

Friends of the Museums of Florida History, Inc.

MEETING MINUTES

10:00 A.M., Thursday, December 14, 2017

Conference Call

R. A. Gray Building

500 South Bronough Street

Tallahassee, Florida 32399

Participants

Directors: Mr. Lester Abberger; Mr. Steve Birtman; Ms. Monesia Brown; Mr. Bill Carlson; Ms. Kathy Guilday (in person); Mr. Peter Harris; Mr. Bill Herrle; Ms. Lena Juarez, Chair (in person); Ms. Laura Rogers (in person); and Mr. Sam Vickers

Staff: Dr. Jeana Brunson; and Ms. Elyse Cornelison (both in person)

I. Call to Order

Ms. Lena Juarez, Chair called the meeting to order at 10:03 a.m.

II. Introduction of Board, Staff, and Guests

Chair Juarez welcomed all board and staff to the call. Ms. Cornelison provided roll call of board and staff on phone and in person.

III. Chair's Comments

IV. Discussion Items

A. Recap of events for the 40th Anniversary and the *Living the Dream* exhibit:

i. Dr. Brunson provided an update to the board on activities around the 40/50 Anniversary and opening of the *Living the Dream: Twentieth-Century Florida* exhibit. She explained that not only was it the 40th Anniversary of the opening of the Museum of Florida History on May 20, 1977 but it is also the 50th Anniversary of when the Florida Legislature passed and Governor Claude Kirk signed into law the Florida Archives and History Act creating what is known today as the Museum of Florida History, the Division of Historical Resources and the State Archives of Florida. On May 18, 2017, we held a special event that included present and past staff along with FMFH members. An appeal for donations campaign to FMFH members in conjunction with the 40th Anniversary has netted \$1,580 to date. On October 19, 2017, a member's-only preview event of the *Living the Dream* exhibit was held. A membership drive campaign included a reduced price on Family memberships. It added or renewed a total of 28 memberships. There was a public grand opening of the exhibit and celebration event of the 40/50 Anniversary. The 40th anniversary momentum will continue through to May 2018. The Museum received a Florida Humanities Council grant to host a monthly speaker series. We will continue to concentrate on FMFH membership throughout the year. Florida's History Shop is having a special sale for members through Christmas. The Knott House also has activities with special member pricing such as a quarterly movie night and romantic Valentine's program. Mr. Carlson mentioned that as someone from the Tampa area, what would be the benefit for out of town members? That prompted members to agree that there needs to a discussion about that question.

B. Update on the Museum's strategic plan:

i. Dr. Brunson explained that the last update to strategic plan was in 2014 and that had been a continuation of a five-year plan. The next phase is coming up soon which is reaccreditation. Now is the time to revisit and update the 2014 plan. There have been two meetings with staff to see what their vision for the Museum is. Next is to get input from the board and other constituents. This will be an agenda item for the February 5, 2018 quarterly board meeting. It will be the core document that looks at the broad topics then looking at details later. Staff will send the document to board and please bring questions to the meeting. Ms. Guilday asked if board members can make an appointment to talk with staff about the plan. Mr. Harris asked if staff changes are included. Dr. Brunson answered that the American Alliance of Museums does take in to account the parent corporation. Question was also asked when the reaccreditation would take place. Dr. Brunson answered 2022.

C. Establishment of a fundraising committee:

i. Ms. Cornelison stated that she wanted to start a discussion with the board about the need to establish a fundraising committee. She referenced pages 2 and 3 of the Citizen Support and Direct Support Organization annual document, the upcoming strategic plan, and the Museum's reduced state budget. She stated there will be a greater need for additional funding from the FMFH budget. A committee will help the board stay focused on the different types of fundraising and for what projects need the funding. Mr. Harris, Mr. Herrle, and Ms. Rogers stated that they

would like to be part of the committee. The fundraising committee will be on agenda for the February 5, 2018 meeting.

D. Airport Traveling exhibits (ATREX):

i. Ms. Cornelison gave a very brief update on the ATREX program. The first exhibit that was made for the program has yet to be rented. The airports that initially were interested in renting the exhibit had an issue with it fitting in their space. She and Chair Juarez will get back in discussion with the Executive Director of the Florida Airports Council, Lisa Waters, to reach out to airports again. Ms. Rogers and Ms. Guilday both suggested reaching out to malls and ports (cruise lines).

E. Museum staff updates:

i. Ms. Cornelison informed the board about several staff changes within the museum. Ms. Gabrielle Graham who was the Visitors Services Manager moved to Buffalo, New York for a position with a science museum there. Ms. Morgan Szymanski, who was the Florida History Day (FHD) co-coordinator, has accepted the Visitors Services Manager position. Ms. Danila Coppola, who was the Administrative Assistant I, has accepted the FHD co-coordinator position. The museum has two open positions now right now, the Administrative Assistant I and the Curator of Education and FHD co-coordinator. Further discussion ensued.

V. Tasks

A. Planning for future board meetings and Museum programming

- i. February 5, 2018, 10:00 a.m.
- June ?, 2018, 10:00 a.m.
- October ?, 2018, 10:00 a.m.
- December 13, 2018, 10:00 a.m.

VI. Additional Comments

- A. Board members asked if an exhibit schedule would be available by the next meeting. Another question was about looking into getting informational cards for board members to carry with them.

VII. ADJOURNED AT 10:34 a.m.

Presented by Ms. Lena Juarez, Chair

Dated: _____