

BOARD OF TRUSTEES MEETING MINUTES
ALBUQUERQUE MUSEUM
December 13, 2016

Present: Harold "Hal" Behl, Chair
Pamela Chavez, Secretary
Dr. Jerome Goss, Vice Chairman
Louise Campbell-Tolber
Emily Fox
Judy Suiter
Pamela Weese
Alan Weitzel, AMF

Cathy Wright, Executive Director
Elizabeth Becker
Andrew Connors
Emily Stovel, Casa San Ysidro

Absent: None

Action items in red

Chairman Behl called the meeting to order at 11:34.

Approval of Minutes

The minutes of the October 11, 2016, Board of Trustees meeting were reviewed. Jerry moved that the minutes be approved as submitted. Pamela Weese seconded, motion carried unanimously.

Chairperson's Report - Hal Behl

Hal thanked Cathy for providing refreshments for the meeting

Museum Director's Report - Cathy Wright

- Casa San Ysidro
 - Mudding in progress
 - First book in the AM collection series is about CSY, and is in the design phase
- The Employee Manual was updated
- City's past Poet Laureate Jessica Helen Lopez is using the museum exhibits as part of the Chicana Studies class
- 2016 attendance figures were the highest in recent years
- Mabel Dodge Lujan exhibit getting rave reviews
- We have a new Museum Exhibit Designer, Stephen Hutchins
- New storage furniture is being installed in the art vault storage area
- Emily Stovel was instrumental in getting a small grant for CSY from the Anderson School of Management for a marketing study of millennials
- Elizabeth Becker is part of the Community Arts Team a group partnering with the Kennedy Center to study gaps in art programming for grades K-8 in school and community settings.

Foundation Report - Alan Weitzel

- Miniatures not as successful - Some works still being sold
 - Corporate Patron Circle - Emily Fox helped with this
 - Planned Giving Program - Emily is working on this

Board of Trustees October 11, 2016 Minutes, continued

Foundation Report – Alan Weitzel, continued

- The Property next to the Batten House (BH) is for sale
 - The property is 1.6 acres with a cement plant on the other side of the property and a large pond for runoff water between the plant and the property.
 - There is a house on the property that the owner feels is historic
 - Some Foundation members want to purchase the property to protect and augment the Batten House but Alan reported that the amount isn't in their budget. The asking price is \$325,000 but the value is closer to \$200,000.
 - The property is county zoned (R1 residential) so maybe the county would buy it
 - There was a Task Force in 2011 that developed rules and recommendations about the future care and preservation of Batten House
 - Penny Rembe (Chaired the committee), Sharon Wright, Judy Suiter and Jerry Goss were on that committee
 - Ideas for the property next door included:
 - Building a small office and making the BH more of a museum
 - Leasing the property to a winery
 - Jerry will talk with Sharon Wright about the committee's earlier work/ideas
 - There has been talk of forming a new Task Force but Alan hasn't seen any Foundation Board interest
 - Discussion ensued about launching a capital campaign to raise money to buy the property
 - Doing so might compromise the capital campaign for the Education Center
 - Emily Fox met with Dana Feldman to see if there was a timeline for funding a capital project and Dana didn't answer directly. Emily asked if the Foundation could raise the money privately and Dana said yes.
 - Comments included:
 - It would be a long wait for public funds and there aren't a lot of state funds available
 - We need to finish Casa San Ysidro first
- Alan reported that Emily Stovel gave an enthusiastic presentation to the Foundation board at their last meeting

Foundation Report – Emily Fox

- Funding Priorities
 - Re-visit staffing and organizational structure
 - Add new financial controls
 - Develop a more formal Fundraising Plan
 - Membership is key to unrestricted dollars
 - Board: please help sell/refer these!
 - Emily was asked if any of the free membership cards from Miniatures were turned in – Emily will check
 - Highlight the Museums with reciprocal memberships
 - Discussion ensued about how to attract more and higher members
 - Seek more diverse members and target younger people

Board of Trustees October 11, 2016 Minutes, continued

Casa San Ysidro Report – Emily Stovel

- Emily has been the site manager since May 2016
- Emily distributed a handout with Maintenance and Programming updates (attached)
 - MAINTENANCE
 - Mudding is finished – The ABQ Museum provided the funds for the extra costs; the staff provides the maintenance
 - CSY is now connected to the Corrales sewage system
 - New trees will be replanted to replace the old ones
 - PROGRAMMING
 - The decrease in total number of students on tours is to provide a better experience for the students and is thanks to the generosity of the Foundation
 - The decrease in special events includes Noche which was discontinued due to lack of volunteers but with more docents now, it may start again
 - CSY hopes to have more ticketed events and bigger events in the summer
 - MARKETING
 - A Task Force from the UNM Anderson School Small Business Institute reported a 40% brand recognition for CSY
 - The students did a study on how to bring in millennials
 - More social media presence and strategies
 - Build a more robust website presence
 - Right now there are 2 websites: 1 with the Foundation and 1 with the City
 - CSY needs an active FaceBook page
 - We need to be more appealing to diverse groups
 - Think of different ways guests can be at CSY and market around those ideas
- The Strategic Plan process was finished, Emily is working on the report
 - There was a lot of good input
 - Emily will create a timeline for the strategic plan to share
- There is a big wave in Historic House Museums: they are expensive to maintain and programs are being developed about maintenance projects
- CSY is looking for a vintner to help get a vineyard going
 - The CSY grapevines are from 1890's
 - Possibilities include Gruet, Milagro, Vara (Xavier)
 - Perhaps CSY could host the NM Winegrowers Association for an event
- Emily has been talking to a lot of organizations to promote CSY and serve their goals, too
 - Perhaps share CSY space for trainings, workshops, meetings, pop up spaces
 - Largest capacity is Sala – 45, 60-70 including outside, 160 for entire house
 - The corral is large
 - There are challenges with the space that would need to be considered such as only 1 bathroom (trying to get another)
 - Please refer possible events to Emily S to review on a case by case basis

Board of Trustees October 11, 2016 Minutes, continued

Casa San Ysidro Report - continued

- CSY Promotion Discussion included:
 - How to be a part of Corrales events: Weddings, the Parade, etc.
 - Advertising space availability in the Corrales Comment
 - Host dinners in the spaces
 - Corrales Library is a potential partner
 - Work with Rio Rancho and Placitas to reach out to their constituents
- Emily is holding regular meetings with ARCA to discuss new uses for the Heritage Fields
- **It was suggested to hold a BOT meeting at CSY – Emily and Cathy will work on this**

Curator Reports

Andrew

- Andrew distributed two documents on the AM Acquisition Process (**attached**) outlining the Acquisition Process and comparisons to Acquisition purchase approval limits at other Museums whose curators he knew
 - The curators have lost 3 recent opportunities to purchase significant artwork above the current \$10,000 limit even though AM funds were available
 - Polling the BOT electronically didn't work as there wasn't enough time
 - Collections' funds come from the AM reserve funds, not allocated to anything else
 - Discussion included a question about the possibility that raising the funds' ceiling would raise the desire to spend more. Andrew assured the BOT that the curators research the artwork's value and take seriously their role as representatives of the institution
 - Pamela Chavez moved that the AM BOT approve an increase of the maximum spending level for art & history acquisitions to \$50,000. Judy Suiter seconded the motion; motion carried unanimously.

Elizabeth

- Mentioned that Deb Slaney is sick and there has not been a History Advisory Meeting lately
- Referred to the events posted on the agenda with special mention of the exciting events planned for "The Carved Line" exhibit.
 - The Museum of New Mexico Press is publishing the book for the exhibit.

Unfinished Business

- Jerry brought up the vacant BOT position and stated that Dick Knipfing wants to serve on the board (he has a media background).
- Discussion included the criteria for filling open positions and the possibility of creating a Board Matrix that includes (among other categories) which of the City Council districts our current BOT members represent.
- **Pamela C will draft a matrix to review at the next BOT meeting.**

Board of Trustees October 11, 2016 Minutes, continued

The meeting adjourned at 1:15

NEXT MEETING February 14, 2017, 11:30 p.m. to 1:00 p.m., Batten House

2017 Board of Trustees Meetings

February 14

April 11

June 13

August 8

October 10

December 12