

Friends of the Museums of Florida History, Inc.
MEETING MINUTES
Noon, Thursday, October 13, 2016
Gallery for Innovation & the Arts (1st Floor)
R. A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

Participants

Directors: Mr. Steve Birtman (on phone); Mr. John Boudet (on phone); Ms. Monesia Brown; Mr. Bill Carlson (on phone); Mr. Bill Herrle; Ms. Lena Juarez, Chair; Ms. Laura Rogers; and Mr. Sam Vickers (on phone)

Staff: Ms. Paige Breshike; Dr. Jeana Brunson; Ms. Elyse Cornelison

I. Call to Order

Ms. Lena Juarez, Chair called the meeting to order at 12:08 p.m. Consent items were skipped until the quorum was present at 12:22 p.m. Decision was made to start with the Business Items.

II. Introduction of Board, Staff, and Guests

Chair Juarez welcomed all board and staff to the meeting. She also asked that all introduce themselves.

III. Adoption of Agenda

MOTION TO PROCEED WITH AGENDA: Ms. Rogers

SECOND: Mr. Herrle

MOTION PASSED WITH NO OBJECTION

IV. Chair's Comments

V. Consent Items

Note: Consent items up for vote were provided to the Board in advance via email.

A. Minutes from June 23, 2016 quarterly board meeting and

MOTION TO APPROVE MINUTES: Mr. Herrle

SECOND: Ms. Brown

MOTION PASSED WITH NO OBJECTION

B. September 6, 2016 Executive Committee Meeting.

MOTION TO APPROVE MINUTES: Mr. Herrle

SECOND: Ms. Brown

MOTION PASSED WITH NO OBJECTION

VI. Business Items

A. Focus on Partnerships and Promotions

1. Promoting the Museum:

a. Traveling Exhibits – Ms. Cornelison gave a brief explanation to the board on the mission of the Traveling Exhibits (TRES) program and how it helps to promote the Museum throughout the state through museums, historical societies, and libraries. Chair Juarez updated the board on her conversation with Secretary Detzner. He would like for the Museum to work with Florida airports to show traveling exhibits which would educate visitors to Florida about our history. Chair Juarez is working with the Florida Airports Council to make a presentation at their 2017 State Legislative Summit here in Tallahassee. Ms. Cornelison presented that the program would start with the subjects of citrus labels, movie posters, and alligators. Ms. Brown asked as to how that decision was made. Dr. Brunson and Ms. Cornelison answered that these three subjects are iconic of Florida and quickly and easily adapted to a different sized space without losing too much content. For example, the Crate Expectations citrus labels exhibit would have the same basic content but pared down by not using as many labels as examples. Ms. Brown brought up a discussion point on arranging for some way to sell Museum items from the History Shop at the airports. This will have to be brought up with airport managers. Ms. Cornelison offered that at the minimum we could print up a display of items and advertise the online store.

i. Mr. Birtman has arranged for a meeting later in October with our past-chair and City Commissioner Gil Ziffer; Director of Aviation of Tallahassee International Airport, Chris Curry; Executive

Director of the Tallahassee's Council of Culture and Arts, Audra Pittman, Dr. Brunson, Ms. Cornelison, and Chair Juarez to discuss how to get information into the airport about MFH and other museums in Tallahassee.

b. 2017 40th Anniversary – Dr. Brunson discussed plans for the Museum's 40th Anniversary coming up in May 2017. We want to spend time emphasizing the Museum and what it brings to the public and what we've been doing for the past 40 years. A big event in May is planned to kick off the celebration, we are developing a logo, want to have membership incentives, and branding the things that we do during that year. She also talked about the temporary exhibit being planned to open in October 2017. The title is *Living the Dream—20th Century Florida*. We are working with our partners in the State Archives and Florida Memory. The exhibit will cover the change from an agriculture state to a large, diverse state. It will have different topic areas such as people who were here, people that came here, the Florida environment, and balancing the difference of the dream of Florida and living here in Florida. Subjects like technologies that developed during the Cold War, bomb shelters to emergency planning, or beaches and living with hurricanes. We will end the exhibit with the golden shovels that were used to break ground on the building. We are working on bringing all the programs in the building together on this exhibit – significant artifacts that are in our collection, Florida Memory that has film and pictures, IT staff to help bring alive the experiences. One idea is also to have the audience leave their thoughts, impressions, and ideas for the future to add to the exhibit. Chair Juarez asked how long the exhibit will be up. Dr. Brunson answered through to end of April/beginning of May, to be available for school field trip season in the fall and spring and the Legislative session. Chair Juarez brought up revisiting the Legislative Reception for the *Forever Changed* exhibit since there will be a lot of new members. Chair Juarez asked if Ms. Guilday would be the liaison between the board and staff on the 40th anniversary event planning and if Mr. Boudet would lead the fundraising effort for the endowment fund and wrap around the 40th Anniversary as the first effort. Mr. Boudet agreed to and Chair Juarez reminded him that he can recruit volunteers from the board. Chair Juarez also asked Mr. Herrle to lead up the fundraising for the Legislative Reception and be the liaison to bring them to the Museum in small groups for tours. The wrap up for this discussion is that there should be a Legislative Reception during Session that needs funds, arrangements made for Legislative tours of the Museum, and a 40th Anniversary kick-off event in May that needs funds as well. Ms. Brown asked if Secretary Detzner should be hosting the Legislative Reception? All agreed and asked staff to find dates that would fit his schedule in March or April 2017. Chair Juarez also asked Dr. Brunson if there was a way to have a small display on the 20th *Century Florida* exhibit to show during the reception. She answered that it would be possible. Next time to talk about the reception will be a conference call in December.

c. New board members – Chair Juarez gave a brief overview of this topic. We need to expand the board since we have consistent trouble with sitting a quorum. The board now consists of 12 members but can go up to 25. We currently have three (3) members outside of Tallahassee in Jacksonville, Orlando, and Tampa. The idea is to figure out how to maximize the talents of board members to do more for the museum. Ms. Brown talked to the board about where the focus needs to be on and the need to put a plan together that works for what is being targeted and then branch out to other organizations, either locally or state-wide, that contains people that support culture and the arts that can tell our story. Ms. Rogers asked the board to think about what talents we need to bring to the board. Are we looking for a fundraiser, historian, arts based connection, or someone in education? We already have the legislative connection covered. We should also look for out of town folks that have the flexibility to get to Tallahassee. We need to be specific on what we are looking for. Chair Juarez spoke also on not leaving it to the nominating committee to make the recommendations but for the whole board to do recruiting. A recommendation was put forward to add educators to help the Museum help them with what they need to educate students. Getting folks in other areas in the state to spread the word about our programs. We want to expand Florida History Day counties that aren't participating in the program. There was discussion on adding marketing/communications people. Ms. Cornelison spoke about Mr. Carlson in Tampa and how she works closely with Visit Tallahassee and Visit Florida. A question was asked as if board members are only added once a year. Process should start now so that recommendations can be brought to the February quarterly meeting then sent to the Secretary. New members can potential be ready to start by the June quarterly meeting. Ms. Cornelison brought the question up as to how many do they want to add. Even though we can go up to 25 members there is a balance of having too many. Having a quorum problem is still there even when you add more members. That issue is hopefully solved by adding members who want to be on the board. Is there an idea number of how many members? There was a recommendation of three (3) to five (5).

B. Fundraising

1. Knott House Endowments – Ms. Cornelison stated that she has had conversations with both Mr. Moyle and Wells Fargo Advisor Scott Hilton. A balance sheet was provided to give a current snapshot of what is in the accounts and balances in the three endowments. The two small endowments are having a small growth and the third account is in a cd ladder and those come due about every 6 months. Chair Juarez asked about the restrictive nature on the cultural

endowment corpus and if Mr. Moyle has been in contact with Mr. Hilton on the subject. Ms. Cornelison acknowledges that it is being followed up on.

2. Memberships, Donations, Shopping, and Programs – Ms. Cornelison encouraged the board to attend and participate in the programs and bring people with them. It is a really easy way to bolster the promotion of the exhibits and programs. Keep up your memberships and encourage your group of people to join. If people do come to the Museum they will donate either through the donation box or a larger amount with the Development Director. Yet another easy way to raise funds is shopping at Florida's History Shop. If the Shop has enough of a profit, then that extra money can go to the Museum for programming. Ms. Brown reminded Ms. Cornelison to reach out to board members to remind them to renew their memberships.
3. Florida History Day – Dr. Brunson spoke briefly about the name change from Florida History Fair to Florida History Day. This comes from being an affiliate of the national contest, National History Day. The program is growing every year and will soon outgrow the space currently being used for the awards ceremony. Sponsorships to help support and grow the program are needed.

C. Planning for future board meetings

1. Four quarterly meetings along with dates and times – Chair Juarez spoke about setting dates for the upcoming meetings for the next year so that they can be planned for and hopefully avoid not having a quorum. There will be a conference phone meeting in December in addition to the three (3) quarterly meetings in February, June and October.

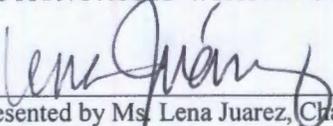
VII. Other Business

- A. Staff Updates – Ms. Breshike gave a brief presentation on new state seal items and the holiday ornaments. Dr. Brunson announced that the next exhibit to open after Guy LaBree closes will be *Preserving Eden: Clyde Butcher's Florida Photographs*. That will open on February 10, 2017 and Mr. Butcher will speak on April 6, 2017.
- B. Wrap Up: Summary of Meeting Accomplishments – Chair Boudet

VIII. Public Comment:

IX. Motion to Adjourn

MOTION TO ADJOURN AT 1:36 p.m.: Ms. Rogers
SECOND: Ms. Brown
MOTION PASSED WITH NO OBJECTION


Presented by Ms. Lena Juarez, Chair

Dated: 2/16/17