

FRIENDS OF THE MUSEUMS OF FLORIDA HISTORY, INC.  
9:00 a.m., May 5, 2009  
Gallery for Innovation & the Arts (1<sup>st</sup> Floor)  
500 South Bronough Street  
Tallahassee, Florida 32399

**Participants**

**Directors:** Mr. Frank Jameson Chairman; Mr. Lester Abberger; Ms. Kathy Guilday; Mr. Peter Harris; Mr. Bill Herrle; Mr. Jon Moyle; Mr. Gavin Phipps; Mr. Sam Vickers; and Mr. Gil Ziffer

**Staff:** Dr. Jeana Brunson; Ms. Elyse Cornelison; Ms. Sandy Shaughnessy; and Ms. Susan Stratton

**Guests:** Mr. Stephen Birtman; and Ms. Keszia Cox, CPA, Thomson Brock Luger & Company

- I. Call to Order  
Mr. Frank Jameson, Chair
- II. Introduction of Board, Staff and Guests  
Chairman Jameson
- III. Adoption of Agenda  
MOTION TO ADOPT AGENDA: Mr. Abberger  
SECOND: Ms. Guilday  
MOTION PASSED WITH NO OBJECTION
- IV. Chairman's Comments  
Chairman Jameson announced Ms. Margo Bindhardt has resigned from the board due to health reasons. He also thanked staff for all their hard work considering that they had *Jazz at the Gray*, a *Third Thursday*, this board meeting and the Florida History Fair on Friday, May 8<sup>th</sup>, all within a few weeks time.
- V. Approval of Minutes from Previous Meeting  
MOTION TO ADOPT MINUTES FROM PREVIOUS MEETING: Mr. Phipps  
SECOND: Mr. Abberger  
MOTION PASSED WITH NO OBJECTION
- VI. Museum Report  
Dr. Brunson highlighted the current special exhibit *Florida Cattle Ranching: Five Hundred Years of Tradition*. The opening reception was very well attended. Both the reception and exhibit were partnered with the Cattleman's Association and the Folklife Program

There were two special programs that were presented recently. One was an outreach program on African American Achievement in Florida to Leon County Schools that reached over 900 students. This was sponsored by one \$500 donation from a Museum

volunteer. During Women's History Month in March, a film series was presented by prominent Florida women about other prominent Florida women.

Visitation has increased. At the end of March, our visitation was up about 6% and we are expecting it to be up more after we have in the April figures.

Visit Florida is doing the Spanish Colonial Heritage initiative and Univision came and filmed in our plate fleet exhibit for a television spot to be aired in May, which will help information about the Museum reach more of the Spanish speaking community in Florida. We have a group of travel reporters who are going to be coming soon to do a feature on the Museum. Also, Comcast in Miami came up and filmed at the Knott House for a special program they did during Children's Week in April that focused on the architectural and African American history of the site. The program aired all over south Florida in April.

Governor Crist visited the Museum and was able to tour and see the cattle ranching exhibit and also go over the plans and costs for the new permanent exhibit, *Exploration and Colonial Settlement in Florida: 1513-1821*.

There are just a few things that we have on the agenda in addition to our regular programs and exhibits for the new Fiscal Year. Major goals for 2009 – 10 are listed in Tab 3. Dr. Brunson briefly discussed completing Section I of the Permanent Exhibit entitled "Land of Many Cultures". She also discussed completing two additional TREX exhibits: *Seminole People of Florida*; and *Beaches, Creatures & Cowboys: Florida Movie Posters*. The plans also include coordinating travel venues for the Cattle Ranching in Florida exhibit. Also implementing improvements to Museum facilities which include exterior signage, improve visitor sense of arrival on 1<sup>st</sup> floor, new Museum Lobby and Welcome signage, and a design for prominent donor recognition area. We are planning as well for a redesign of the Museum web-site and to add Development and Membership components to it; to complete AAM re-accreditation; and conduct the five-year review of the planning and vision process (September 2009).

Rather than bringing in a traveling exhibit on Circuses, we have decided on a Women's History exhibit based on our own collection. This will highlight not only the Museum's collections but also highlight resources in the Department of State. This exhibit can be produced for \$20,000 to \$25,000 as opposed to in excess of \$35,000 for a traveling exhibit.

## VII. Business items

### A. Prospective New Board Member

Mr. Stephen R. Birtman was recommended by Mr. Bill Herrle. Mr. Herrle introduced Mr. Birtman as a regional lobbyist for Humana. His qualifications include a strong interest in history, support of history and culture in Florida, a reputation as a person who gets things done and the ability to raise funds. Mr. Birtman has served on other community boards. The recommendation to add Mr. Birtman to the board will be forwarded to the Secretary of State. Chair Jameson discussed some specific needs from prospective new board members, including ability to bring resources into the organization.

B. Financial Report

Ms. Keszia Cox, CPA, Thomson Brock Luger & Company, presented a comprehensive financial report to the board as of March 31, 2009. This included discussions of the Balance Sheet in comparison with 2008, a Profit & Loss Previous Year Comparison statement, Profit & Loss by Class statement, and a Profit & Loss Budget vs. Actual statement. The new bank account has been opened and will be funded with the restricted monies from both donors and the board. Ms. Cox also discussed with the board that in January Dr. Brunson and Ms. Cornelison as a fiscal exercise went through the approved budget and reduced the expenditures because expected revenues dropped due to the economy. It looks like they have done a pretty good job when in comparison to last year.

Short discussion ensued about Net Income for the year which is a negative \$78,698. This seems to be an alarming number as compared to last year. However, if you break that out on a cash flow basis almost \$95,000 is unrealized gains and losses from the investments. This is really just a paper loss. Unless you cash those out, we are up about \$20,000 this year. Compared to last year, net income is down about \$5,000 taking out the same numbers. On a cash flow basis, we are about \$25,000 up from last year.

MOTION TO APPROVE FINANCIAL REPORT:

SECOND: Conversation changed to the 2009 – 10 Budget without this section being voted on

MOTION:

C. Review and approval of 2009 – 2010 Budget

Dr. Brunson presented the proposed FY 2009 – 10 Budget. Overall, the projected annual expenses for this year, reflects an increased budget over the anticipated actual expenses for 2008 – 09. However, the majority of that is the planned projects for the signage, website development and permanent exhibit costs. Chair Jameson mentioned a motion to approve the 2009 – 10 Budget has been postponed. What we are working toward is a budget that is based upon reality. The funding sources are down and spending will be reviewed closely. Between now and the end of this fiscal year the board members, staff and executive committee will work through the budget with a vote taking place some time before the end of the fiscal year. A date will be set for the voting. Dr. Brunson advised if the budget is emailed, it requires 100% approval of a corporate resolution per the By-Laws; therefore, each person must respond and sign the corporate resolution. That is the only way an action can be taken outside of a publicly noted meeting. Discussion ensued about the budget.

D. Development and Fundraising plans

1. Report on *Jazz at the Gray*

Jazz was a major success. Mr. Herrle reported attendance exceeded 400 people. A post-event meeting was held with staff, and the consensus of all in the meeting was for improvement in the serving of the food. The quality of the food was great, as well as advertising, concert ticket sales, weather, and the bar sales. Chair Jameson discussed that the goal of Jazz at the Gray was to break even and to provide exposure for the Museum and its programs and we did that by quite a bit. Mr. Phipps also added information about hosting a reception in the Fall for sponsors from this year and to encourage sponsors for the next concert on his family's property. Also, he is

sending out “thank you” notes on the board’s behalf to the people he knew were at the Jazz concert for supporting the Museum. Ms. Cornelison presented the *Jazz at the Gray* financial report. The beginning estimated revenue was \$18,054. The actual profit was \$17,269, due to the two large grants received. The difference in the estimated and actual is \$784. She reported the sponsorships will need to be the focus for future concerts. Mr. Moyle asked about the Division of Cultural Affairs grant, Ms. Shaughnessy answered that Jazz was chosen for the American Masterpiece theme this year which fit with *Jazz at the Gray*.

2. Fundraising Goals FY 2009 – 2010

Dr. Brunson presented a general guideline of items reflecting major fundraising needs. Mr. Ziffer reiterated the Board Members’ responsibility of securing funding for the various Museum activities but feels that staff should be providing better guidance on how to raise the funds. Ms. Cornelison mentioned using the Museum’s web site as a vehicle to attract donors, members, or supporters of the various activities. Dr. Brunson added that a sponsorship package has been established for the permanent exhibit and given to the board advising about the various levels of sponsorship. It includes interior signage and recognition, logos and names in conjunction with the exhibit. Mr. Herrle suggested that the Board needs a planning session. He suggested a business meeting different from the quarterly meeting, to have a more in-depth discussion on these budget issues and how to proceed. Discussion ensued on particular date for meeting.

E. Membership Report

1. Proposal with Tallahassee Film Society

Dr. Brunson and Ms. Shaughnessy met with the head of the Tallahassee Film Society, John Frazier, who had a proposal to share member benefits and resources. The proposal was for film society members to receive our member pricing for Third Thursday catering. To reciprocate, active Friends of the Museum would get TFS member pricing at their film events held at All Saints Cinema. The TFS would include a logo for the Division or the Museum on their web site and help promote Museum and Division events in their newsletter. TFS has 600 paid members and an e-mail newsletter that goes out to over 1500 readers. Each organization members should present their member card in order to receive the discount.

MOTION TO GIVE MEMBERS OF THE TALLAHASSEE FILM SOCIETY A \$5 DISCOUNT OFF THE FRIENDS MEMBER FOOD PRICE ON THIRD THURSDAY FOR A PERIOD OF ONE (1) YEAR AS A RECEPRICAL VENUE:

Mr. Ziffer

SECOND: Mr. Phipps

MOTION PASSED WITH NO OBJECTION

F. Museum arrival and entrance improvements

Mr. Harris and Dr. Brunson have discussed improving accessibility and visibility to the Museum through signage around Tallahassee, the immediate vicinity, in and around the building and in the interior. Improving the approach to the R.A. Gray building as well as signage for access to parking was also discussed. Dr. Brunson discussed that an inventory, pictures, artist renderings of proposed signage and a budget are being put together as a packet to use as a presentation to show who we are trying to get support from – Secretary of State and Secretary of DMS. Discussion continued regarding the

improvement of Museum signage, including the current method of security identifying visitors is unfriendly. Ms. Shaughnessy mentioned that it is a state building and all of this is the constraints of government. She encourages the Board to investigate alternatives. If the Board hears from unhappy visitors to the Museum the Board should let the Secretary and Ms. Pettijohn know.

#### G. Knott House Report

Mr. Moyle gave an overview of the Knott House Museum and its historical significance for the community. Also, there have been recent conversations about how the Knott House is serving the core mission. An example of this would be the annual commemoration of the announcement of the reading of the Emancipation Proclamation. The Knott House Endowments are down roughly around 20%. Mr. Moyle informed the Board that the endowments are being invested consistent with the Trust documents. During a meeting with Scott Hilton, Financial Advisor with Wachovia, he was asked if the assets were allocated properly, performing given the current economic conditions, and if we were fulfilling our fiduciary responsibility as Board members. He answered those questions affirmatively. Discussion ensued about upcoming repairs to KHM and associated costs. Different suggestions were brought up about possible funding. Question was asked about the State of Florida's Cultural Endowment Program and if KHM was still on the list and still eligible. The answer is yes. Annual expenses for the Knott House were shown under Tab 8 and it includes recent repairs and maintenance expenses paid by both the Museum budget and the CSO budget.

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## VII

### Program Updates

#### A. Department of State Update

Ms. Shaughnessy reported the State budget has been printed. Other than the 2% pay cut, the grant programs in the Division of Cultural Affairs stands at \$2.5 million; Historical Resources stands at \$500,000 with a proviso for \$125,000 to go to the Holocaust Museum in St. Petersburg. Ms. Shaughnessy advised last year's cultural grants in the Division of Cultural Affairs were \$6.7 million. She is unsure what Historical Resources grants budget was for last year. Three years ago, the State budgeted amounts were \$42 million. There was a discussion by the legislators of keeping the cultural grants at \$1 million. A letter from the National Endowment for the Arts was submitted on the Division's behalf to the Governor and Secretary of State.

She has had discussions with Mr. Eric Graham from Office of Trade Tourism and Economic Development and Mr. Emilio Sanchez from the Spain Florida Foundation about a visit on May 12 that will also involve the Counsel General from Spain.

The American Recovery and Reinvestment Act Funds of \$393,700 that were given to the State of Florida will be distributed to recommended applicants from a peer review panel. There are between 15 to 18 grants at \$25,000 each for maintaining jobs in the arts. There are four (4) positions being lost in Cultural Affairs due to the budget cuts, on the Third Floor the receptionist position and a program manager position and Dr. Brunson mentioned the half time education position will be eliminated in the Museum.

#### B. History Shop Report

Ms. Cox gave a brief report on the History Shop budget up to April 30 which has not been reconciled. Ms. Stratton gave an update on History Shop sales including revenue and expenses. She also reported that the Shop was able to transfer \$22,000 to the Museum. Ms. Stratton also gave a report on marketing and promotion strategies for the History Shop. Mr. Ziffer asked for sales figures from the café. Ms. Cox advised we are making about \$900 a month not including the equipment payment. With the previous café (Goodies), we were making \$250 a month. Ms. Stratton added *Fat Sandwich* is included in everything that we do. Ms. Cox advised that the price to conduct the annual audit will likely double. The previous firm has merged with Carr, Riggs & Ingram and their prices are the highest in town.

VIII Other Business

A. 2009 Meeting Calendar

Next Meeting to be held in September. Day will be sent to Board at a later date.

B. Other Business and Open Board Discussion

None

IX. Public Comment

None Provided

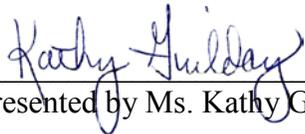
X. Motion to Adjourn

MOTION TO ADJOURN: Ms. Ziffer

SECOND: Mr. Phipps

MOTION PASSED WITH NO OBJECTION

Meeting adjourned at 12:17 p.m.



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Presented by Ms. Kathy Guilday, Secretary

Dated: 3/4/2010