

FRIENDS OF THE MUSEUMS OF FLORIDA HISTORY, INC.

1:00 p.m., October 9, 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. John Boudet (via phone); Mr. Bill Herrle; Mr. Jon Moyle; Mr. Gavin Phipps; and Mr. Gil Ziffer

**Staff:** Secretary of State Kurt S. Browning; Dr. Jeana Brunson; Ms. Elyse Cornelison; Ms. JuDee Pettijohn; Ms. Sandy Shaughnessy; and Ms. Susan Stratton

**Guests:** Ms. Keszia Cox, CPA

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: No Quorum

SECOND:

IV. Introduction of Secretary of State

Secretary of State Browning thanked the board for their help to the Museum and to the Department of State. He commented on his commitment, as well as a Department priority, to the new permanent exhibit, *Forever Changed: La Florida 1513-1821*. With the 500<sup>th</sup> anniversary of La Florida coming up in 2013 this is the right time to proceed with this project. It's on his personal agenda and he asked that it be to put it on the board's as well. He has requested a one million dollar state match and is working on keeping it on the legislative radar. The Office of Tourism, Trade and Economic Development (OTTED), Visit Florida and the Department of State have met and will be meeting to work collaboratively for the anniversary. The Secretary will continue to put in his budget requests public support for the exhibit. He has also sent a letter to the Consul General of Spain in Miami, Florida requesting a meeting (in Miami) to discuss financial support from Spanish businesses doing business in Florida. Looking to the Consul General, the Spain-Florida Foundation and the Spanish Chamber of Commerce to identify the stake holders that would have a vested interest in what we are trying to do. We want to have a physical, interactive, engaging exhibit, not a static one. To accomplish this we must have a vibrant public-private partnership. The board needs to help identify corporations, foundations and persons to support this permanent exhibit project.

Secretary Browning also mentioned the new exterior signage project for the R. A. Gray Building. It is a great way to bring attention to the Museum, as well as the Library and

Archives. He also mentioned that he is still getting compliments on the Seminoles and Cattle Ranching exhibits. Discussion ensued between the board and Secretary Browning. Secretary Browning and Ms. Pettijohn left the meeting following this discussion.

V. Chairmen's Comments

Chair opened the floor to comments about the Secretary's comments. For the board this is a huge undertaking.

VI. Approval of Minutes from Previous Meeting

MOTION TO ADOPT MINUTES FROM PREVIOUS MEETING: No quorum present to adopt.

VII. Museum Report

Dr. Brunson presented to the board information on the exterior signage project. She discussed the design and placement of banners along the outside of the building, placement of new signs and what colors are being used, and what is being done to move the project forward.

She also presented to the board information on what is going forward with some lobby updates. The eggplant color around the entrance to the museum will be repainted teal and there will be a new, permanent sign on the wall behind the desk. There will be some bench improvements and she showed the placement of where two flat screens will be placed for information for museum visitors. She also discussed the donor recognition panel.

Mr. Moyle left the meeting.

Dr. Brunson continued with museum updates by reviewing the new concept design for Section 1 of the permanent exhibit. The exciting thing about it is it's very interactive, both low tech and high tech.

VIII. Department of State Update

Ms. Shaughnessy reported that the Florida Arts Council has a new name; it is now the Florida Council on Culture and Art. There was a rewrite of the statutes, rules, and how grants are dealt with such as one application per Federal Identification Number. This will help with equally distributing what little money for grants there is. The Economic Impact of Arts study on Florida is complete. The report will be presented by Mr. Tony Carvajal on November 3, 2009 on the steps of the Old Capitol at noon.

She also reported that the Florida Heritage awards ceremony is scheduled for March 24, 2010 from 6:00–9:00 p.m. Artist Christopher Still and musician Bo Diddley will be inducted into the Florida Hall of Fame.

Ms. Shaughnessy also reported on the Division of Cultural Affairs budget proposals for fiscal year 2010–2011. She also reported that Cultural Affairs received \$393,700 of National Endowment for the Arts federal stimulus money and it supported twenty-three Florida jobs.

IX. Business Items

A. Financial Report

Ms. Cox complimented staff on how well they are managing the Friends' accounts. Looking at the accounts it will show that the two endowments are the biggest holdings. We'll not have an official number on the restricted account until after audit. There is also \$30,000 in unrealized gains and losses. Financials also show that in General and Administrative the biggest line item is payroll for the History Shop employees and accounting. Net income is way up due to upswing in market. Net incomes for all line items are positive except membership but that balances out through the year as membership dues comes in. Dr. Brunson presented the Budget vs. Actual financial report. All line items are in the positive.

MOTION TO ADOPT THE FINANCIAL REPORT: No quorum present to adopt.

- i. Dr Brunson presented the Endowment Report. Both endowments are again gaining money due to the upswing in the market and sound management by Wells Fargo. Question was posed by Mr. Moyle if the endowment accounts were still sound enough to be considered for the Cultural Endowment from the State. The answer is yes. Dr. Brunson also reported that \$12,000 was taken out for daily maintenance of the Knott House for this fiscal year as provided for in the endowment contracts.
- ii. Dr. Brunson also presented the Membership Report. Mr. Ziffer brought up the question of corporate memberships for the Museum and suggested that all levels be reviewed. He also reminded the entire board that their memberships should be current.
- iii. Ms. Stratton presented the History Shop report. Revenue is down, and she would like to see more visitors for the Museum. The Quilt show sales have doubled from last year. The current Legislative session has raised the sales in the Old and New Capitals. She is currently working on the promoting the 2009 Governor's Mansion ornaments as well as carrying the books for the newly established Book Club at the Governor's Mansion. The shop is sending thank you postcards to the legislators from the county from which school groups are visiting, Other current activities include: continual updating of the Shop's website, researching branding items, staffing issues. Mr. Ziffer asked about other off-site areas to set up the History Shop for Christmas sales such as the Governor's Mansion, Governors Square mall, different state buildings, or Chez Pierre. He also suggested that the BOD could help staff them. Ms. Stratton is working on bringing Lilly Pulitzer items for the next temporary exhibit *Voices of Florida Women*. She is working with local carrier of Lilly Pulitzer clothing Narcissus for a fashion show. Mr. Phipps added to make sure children's clothing is also included.
- iv. Dr. Brunson reported that visitation is up 998 visitors more over same time last year.

#### B. New Board members

Mr. Herrle reported that local attorney Ms. Monesia Brown accepted the invitation to join the Friends of the Museums of Florida History board. Ms. Kristina Tutton, a local CPA has been extended an invitation to join the board. Mr. Herrle also noted the lack of quorum at this meeting and suggested the need to revise meeting day and time. Mr. Ziffer suggested asking Mr. Vickers from Jacksonville, Florida about hosting the next meeting (January 2010-) in St. Augustine. Mr. Ziffer also suggested Gainesville, Florida for another possible out of town site to meet.

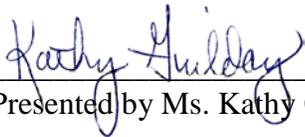
C. Fundraising Strategy

Dr. Brunson discussed with the board the two grants that the Museum has applied for the new permanent exhibit *Forever Changed: La Florida*. Mr. Herrle drew a timeline showing amounts asked for in the grants and from the legislators and the dates monies are expected. Mr. Phipps asked about infrastructure costs and what the time frame is of starting the project. Mr. Phipps left the meeting. Discussion ensued on grants and state appropriation. Discussion ensued about travel to Miami, Florida with the Secretary of State. Chair Jameson, Mr. Ziffer, Mr. Herrle and Ms. Shaughnessy were suggested. A long discussion ensued on ideas about who could be approached for funding for large amounts and fundraisers. Mr. Herrle asked if a vote of the board should be taken before they move forward with permanent exhibit fundraising formerly at the next board. Mr. Ziffer was hopeful that before the next board meeting in St. Augustine that the meeting in Miami would have taken place and have money in hand from Spanish interests and identify some other prospective contributors before bringing to the full board for a vote. Chair Jameson discussed a board recruitment committee. Secretary Browning has volunteered to help identify prospective board members from the Tampa and Miami areas. There was discussion about leaving the duty of identifying new board members with the Executive Committee.

Dr. Brunson discussed with board the results of a meeting she and Ms. Cornelison had with Stansbury Consulting, a Tallahassee fundraising firm. Ms. Stansbury presented a proposal that included workshops for the board and a feasibility study for a Capitol Campaign for the permanent exhibit. Mr. Ziffer expressed his view on not proceeding with a consultant but instead to focus on the presentation to the Spanish Consul General in Miami. Mr. Herrle and Chair Jameson suggested bringing Stansbury Consulting in to do a presentation to the quarterly board meeting in January.

X. Motion to Adjourn

Chair adjourned meeting at 3:20 p.m.



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Presented by Ms. Kathy Guilday, Secretary

Dated: 3/4/2010