

Friends of the Museums of Florida History, Inc.  
MEETING MINUTES  
9:00 a.m., Friday, June 17, 2010  
Gallery for Innovation & the Arts (1<sup>st</sup> Floor)  
R.A. Gray Building  
500 South Bronough Street  
Tallahassee, Florida 32399

**Participants**

**Directors:** Mr. Frank Jameson, Chair; Mr. Lester Abberger; Mr. Stephen Birtman; Mr. Bill Herrle; Commissioner Milissa Holland; Mr. Jon Moyle; and Ms. Kristina Tutton

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

I. Call to Order

Mr. Frank Jameson, Chair called the meeting to order at 9:11 a.m.

II. Introduction of Board, Staff and Guests

Chairman Jameson asked board members and staff members to introduce themselves.

III. Adoption of Agenda

MOTION TO PROCEED WITH AGENDA: Mr. Abberger

SECOND: Mr. Herrle

MOTION PASSED WITH NO OBJECTION

IV. Chairman's Comments

Chairman Jameson announced that this is his last meeting as Chair. He thanked the board and former Chair Gil Ziffer for providing the opportunity to lead the Friends of the Museums of Florida History, Inc (FMFH) for two years of gratifying service. He indicated the value and importance of the organization's mission, and said he will be honored to continue as a board member. He welcomed new FMFH board member, Commissioner Milissa Holland of the Flagler County Board of County Commissioners.

V. Consent Items

Chairman Jameson announced the lack of a quorum for the business of voting. A vote on motions for Consent Items will wait until further email correspondence with the full board.

**Note:** consent items up for vote were provided in advance via email.

A. Minutes from February 4, 2010 board meeting

B. Financial Report through May 31, 2010

C. Proposed Budget for Fiscal Year 2010-2011

VI. Business Items

A. Old Business

1. Recent Board Appointments - Chairman Jameson again recognized new member, Commissioner Milissa Holland, indicating she will be a great asset to the board.
2. Board Participation in Third Thursday Events - Ms. Cornelison requested all board members make an effort in their schedules to attend the Museum's Third Thursdays. She thanked the members that had attended the monthly open house events and that they were able to view the affect of this outreach on the local community. Discussion ensued. Ms. Tutton suggested further outreach to local "Tallahassee 25" and other young professional groups. Chairman Jameson replied Third Thursday has become an excellent regular event for the Museum to promote the exhibit programs and membership. Mr. Moyle and Mr. Herrle encouraged all to attend when they could do so. Mr. Moyle and Mr. Birtman volunteered to represent the Board at upcoming Third Thursday s during the NASA|Art exhibit.
3. Discussion of the Derby Day Fundraising Event – Mr. Herrle presented summary of recent board fundraising event at Chez Pierre restaurant on Kentucky Derby Day. The event, though not long in planning, was a success and netted nearly \$2,000 for the FMFH. He suggested it be planned earlier next year as a viable fundraising and promotion event. Chairman Jameson and Mr. Herrle thanked all who were involved.

#### B. New Business

1. La Florida Exhibit Project Report and Next Steps – Mr. Herrle and Chairman Jameson thanked Mr. Harris, Ms. Brown, Mr. Boudet, Mr. Birtman and others for their help with planning and legislative assistance with the La Florida exhibit funding project. Discussion indicated when completed, this will be great addition to the Museum's permanent exhibits and its heritage tourism potential. Mr. Birtman indicated Department of State Legislative Director Rivers Buford was instrumental in the outcome of this legislative budget request for expansion of state's museum's permanent exhibit. Mr. Herrle replied the \$1 million legislative appropriation will give support and credence to further fundraising to reach the \$5 million goal for completion of the new La Florida exhibit. Ms. Shaughnessy said cultural arts constituents around the state should be contacted and advocacy efforts focused on this effort, as well as attempting to stimulate a dedicated funding source. Discussion ensued on subjects of ensuring future dedicated funding and allocating some of these funds to immediately begin exhibit planning work.

Mr. Abberger emphasized further grant application to the National Endowment for the Humanities (NEH). He spoke briefly about what the board could do to help with NEH proposal for La Florida. Dr. Brunson explained about the Institute of Museum and Library Services' grant, Museums for America, to which the Museum has also applied for funding . Mr. Abberger suggested proceeding quickly to contact these federal agencies. He emphasized strong follow-up with legislative supporters to inform them about continued private and public sector funding efforts for La Florida exhibit. Chairman Jameson called for formation of legislative team of board members dedicated to contacting legislators and sending message of long-range commitment to exhibit project. Mr. Herrle and Mr. Abberger concurred. Discussion followed about a governmental affairs committee of the board to be formed to help take action to move project into a dedicated funding status if possible. Chairman Jameson said this effort

has to be more widespread and that the board's expansion should be focused on this issue.

Ms. Shaughnessy explained the Museum has a new relationship with two governmental museums of Spain via the Cónsul General, Mr. Santiago Cabanas Ansorena. Ms. Shaughnessy said Miami entities "Casa De Madrid," "Bancaja" bank and España Florida Foundation should continue to be encouraged to fully participate. Mr. Moyle replied board should do all it can do to facilitate these relationships as the project moves forward. All members concurred. Mr. Abberger, Mr. Herrle and Chairman Jameson further discussed additional meetings to bring these negotiations and relationships to fruition, including meeting with Department of State. Ms. Shaughnessy stated Interim Secretary of State Dawn Roberts should be contacted and brought into discussions with the board about the Spanish dignitaries. She also advised the board that the Governor's Office of Trade and Tourism has been also involved with these Miami contacts and could provide additional information. She mentioned Dr. Judy Bense had recently received a major award from the Government of Spain for her historical efforts and research on the subject of Colonial Spain in Florida. Dr. Brunson discussed the Viva Florida! statewide initiative. Mr. Birtman suggested the Museum have conversations with point people in St. Augustine and Pensacola that are organizing those city's efforts to observe this heritage celebration, including possible coproduction efforts.

2. Future Fundraising Initiatives – Board briefly discussed additional fundraising ideas for future. These included discussion about concerts, other events, continued support of the Third Thursday program, increased membership, and further community outreach to other organizations and groups which to benefit the museum's programs and raise visibility.

Dr. Brunson reported on new banners on R.A. Gray Building and continued efforts to raise visibility of the Museum to residents and visitors to Tallahassee.

## VII. Other Business

A. Staff Updates – Dr. Brunson reported more than 500 people attended recent Emancipation Day activities at Knott House. This was highest attendance in the history of the event. Ms. Shaughnessy reported on the Division of Cultural Affairs. There was a \$5,000 profit to FMFH from the 2010 Florida Heritage Awards event. She informed board that the approved date for next year's Florida Heritage Awards event is March 23, 2011. In reference to previous discussions involving *La Florida* exhibit planning and outreach, she suggested reaching out to the local Hispanic community. Ms. Shaughnessy also touched on Hispanic Heritage Month which is September 15-October 15. The activities are in the planning stages with the Governor's Office, but the theme will be environmental due to the Gulf oil spill.

Dr. Brunson presented a distinguished service award plaque to outgoing Chair Frank Jameson. Board and staff applauded his efforts.

Chairman Jameson noted board is fully supportive of the La Florida permanent exhibit. He requested an update on exhibit planning expenses to the board by next board meeting in order to gauge immediate funding needs of the project and to allow

them to move forward quickly. Mr. Herrle said board will need to increase fundraising efforts to meet these needs. Some discussion ensued along those lines. Ms. Cornelison presented the different sponsorship level discs that go with the *La Florida* donor wall.

Ms. Stratton noted the April to April financial survey indicated the History Shop made \$21,000 in gross profits which is more than last year; up 4.8 percent from 2009. She gave update on Florida History Shop business, including recent trade show efforts. The next holiday tree ornament will soon be designed and available. She is currently performing annual inventory on as many as 17,000 items. Ms. Stratton indicated excellent customer relations at the shops were paramount in success of the business.

- B. Wrap Up – Summary of Meeting Accomplishments – Chairman Jameson concluded meeting with his thanks to all members and staff for their dedication and assistance to the mission of the Museum and the Friends organization. He commented that it had been a great two years.
- C. Next Meeting – To be determined.

#### VIII. Public Comment

None

#### IX. Motion to Adjourn

MOTION TO ADJOURN: Chairman Jameson  
SECOND: Mr. Herrle  
MOTION PASSED WITH NO OBJECTION  
Meeting adjourned at 10:44 a.m.

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Presented by Ms. Kathy Guilday, Secretary

Dated: \_\_\_\_\_