

**Friends of the Museums of Florida History, Inc.**  
MEETING MINUTES  
12:00 p.m., Wednesday, February 6, 2014  
Gallery for Innovation & the Arts (1<sup>st</sup> Floor)  
R.A. Gray Building  
500 South Bronough Street  
Tallahassee, Florida 32399

**Participants**

**Directors:** Mr. Lester Abberger, Chair; Mr. Steve Birtman; Mr. John Boudet (on phone); Ms. Kathy Guilday; Mr. Bill Herrle; Ms. Lena Juarez; Mr. Andy McLeod (on phone), and Mr. Sam Vickers (on phone)

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

I. Call to Order

Mr. Lester Abberger, Chair called the meeting to order at 12:01 p.m.

II. Introduction of Board, Staff and Guests

A quorum was not yet present at Call to Order. See VI: A 1. Chair Abberger moved Planning Committee, Museum's Strategic Plan report up on the agenda. Quorum was present by 12:10 p.m. and Consent Items were then addressed.

III. Adoption of Agenda

MOTION TO PROCEED WITH AGENDA: Ms. Guilday  
SECOND: Ms. Juarez  
MOTION PASSED WITH NO OBJECTION

IV. Chairman's Comments

None

V. Consent Items

**Note:** consent items up for vote were provided to the board members in advance via email.

A. Minutes from June 5, 2013 board meetings.

MOTION TO APPROVE MINUTES: Ms. Juarez  
SECOND: Ms. Guilday  
MOTION PASSED WITH NO OBJECTION

B. Financial Report through January 31, 2014

MOTION TO PROCEED WITH FINANCIAL REPORT: Ms. Guilday  
SECOND: Ms. Juarez

Ms. Cornelison reported to the board that she and Ms. Brown, Treasurer, have been coordinating on the budget and updated the board about the current status of budget versus actual expenditures. Year to date revenue for MFH is 63.3% of projected and expenses amount to 23.23% of projected budget. Florida's History Shop (FHS) doing strongly as well. Chair Abberger complimented staff on good financial management. Ms. Cornelison updated the board on Profit & Loss charts and the balances in the different bank accounts.

Mr. Birtman asked about who replaced Ms. Stratton as Shop Manager for FHS? How was the transition? Is the Egg Express café still doing well? Any fallout from the previous café? Ms. Cornelison answered that Ms. Paige Breshike, the Assistant Shop Manager had been hired as Shop Manager and that the transition has been very smooth. The Egg Express café is still doing quite well. There is nothing else to deal with on the previous café. Mr. Herrle asked about Viva Florida 500 and the future of the program and the Friends role. Ms. Cornelison answered that the Department had decided to extend the Viva Florida brand to an umbrella program for historical and cultural programs to 2015. It is will be in place to cover the 50<sup>th</sup> Anniversary of the Civil Rights Act in 2014, 450<sup>th</sup> Anniversary of Fort Caroline in Jacksonville in 2014, and the 450<sup>th</sup> Anniversary of St. Augustine in 2015. No other fundraising through the FMFH is expected. The money raised for the Viva Florida 500 program in 2013 has been expended for the intended projects and any remaining funds through the Agreement with DOS is designated to the permanent exhibit *Forever Changed: La Florida 1513–1821*.

MOTION PASSED WITH NO OBJECTION

C. Audit Fiscal Year 2012–2013: TABLED TO NEXT QUARTERLY BOARD MEETING

D. Annual letter of Agreement with Department of State

Mr. Birtman asked if there were any changes. Dr. Brunson answered that no changes were made, agreement has a new date and needs approval.

MOTION TO APPROVE MINUTES: Mr. Birtman

SECOND: Mr. Herrle

MOTION PASSED WITH NO OBJECTION

## VI. Business Items

### A. Planning Committee Update

1. Museum's Strategic Plan – Chair Abberger reviewed the recently completed Strategic Plan update. The plan is an update from the previous one in October 2012. Chair Abberger worked with the staff after comments were received from the board following the review and comment process. He complimented the staff on all the hard work listed under Ongoing Accomplishments. He also reviewed through the Future Plans and Goals and Key Strategies sections. Ms. Sandy Shaughnessy, Cultural Affairs' Division Director, asked to be recognized to give an update on the Division's Strategic Plan. Cultural Affairs just started the process at the beginning of February. They are going to include the museum in the overall mission and vision of the Division. The Cultural Affairs plan will launch January of 2015.

### 2. Review of Bylaws

a. Nominating Committee – Ms. Juarez introduced a motion for the board to consider. To establish a nominating committee that is chaired by the former Chairs of this board that are no longer serving on the board, Mr. Gill Ziffer and Mr. Frank Jameson to date. They will be tasked to make recommendations for new members for the board to consider. Ms. Juarez and Mr. McLeod will serve as liaisons. She will draft a paragraph to circulate for consideration for an update to the Bylaws. Board agreed to consider and take up at next quarterly meeting. Ms. Juarez will consult with Mr. Ziffer and Mr. Jameson on if they agree to proposed motion. Discussion ensued on administrative procedures.

3. Review of new officers July 1, 2014 – Ms. Cornelison updated.

Chair – John Boudet

Vice-Chair – Lena Juarez

Secretary – Peter Harris

Treasurer – Monesia Brown

4. Legislative Liaison Committee – Ms. Juarez updated the board on the upcoming Legislative session starting on March 4<sup>th</sup>. She didn't expect any changes in committee chairmanships. There is an estimated 1.7 billion dollars available in the budget. Question was asked if the Museum has any proposals in the upcoming budget. Chair answered that the Friends and Museum were encouraged not to have any additional budget items. The Department is happy with what has been accomplished over the last year or so.

## VII. Other Business

### A. Staff Updates –

1. Dr. Brunson

- a. Update on the process for Phase 2 of *Forever Changed*. The design is finalized and Dr. Brunson showed the board overhead views of the exhibit along with the 144 page design book. The staff is in the process of reviewing three proposals from contacted design companies. They will select the best company that gives us the best value for our budget. By the mid- to end of March we should have a contract in place. Building will start by general contractor on infrastructure; will start probably by the first of August. The exhibit should be completed and artifacts in place by February 2015, and plans are to open to the public by March.

- b. Ms. Guilday asked for an update on the leaks from the plaza. Saw that it was addressed in the Strategic Plan. Chair talked about the money being appropriated in DMS' budget. When will it be done? Dr. Brunson answered that research is still being done on how to accomplish the replacement so DMS is not willing to put a timeframe on the project at the moment.

2. Florida's History Shop update – Ms. Cornelison reported for Ms. Breshike. Ms. Cornelison reiterated that the transition from Ms. Stratton to Ms. Breshike has been seamless. All has been going well. Ms. Breshike was not able to attend the meeting due to staffing issues that she is working on resolving. She did ask Ms. Cornelison to bring examples of a new line of products that she is working on – Florida kitsch, and serving plates that look like Florida license plates. The fishing exhibit merchandise will start arriving in March. Ms. Cornelison asked the board for help in finding sponsorships for *The Lure of Florida Fishing* exhibit to help for programming costs. Ms. Juarez asked for a one-page information sheet. Ms. Cornelison gave a brief description of the fishing exhibit and programming. She reminded the board the current exhibit from Spain will be on display until February 23<sup>rd</sup>.
3. Ms. Shaughnessy extended from the Secretary and Deputy Secretary their apologies for not being here today but both were called to the Capitol. She extended their thanks for all the board's hard work. The Division sponsored a conference in Vero Beach the previous week titled Art and Environmental Conservation. There were 138 attendees and artists in Florida doing good work with environmental conservation issues. Great conference and we'll see some results coming from it soon. Senator Negron participated in a legislative

round table during the conference. He promised support from the Senate for the agency. Please tell him thank you if you see him.

B. Wrap Up: Summary of Meeting Accomplishments – Chair Abberger

- Update of Strategic Plan completed.
- New slate of officers to start July 1<sup>st</sup>.
- Proposed change in the Bylaws to address the nominating committee.
- Update on the planning process for Phase 2 of *Forever Changed*.
- Updated on the smooth transition for the new Shop Manager position and report that the Egg Express café is going well.
- Update on *The Lure of Florida Fishing* exhibit opening March 13, 2014.

VIII. Public Comment

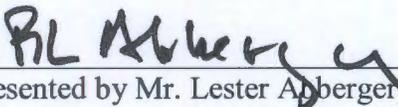
Ms. Juarez asked if the board needed to formally adopt the new strategic plan or are the changes are fine? Chair Abberger answered that unless she had any objections to accepting the plan then we are fine. He thanked the board for their comments and the staff for working with him on refining it.

IX. Motion to Adjourn

MOTION TO ADJOURN AT 12:39 p.m.: Mr. Herrle

SECOND: Mr. Boudet

MOTION PASSED WITH NO OBJECTION

  
Presented by Mr. Lester Abberger, Chair

Dated: 06/17/14