

Friends of the Museums of Florida History, Inc.

MEETING MINUTES

12:00 p.m., Wednesday, October 4, 2013
Gallery for Innovation & the Arts (1st Floor)
R.A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399

Participants

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

Staff: Dr. Jeana Brunson; Ms. Elyse Cornelison; Ms. Kerri Post; Ms. Sandy Shaughnessy; and Ms. Susan Stratton

I. Call to Order

Mr. Lester Abberger, Chair called the meeting to order at 12:03 p.m.

II. Introduction of Board, Staff and Guests

A quorum was not yet present at Call to Order. See VI: A 1 & 2. Chair Abberger moved Planning Committee Update report up on the agenda. Quorum was present by 12:20 p.m. and Consent Items were then addressed.

III. Adoption of Agenda

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

B. Financial Report through September 30, 2013

MOTION TO PROCEED WITH FINANCIAL REPORT: Ms. Guilday
SECOND: Mr. Herrle

Ms. Cornelison spoke to the board about how 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 is 44.2% of projected and expenses amount to 10.17% of projected budget. Chair Abberger complimented staff on good financial management. Ms. Cornelison updated the board on balances in the different bank accounts. Ms. Brown thanked Ms. Cornelison for such an excellent job in keeping her updated on the budget and as she assesses the budget with previous years everything is right on target. Mr.

Birtman asked about how The Egg Express was doing? Ms. Cornelison answered that the café is doing quite well.

MOTION PASSED WITH NO OBJECTION

VI. Business Items

A. Planning Committee Update – Ms. Cornelison gave a brief background. To follow up on conversation on fundraising for the museum from the June 5, 2013 quarterly board meeting, a duly noticed small group met on August 20, 2013. In attendance were board members Ms. Brown, Mr. Harris, Ms. Juarez, and Mr. McLeod, and staff were Dr. Brunson and Ms. Cornelison. Different fundraising ideas were discussed as well as other related topics reported as follows.

1. Museum's Strategic Plan – Chair Abberger asked the board if there were any comments on the Strategic Plan. Ms. Guilday asked if the plan had been updated since the last update in October 2012. Dr. Brunson replied that the norm is to update the plan every year in September or October as needed and this is an opportunity for the board to make comments. Ms. Brown commented that she felt that the small group had a very thoughtful and meaningful discussion on the Strategic Plan. Some areas need to be updated and modernized, the group agreed to determine who would be the right members to participate in that effort. They want to encourage everyone to make comments and potentially hold stakeholder meetings of others that are also impacted by the Strategic Plan. It's important to show that the board is being proactive and that we are encompassing everything and making sure that nothing is missed moving forward. Next step is to have Ms. Brown and Mr. Harris send out information to get feedback on board's recommendations to include in the Plan, and move forward on scheduling stakeholders' meetings as needed. Mr. Boudet commented that he thought the stakeholder meetings were a good idea and Chair Abberger asked Dr. Brunson if that was a normal part of the procedure. Dr. Brunson answered that procedure needs to meet the standards of the American Alliance of Museums (AAM) and they don't require particularly how you do it but you are required to get audience and constituents groups input. It is up to us how we do it just that we do it and follow through with a procedure. Chair Abberger asked how it was done in the past. Dr. Brunson recounted that the last time it was updated for the Accreditation Review that members of the board made comments and spoke with the reviewers in person. Board members also spoke with the reviewer for a pre-reaccreditation review in 2007. In 2003, public dimension assessment surveys were done, including a focus group from the community; two reviewers came and spoke with the board and volunteers (people who had interaction with the public) and provided a report. Chair Abberger asked if there will there be a need for an independent review for the updating process this time. Dr. Brunson answered that again it is up to us. Chair Abberger asked if that would be part of the purview of the committee and if there is a specific deadline. Dr. Brunson answered that there is not a specific deadline but the plan is coming to a point that it needs a substantial update. The museum has accomplished much of the current Plan. Ms. Brown discussed as the board looks for Legislative support, Department support, and community support, we need to have a current Strategic Plan in place so that everyone understands what their investment is going to help support. Coming into Legislative session we need to have something current saying here's what we plan to do. Ms. Brown suggested having a draft finalized for the board to review by December at the latest. The board agreed that that review of the Plan should take place before the February quarterly meeting for approval at the meeting. There may be costs for the Strategic Plan such as hosting forums or meetings, and a budget must be determined. Ms. Juarez commented that it was a very readable,

acceptable, and achievable plan, and the first step should be that we update it amongst ourselves. Ms. Brown suggested that the plan be sent out to the board and asked that comments be sent back by a certain deadline. Board members present agreed on that procedure. Mr. Herrle asked if the Strategic Plan is a 5 year, 10 year, or 20 year plan. Dr. Brunson suggested 5 years would be good. The last one was 10 years ago; there was a mid-term update and several annual updates. Mr. Herrle then asked about the expansion of facilities that has been brought up periodically since the term of Secretary Harris. Part of the plan started to address the infrastructure and expansion to which Dr. Brunson answered that there were 2 drawings done at that time (2001–2003). Chair Abberger asked if those could be brought to the next meeting. Ms. Shaughnessy answered affirmatively but noted that those plans will have to be redrawn. A new study is needed and the cost will be around \$34,000. She discussed the fact that funding will need to be sought. Chair Abberger offered his help on looking for the funding. Ms. Shaughnessy continued that the first thing to do is a feasibility study and it needs to be done to make sure the building can handle an expansion or what a Plan B could be. Ms. Brown asked if the study was funded through the Legislative process last year and whether it could be again. She offered that the board could work through the process again and coordinate with the Governor and the Secretary's offices. Then there was a question asked about money coming from DMS and Dr. Brunson explained about the repair work planned for the plaza to eliminate leaks in the museum will be funded through DMS. The work is scheduled for late fall or early spring. Ms. Brown asked for clarification and if funding for the expansion study was in last year's request from the Legislator. Ms. Shaughnessy explained that it was initially proposed from the Division of Cultural Affairs budget but the Department had other priorities.

2. Legislative Liaison Committee – Ms. Juarez updated the board. Committee meetings have already started and there isn't really any change in leadership in the budget areas we are tracking - Transportation and Economic Development Appropriation Subcommittees in the Senate and House. Senator Gardner from Orlando and Representative Hooper from the Tampa area are still the Chairs. They both like the work we are doing but we will be out of the spotlight this year since we won't be requesting any monies for any projects. This will be a great year for education and they need to be reminded about Phase 2 opening in March 2015 and where the money is being spent. It's good for the future years for whatever is we decide to identify for appropriations items. It's good for the future years for and for whatever is identified for appropriations items. Chair Abberger mentioned that he met with the Secretary last week and had a good meeting about the mission of the museum. No new monies are being asked for the *Forever Changed* exhibit, and the project is proceeding wisely. Board discussion proceeded about making friends in the Legislator and educating them about the museum. Chair Abberger thanked Ms. Juarez for her leadership in this area.

3. Review of Bylaws – Ms. Juarez commented that the need for review of the bylaws came out of the discussion with the smaller committee. This was a duty assigned to Mr. McLeod and Mr. Harris. It would really be helpful if everyone reviewed the bylaws at the same time we are reviewing the Strategic Plan and make any suggestions as to any changes. Chair Abberger asked the staff if they had any recommendations or if they are adequate for our purposes at this time. Ms. Cornelison responded that staff feels they are adequate. But the reason the discussion came up is there is nothing to address a Nominating Committee within the bylaws. At the last quarterly meeting Mr. McLeod had brought up board structure and how we wanted to put a matrix together and look into adding people with identified expertise or affiliations.

a. Nominating Committee – Ms. Cornelison commented for Mr. McLeod and Mr. Harris. They both felt very strongly about wanting to put a matrix together of what type of board member expertise should be addressed, for example tourism or marketing, or a CPA. Chair Abberger also reminded the board adding to the matrix, more statewide representation. Ms. Shaughnessy also suggested adding an architect or contractor to the list. Ms. Cornelison reminded the board to continually think about the Nominating Committee, the matrix, and adding new members.

4. Fundraising Plans and FY 2013-14/204-15 budget – One of the questions that came up during the small committee meeting was do we need to raise dollars, what should our goal be and what are we trying to achieve with those dollars. Before we go out to ask the community for money we should have the Strategic Plan in place that directs what we are going those dollars for or if it's decided that it is not part the Plan effort then it is to gain more Friends of the Museum. Question to the board for discussion, do we want to look at fundraising again and what do we think that fundraising outreach should be for. Then put a strategy together from what everyone believes we should be doing for the community. Do we want to have a party and if so what should that purpose be and what should the goal be. Ms. Juarez posed to the board that it is important to show that the board is bringing in private dollars to the Secretary and the community in general, even in a year when we aren't requesting any appropriations. Discussion ensued along several lines. All agreed it's a good time to educate and raise awareness of the Museum and adding new members which brings in dollars and a platform from which other fundraising activities can develop. The board discussed doing an established marquee event, such as the Jazz at the Gray concerts, that could last 4-5 years, or board members themselves or their businesses make a significant contribution every year. Deputy Secretary Post relayed to the board that one of goals of the Secretary is for the CSOs to bring in private dollars. It's important to show from all the CSOs in the Department that there is private support. Mr. Boudet asked if there is an opportunity for an event we should be thinking about for the Spring Legislative Session that is just a Thank You? Dr. Brunson said that the museum will be opening during the second week of session an exhibit on recreational fishing in Florida. Suggestion was made to have a fish fry for the opening reception and invite the Legislature. Ms. Shaughnessy relayed that April is Jazz Appreciation Month and if Jazz at the Gray is something to think about she would be willing to Chair a committee to look for talent and support to put it together in April. Comments were offered on this subject line and also mentioned not on April 14th since there is a concert at the civic center. The program also depends on whether the plaza rehabilitation work is done or in progress. Ms. Shaughnessy also suggested a Bluegrass on the Brokall-McDougal House porch.

a. Audit Firm – Ms. Brown reported that she and Ms. Cornelison had been discussing the current auditing firm and the audit. It will be 5 years with the current firm and time to go with a fresh perspective. With Ms. Brown's help, Ms. Cornelison met with representatives from Carr, Riggs, and Ingram, LLC. Staff and Ms. Brown agree that with the board's approval to try this firm for the next annual audit. Ms. Brown moved to ask for board approval. Mr. Birtman and Boudet asked questions.

MOTION TO PROCEED WITH NEW AUDIT FIRM: Mr. Herrle

SECOND: Mr. Birtman

MOTION PASSED WITH NO OBJECTION

5. New Officers to Vote on in February 2014 for FY July 2014-15 – Mr. Boudet presented a proposed slate of new officers to discuss at the next quarterly meeting in February 2014.

John Boudet – Chair-elect
Lena Juarez – Vice-Chair
Peter Harris – Secretary
Monesia Brown – Treasurer

MOTION TO PROCEED WITH NEW SLATE OF OFFICERS: Mr. Birtman

SECOND: Ms. Guilday

MOTION PASSED WITH NO OBJECTION

VII. Other Business

A. Staff Updates –

1. Dr. Brunson – Announcement of Ms. Stratton’s retirement. There was a presentation of a certificate and picture taking.
 - a. Opening of new exhibit from Spain on November 14, 2013 titled *Imagining La Florida: Ponce de León and the Quest for the Fountain of Youth*. There is a reception being held on November 13th 5:30 to 7:30 p.m. and a presentation by the curator, Florida historian Dr. J. Michael Francis.
 - b. The design process for Phase 2 of *Forever Changed* is about two-thirds of the way completed. Once the design is finalized we’ll update the board and make a presentation.
 - c. We are adding a new exhibit to the TREX Traveling Exhibits program about the French in Florida. We had an opportunity to work with the France-Florida Foundation for the Arts. Laura Lee Fisher whose parents have a collection of the de Bry engravings and the Florida Archives have high resolution images of them. We will be using those to make prints and design panels for the exhibit. Next year in 2014 is the 450th anniversary of Fort Caroline in Jacksonville, and several venues have already signed up to have the exhibit for next year. Ms. Cornelison let the board know that it just so happens that the first venue is the Museum of Science and History (MOSH) in Jacksonville, and they will be working with the city and the National Park for a big celebration. MOSH is working on having The French in Florida TREX as part of the center of the celebration.
2. Florida’s History Shop update – Ms. Stratton reported on the financials for the shop and annual inventory. *Seminole People of Florida* exhibit inventory sold well, left over stock will be absorbed into other areas of the store or sold to the Ah-Tah-Thi-Ki Seminole Tribal Museum in South Florida. Quilt Show items are now in and the “Sew it Goes” sale will start at the end of October; anything left over goes into stock for next year. Ms. Stratton is already researching products for the *Imagining La Florida* exhibit and is also collaborating with Mission San Luis on some of the product line so that they will buy anything left after the exhibit leaves. Coming up is the Junior League Holiday Sale, two book signings and work with Governor’s Mansion ornaments. Ms. Stratton thanked staff and board for the past 8 years and will miss working with everyone.
3. Ms. Shaughnessy for the Division of Cultural Affairs reported on Grants for Arts – 18 of the 22 panel meetings have been completed to review requests for funding for the upcoming fiscal year. On January 28 and 29 in Vero Beach the Division is hosting a cultural conference merging the arts and environmental conservation. Many artists do environmental themes or use recycled materials, but conservation is a big theme throughout the arts. This also kicks off the new Strategic Plan planning which is due in 2015 and required for funding from the National Endowment for the Arts to renew the State Partnership Agreement. It will still built on “Culture Builds Florida” which has been very popular. The conference is completely paid for and the sponsors are Guardian of Martin County, Scripps Treasure Coast newspaper, the Bulletin Insurance Group, Matthew-Waldmen Wealth Management, the Cultural Council of Indian River County, Everglades Foundation, John Duke Visual Global Art, and anonymous donors. A person from Yale University will be presenting and a lead biologist will be the keynote speaker.

October 10th at 9:00 a.m. will be the Council for Arts meeting. Keep an eye on bills on the hill; something for the museum may come up as well as the Poet Laureate again. American Association of Museums has had a name change. It is now the American Alliance for Museums. Please help promote the museum's Children's Day event scheduled for January 25, 2014. The Department has been asked to go through a 5% reduction exercise, along with other executive agencies. This year a reduction of expenses for temporary exhibits in the museum has been included in the reduction exercise. Mr. Birtman asked if this was coming from the OMB office and why when there is a projected surplus is this exercise being asked for. The Division is advertising for a half-time position and will be used to help Ms. Cornelison with membership.

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

- Reviewed the financial report, commended Ms. Brown on her leadership, we are on target with the budget, commended staff for their expense control, and approved a new auditor.
- Ms. Brown and Mr. Harris will be working with staff on an update to the Strategic Plan. Board members comments are encouraged. At the same time will be a review of the Bylaws. Compiled materials will be sent to the board by early January for presentation at February's quarterly board meeting.
- Mr. Boudet presented a new slate of officers.
- The board recognized Ms. Stratton for her dedicated service.
- The board received an update from Dr. Brunson on the new exhibit from Spain and opening reception on November 13th.
- The board was updated on the design planning of Phase 2 Forever Changed and the new French in Florida traveling exhibit.

VIII. Public Comment

Mr. Boudet asked the board members to actively think about adding members to the board and bring to next board meeting 1 to 2 names. He knows several people in Orlando that have ties to Tallahassee. Chair Abberger reiterated that this should be considered with the review of the Strategic Plan and board also needs to consider the conversation about the matrix expertise and broaden statewide representation. Please coordinate with Ms. Cornelison.

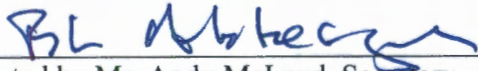
Deputy Secretary Post thanked the board for the work they do on behalf of the Museum of Florida History and the Department of State.

IX. Motion to Adjourn

MOTION TO ADJOURN AT 1:20 p.m.: Mr. Herrle

SECOND: Mr. Boudet

MOTION PASSED WITH NO OBJECTION


Presented by Mr. Andy McLeod, Secretary

Dated: 2/6/14

BL Abberger, Chair