

FRIENDS OF THE MUSEUMS OF FLORIDA HISTORY, INC.

9:00 a.m., February 4, 2010

Gallery for Innovation & the Arts (1st Floor)

500 South Bronough Street

Tallahassee, Florida 32399

Participants

Directors: Mr. Frank Jameson Chairman, Mr. Lester Abberger, Mr. Stephen Birtman, Mr. John Boudet, Ms. Monesia Brown, Ms. Kathy Guilday, Mr. Peter Harris, Mr. Bill Herrle, Mr. Jon Moyle, Mr. Gavin Phipps, Ms. Kristina Tutton, and Mr. Gil Ziffer.

Staff: Ms. Rachelle Ashmore, Dr. Jeana Brunson, Ms. Elyse Cornelison, Ms. Sandy Shaughnessy, and Ms. Susan Stratton.

Guests: Ms. Keszia Cox, CPA, Thomson Brock Luger & Company

I. Call to Order

Mr. Frank Jameson, Chair

II. Introduction of Board, Staff and Guests

Chairman Jameson

III. Adoption of Agenda

MOTION TO ADOPT AGENDA: Ms Guilday

SECOND: Mr. Herrle

MOTION PASSED WITH NO OBJECTION

IV. Chairman's Comments

Chairman Jameson announced that there was a slight change in normal process to reduce the time of board meetings to less than two hours. Consent items that are up for vote have been provided in advance via email.

V. Consent Items

Mr. Moyle asked for confirmation if the consent items included past meeting minutes, financial report, 2009 audit report and Annual Letter of Agreement with DOS and if they all were to be approved as one block. Chairman Jameson confirmed. The board requested no changes to be made to the consent items.

MOTION TO PROCEED: Mr. Ziffer

SECOND: Mr. Abberger

MOTION PASSED WITH NO OBJECTION

VI. Business Items

A. Old Business

1. Prospective Board Members – Chairman Jameson reported that there are ten available board slots open. The board should have a variance in experience: fundraising

work background, and geographic location for example. There is currently a lack of representation from the Tampa Bay Area, Jacksonville, Orlando, and Miami.

Mr. Abberger asked what the process is for nominating potential board members. Chairman Jameson responded that the referring board member should contact the individual to confirm his or her interest, and then submit that person's name to the Chairman for his/her submission to the nominating committee.

2. La Florida Exhibit Project Next Steps – Mr. Herrle provided a briefing on the meeting with Spain's Cónsul General, Mr. Santiago Cabanas Ansorena on November 24, 2009. Also in attendance were Pilar Mèndez Jimenez (Cónsul General Adjunta), Emilio Sánchez (President of España Florida Foundation), Maria del Valle (Directora of the Centro Cultural Español), Kurt Browning (Florida Secretary of State), Chairman Jameson, Mr. Herrle and Charity Wood (Museum of Florida History Staff). Mr. Herrle reported that Spain is beginning to work on a traveling exhibit on the history of Spain and Florida and they would like for the Museum to host the exhibit.

Mr. Herrle speculated that this is the biggest event anticipated for the 2013 celebration. The Consul General spoke of dedicating revenue to sponsoring two events: the first in South Florida to get the Governor to meet an audience of Spanish executives (proposed for the end of February), and the second event following in Tallahassee - to possibly coincide with the appropriations process (proposed for late March or early April). After meeting with the Secretary of State, Mr. Herrle reported that the Secretary is still very committed to the La Florida exhibit, but since the Governor has not included any money for this project in the budget, he'll need to take more of a back seat approach. Discussion followed about a governmental affairs committee of the board to be formed to help take action to get this project back into appropriations. Chairman Jameson commented that this effort has to be more widespread and that the board's expansion should be focused on this issue as well.

Mr. Abberger spoke briefly about what the board could do to help with the National Endowment for the Humanities grant proposal for La Florida. Talk to Florida's congressional delegation and ask them to contact Jim Leach, Director of the NEH, in support of the project. Mr. Abberger has already spoken with Senator Bill Nelson and suggested sending the rest of the board the letter of support from Senator Nelson. Remember to email and make a phone call. Mr. Birtman requested that staff provide a fact sheet, listing of the delegation and talking points for board members to use when contacting legislators.

B. New Business

1. Board Participation in Third Thursday Events – Ms. Cornelison commented that the Third Thursday events are the Museum's opportunity to give extended hours to the community. The event also provides more exposure for the board and the catering, music, and guest lectures bring in more people. Chairman Jameson asked for more participation from the board in order to introduce themselves to participants and get feedback on how to make the events better. Staff will send out an email containing information regarding upcoming Third Thursday themes as well as a sign-up sheet.

2. Preliminary Discussion of Major Community Fundraising Event – Mr. Herrle

requested ideas for a major fundraising event for this calendar year to provide visibility for the Museum. Chairman Jameson stated that although Jazz at the Gray was a great event, timing may be an issue for this year. Mr. Ziffer suggested a Masked Ball for New Year's Eve. He also suggested that the board needs to find a way to bring in groups, like conferences, to meet in the Museum for something different. Ms. Guilday suggested a return of the Death by Chocolate event held in the past. Mr. Boudet recommended a Kentucky Derby Event. Mr. Abberger suggested that this suggested fundraiser also double as a reception for the visitors from Spain. All agreed that non-traditional thinking was in order. Discussion ensued on developing a committee for this event. Mr. Ziffer and Ms. Guilday volunteered to serve on the fundraising committee.

VII. Other Business

A. Staff Updates

Dr. Brunson reported that there was a record breaking attendance of 2700 participants in Children's Day.

Dr. Brunson also reported that the Signage and Banner project is underway and that the Museum is expecting the results of the bids in soon. The project should be done by March 31st. Ms. Shaughnessy detailed that the cost of the banners and installation of the hanging rigs is approximately \$30,000. Mr. Birtman offered a donation of \$2,500 to this project from Humana, Inc.

Ms. Shaughnessy reported that the 2011 budget for the National Endowment for the Arts and the National Endowment for the Humanities are being cut significantly. This includes a complete cut of the Arts and Education budget. Ms. Shaughnessy also reported that the Economic Impact Study sponsored by Citizens for Florida Arts, Inc. will be officially released on February 15th, and board members were provided a copy. She also updated the board on The Grove, which has been moved under Historical Resources and not under the Museum.

Ms. Stratton reported that the gross profit margin of the Museum Gift Shop is up 8 percent from last year. The net income of the gift shop has also increased so far this year.

The board will be receiving invitations to a special event at the Museum for the Voices of Florida Women exhibit, taking place on March 4th from 5 – 8 p.m. Also, the Florida Heritage Awards ceremony will be on March 24th and starts at 7 p.m.

VIII. Public Comment

None.

IX. Motion to Adjourn
MOTION TO ADJOURN: Mr. Jameson
SECOND: Mr. Abberger
MOTION PASSED WITH NO OBJECTION
Meeting adjourned at 10:20 a.m.

Presented by Ms. Kathy Guilday, Secretary

Dated: _____