

Friends of the Museums of Florida History, Inc.

MEETING MINUTES

10:00 A.M., Monday, October 9, 2017
Gallery for Innovation & the Arts (1st Floor)
R. A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

Participants

Directors: Ms. Lena Juarez, Chair; Mr. Lester Abberger; Mr. Stephen R. Birtman; Mr. John A. Boudet (on phone); Ms. Monesia T. Brown; Ms. Kathy Guilday; Mr. Jon C. Moyle Jr.; Ms. Laura Rogers; Mr. Sam Vickers (on phone).

Staff: Ms. Lisa Barton; Dr. Jeana Brunson; Ms. Danila Coppola; Ms. Elyse Cornelison; Ms. Kaitlin Silcox.

Guests: Mr. Scott Hilton, Wells Fargo Financial Advisor; Dr. Tim Parsons, Director of Division of Historical Resources; Ms. Carol Bryant-Martin, Division of Historical Resources - Friends of Florida History Board Development and Fundraising.

I. Call to Order

Ms. Juarez, Chair, called the meeting to order at 10:09 am.

II. Introduction of Board, Staff, and Guests

All board members, staff members, and guest attending the meeting introduced themselves.
Ms. Juarez made a motion to adopt the agenda.

III. Adoption of Agenda

MOTION TO PROCEED WITH AGENDA: Mr. Moyle
SECOND: Ms. Brown
MOTION PASSED WITH NO OBJECTION

IV. Chair's Comments

Ms. Juarez didn't have any comments. She announced that Dr. Brunson, Ms. Barton, and Mr. Cornelison would talk about the 40th Anniversary plans which are coming up in the next few weeks.

V. Consent Items

Ms. Juarez listed the consent items from the agenda: the minutes from June 20, 2017 quarterly board meeting and the Financial Report through September 2017. Ms. Juarez asked for a motion for the following consent items to be approved:

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

A. Meeting Minutes from June 20, 2017 quarterly board meeting

MOTION TO APPROVE MINUTES: Mr. Moyle
SECOND: Ms. Brown
MOTION PASSED WITH NO OBJECTION

B. Financial Report through September 2017

MOTION TO APPROVE MINUTES: Mr. Moyle
SECOND: Ms. Brown
MOTION PASSED WITH NO OBJECTION

VI. Business Items

A. Financials:

Knott House Endowments Progress Report – Mr. Hilton explained that under tab four were the most recent account statements from each of the three accounts, and proceeded to run through them.

1. The Charles Knott account current value at the end of the third quarter was \$149,655.87. Mr. Hilton reminded the board this is the account where \$300,000 were taken out last year to establish the State of Florida Cultural Endowment account which received the \$240,000 match from the State of Florida. This account to date is up 8.1%.

2. The James Knott account is at \$172,522.21, and is up to date, 11.9%. This one has a little bit of a higher percentage in equities, which remained fairly strong throughout the second quarter.

Mr. Hilton explained that the analysts feel that the market is fairly fully valued where it is right now. We wouldn't be surprised to see somewhere between a quarter and an eighth percent correction between now and the end of the year, but there would need to be a catalyst for that to happen. In terms of economic outlook we expect the GDP to go up about 1% next year, but that's fairly optimistic. Along with that, we expect one more interest rate hike this year in December. The feds had originally said that they were going to raise rates three times this year, a quarter percent each time. We think that's now in doubt. Looking at the way the bond market is behaving, that is fairly evident. The one-year treasury right now is a little over 1.22%, the ten year is at 2.32%, and the thirty year is at 2.86%. The long end of the yield has not changed much all year, the ten year has stayed relatively stable, but shorter rates have come up. We think that there is a high probability that we will not see rates increase this quickly next year. Instead of three increases we might get two. Overall, we are still optimistic on stocks both domestic and international. Earnings have been very good and obviously the economic climate seems to be improving. One thing we do feel is a risk for the overall market is tax reform and however that will play out. And that is what is curving a lot of the returns so far.

3. The third account is the State of Florida Cultural Endowment account. Mr. Hilton reminded the board that it is invested very conservatively. We basically have it laddered between four CDs for \$155,000 each. The good news is the short term rates have moved up. We have been able to take advantage of that. For instance, we recently had a CD come due that was yielding 0.7% when we initially invested and we were able to renew it for 1.7%. This account should generate over the next year at least \$7,750. The current yield is about one quarter percent year to date, at just under one percent, 0.9%, through the third quarter.

Mr. Hilton added that we recently took distribution, as shown on the front page of each statement. We took \$1,000 from the State of Florida Cultural Endowment account, from the James Knott account we took \$7,665, and there was a distribution out of the Charles Knott for \$3,970. Mr. Birtman asked if that was to pay for the maintenance. Ms. Cornelison confirmed. Mr. Birtman asked if the board had any idea of what it needs to do to get the CDs rates so that the other two accounts don't have to bleed to pay for this one. He asked, if we can't change the investment strategy, where do we have to be so that it just breaks even. Mr. Hilton answered that the number was somewhere between 3% and 4%. Mr. Birtman commented that the board is not going to see that in a long time. He reminded the board that they already investigated trying to change the investment policy and that is not a possibility. Mr. Moyle asked, in terms of the money taken out versus the money gained, if it was a wash. That is, if more is being taken out than the three accounts gained or less taken out than the three accounts gained, and what was the net number. Ms. Cornelison answered that from the State of Florida Cultural Endowment, only \$1,000 was taken out while about \$5,000 was brought in, and that she tried to be very conservative on that. For the programming account, \$3,000 was taken out, while the account made a little bit more than that to date. The maintenance account may be more of a wash because this was the year to pay for accounting and auditing fees from this account. Mr. Hilton added that Ms. Cornelison had been fairly conservative in her assumptions in terms of taking distribution. That's good because we could have a year with a negative return and one needs to make sure not to deplete the accounts. Mr. Moyle explained that it also depends on how one looks at it, if one account or three separate accounts. Mr. Birtman stated that the two funds were feeding the endowment and reiterated that the board is very limited on what can be done with that money and how much can be spent. He reminded the board that this is something that they need to be aware of. He wondered who in the world would ever think that having several hundred thousand dollars would be a burden. The board thanked Mr. Hilton for the report update.

Mr. Abberger asked to go back to the financial report for which he had a question on the Balance Sheet. He wondered how it was possible that on the second page, under "Unrestricted Net Assets," the numbers were exactly the same from one year to the next. Ms. Cornelison answered that it was a good question and that she would get back to Mr. Abberger on that. Ms. Juarez suggested to move to the next item in the agenda. Update: To address the question posed by Mr. Abberger at the past quarterly meeting on the presented Balance Sheet. The question was why the amounts under Temporary Restricted Net Assets and Unrestricted Net Assets were unchanged from October 2016 to October 2017. Answer: Those numbers are only updated within Quickbooks by the auditor after the annual audit is performed. We will see different numbers, if there are any changes to be updated, when the 2017 audit is finished.

B. *Living the Dream: Twentieth-Century Florida* exhibit:

1. October 19 – Members’ only reception:

Ms. Barton said that the staff was very excited about the members’ only preview coming up on Thursday, October 19th. Invitations were sent on Friday, board members should have received them on Saturday, and if not Saturday, then today. She expressed her hope to see all of the board members and asked them to please bring a guest. Andrews will be the caterer, and curators will be giving spotlight tours of the exhibit. Ms. Juarez reminded the board that this is a great opportunity to bring in new members and encouraged everybody to bring guests. She explained that the whole idea was to have a special VIP event for current members and have them bring someone new who might sign up either for a family membership or an individual membership. She added that really this is like a membership drive so let’s get people to the Museum!.

2. October 28 – 50 years of *Living the Dream* event:

Ms. Barton also added that the staff is also really excited about the public grand opening of the exhibit that is going to be October 28. She mentioned that flyers were just created last week and she asked the board to post them around. She explained that it is going to be a big event from 2:00 pm to 9:00 pm on the plaza outside. There will be games for children and families outside during the afternoon and live music in the evening. The exhibit will be officially open. DOS staff is coming together with the planning and is super excited about it. Staff provided the board with sponsorship materials a few weeks ago and would love to have additional sponsorships to help with the program. Mr. Birtman asked if it would be possible to have the flier in an electronic format so that it could be posted online or tweeted. Ms. Barton answered affirmatively and explained that staff has already started to push this on Facebook and encouraged board members to share the event on their personal social media network to get the work out. Ms. Juarez explained that Mr. Herrle had offered to raise money but he had an emergency appointment and could not make it to this meeting. She added that anyone who would like to help and contribute to this event can contact him or Ms. Cornelison. Dr. Brunson added that this event also commemorates the 50th anniversary of part of our agency: Historical Resources, Library and Information Services, and the Museum. All of this goes back to the legislation that was passed in 1967. The opening will also feature all of the other programs in the Department. There will be demonstrators from the Florida Folklife program, the Library and Archives will be open. The *Living the Dream* exhibit is based on things that came from this building and features the resources of our agency that have been accumulated for the public over the past 50 years. Dr. Brunson thanked the board members for all their contributions to make the event and the museum wonderful. Ms. Juarez asked if there was a cost for the event and Dr. Brunson responded that the event was free and that it was going to be a really big production for the agency. Ms. Rogers asked if there was a blurb that she could use to send to the school district to encourage the department and/or schools to send people out. Dr. Brunson answered affirmatively and offered to provide it to Ms. Rogers. Mr. Birtman asked if the event will be advertised in the paper. Dr. Brunson responded that promotions have started and will be on going. We had the 40th Anniversary commemoration event for the Museum in May and this is the grand opening of the exhibit. Ms. Juarez asked the board to make the extra effort to come to one of these events and bring friends and family.

C. Airport Traveling Exhibit update:

Ms. Cornelison reminded the board that Ms. Juarez and she have been working with the Florida Airport Council to be able to get new airport traveling exhibits into the airports. It was something that the Secretary was very keen on. He wanted us to be able to educate visitors to the airport on Florida history. We started out with one called *Crate Expectations* and we have been working on contacting the airports through the Florida Airport Council. I have one, Jacksonville, who is interested in bringing it there and we are still working on reaching out different airports. When that gets going, we will expand that part of the program, which we are calling Airport Traveling Exhibit. We are moving along. Ms. Juarez explained that this is part of the effort to take the museum out to the people. It’s a slow process but we are moving forward. Mr. Moyle asked if the board could help and added that he has a contact at an airport to whom he can reach out to, and asked for the exhibit’s specifications. Ms. Cornelison offered to email him all the pertinent information and thanked Mr. Moyle for his help. Ms. Juarez informed the board that there is a new airport director in Tallahassee, Chris Curry, who is going to be the new contact there.

D. Next quarterly meetings along with dates and times:

Ms. Juarez announced the next meetings. There will be a conference call in December, and then the next quarterly meeting will be in February. Ms. Cornelison specified that the time for all meetings will be 10:00 am. Mr. Birtman asked if the February date was a Monday. Once it was discovered that the previously proposed date of February 8th was a Thursday, the official date for the next quarterly meeting was changed to February, 5th, a Monday, at 10:00 am.

VII. Other Business

Staff updates from Dr. Brunson, Ms. Barton, and Ms. Silcox:

- A. Ms. Barton updated the board on the membership sale discussed in the June meeting. In order to leverage on the 40th Anniversary we were going to increase our membership through a sale. We kicked it off on September 10th. So far we had eight new family memberships coming to the museum and we still have ten more days to go on sale. At the same time, we have received nine renewals, which is exciting. Also, Ms. Barton reported that the Friends was awarded a Community Outreach Grant from the Florida Humanities Council in the amount of \$4,500 to fund a five-part lecture series in conjunction with our *Living the Dream* exhibit. We are super excited about this grant coming and the lectures being related to the exhibit. The first one is going to be November 16, the journalist Janie Gould will discuss Florida from the Great Depression through the Cold War. Ms. Rogers asked where they will be held and Ms. Barton responded that they will be held in the R.A. Gray Building. She explained that since we are expecting a larger crowd, we reserved the auditorium. Ms. Guilday suggested to include a comment in the newsletter reminding visitors the option to purchase lunch at the restaurant in conjunction with the History at High Noon programs. Ms. Barton stated that we will add that to the newsletter going forward and explained that we try to promote The Egg Café as much as possible and that info goes out in the Facebook notification and in the e-blast as well.
- B. Ms. Silcox explained that the new merchandise purchased for the gift store is tied to the new *Living the Dream* exhibit with a lot of retro Florida and a lot of pure kitsch. She mentioned that patrons love the State Seal on anything so that merchandise is selling well. She added that we are selling a pen made from oak wood left over from the Florida State Oak Tree in front of the building. They have the Museum of Florida History engraved on them. Ms. Cornelison explained, for those who missed the last meeting in June, that Ms. Paige Breshike left us to move with her husband to Virginia and she is going to have a baby. Ms. Silcox was the assistant manager under Paige and she was able to move up to Manager and she is doing a great job. Mr. Abberger asked about the new ties and Ms. Silcox answered that they were being shipped and that she would let him know when they arrived. Ms. Rogers asked about the ornaments and Ms. Silcox answered that she had the Judy Minor ornament in but that she didn't have the Governors' mansion ones yet. Ms. Cornelison explained that we will start advertising them out next month, the beginning of November. Ms. Silcox explained that we would like to advertise them together.
- C. Dr. Brunson said that she was excited about the exhibit opening on October 28. She added that in the newsletter there is only a nugget of what is going to be in this fabulous exhibit. It is going to be the biggest exhibit you have ever seen at the museum. Also, it shows all of our historical resources very well and all of our collection.

IX. Public Comment

Ms. Juarez asked the two guests, Dr. Tim Parsons and Ms. Carol Bryant-Martin, if they had any comment. Dr. Parsons said that they were attending this meeting to learn. A year and a half ago the department incorporated a number of Division of Historical Resources' CSOs, which includes Mission San Luis and The Grove Museum, into one CSO. What they struggled with was solidifying the board and running the meetings effectively. Dr. Parsons said that he was very happy that Ms. Bryant-Martin was there because she has the skill set to help do with the process. Ms. Bryant-Martin said that she was very excited to join the Department of State. She mentioned that although she was new to this position, she had served multiple times as board member for Mission San Luis' CSO and she is comfortable on how to navigate it. She added that she looks forward to meeting with Dr. Brunson and Ms. Barton to talk about ideas on how to collaborate.

IX. Motion to Adjourn

MOTION TO ADJOURN AT 10:35 a.m.:
SECOND: Ms. Rogers
MOTION PASSED WITH NO OBJECTION

Presented by Ms. Lena Juarez, Chair

Dated: _____