom's seat expires. These issues will be discussed further at the July meeting.

REVIEW OF DRAFT OF AAAIBM GENERAL FUND BUDGET ; ISSUE PAPER ; RECOMMENDATIONS

Paul presented the budget for our review. Basically the budget is the same as last year which is a good thing as we avoided cuts. The passing of the gross receipt tax increase allows us to pretty much stay where we were and although there may be cuts in some line items (i.e. vehicle maintenance) savings anticipated in other areas (i.e. utilities) allow us to make adjustments so that this budget seems workable.

This Issue Paper proposes admission increases that would raise prices from \$1.00-\$4.00 to \$3.00-\$6.00. If approved that would provide the Museum with increased revenues of \$54,000 .

The Mayor's office is currently working on a budget that has to be submitted by April 1st.

Paul suggested that the best way for us as a Board to advocate for this budget and the suggested admission fee increase given the time constraints would be through emails; letter writing etc. after budget and issue paper were approved by the Board.

Michael Anderson made a motion to approve , Peter seconded the motion and the proposed Budget and Issue Paper were unanimously approved as presented.

OTHER BUSINESS

Paul mentioned that the Museum is still in need of monies for capital improvements that are currently not being met. Additionally we are still hopeful of creating permanent positions for a Registrar, Curator of Education and others.

Tom and Cindy thanked Paul and Amanda for their help in running the Ballooning Camps.

Having a quorum the minutes from our January meeting which Peter had made a motion to approve earlier were seconded by Cindy and unanimously approved.

Michael Anderson made a motion to adjourn at 5:28 , seconded by Greg....meeting adjourned.

