

**Friends of the Museums of Florida History, Inc.**  
MEETING MINUTES  
10:00 A.M., Monday, June 11, 2018  
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. Steve Birtman; Mr. Lester Abberger (on phone); Bill Herrle (on phone); Ms. Monesia Brown; Mr. Peter Harris; Ms. Laura Rogers; Mr. Sam Vickers (on phone), and Ms. Kathy Guilday

**Staff:** Ms. Lisa Barton; Dr. Jeana Brunson; Ms. Kaitlin Silcox

**Guest:** Mr. Scott Hilton, Wells Fargo Financial Advisor.

I. Call to Order

Ms. Juarez, Chair, called the meeting to order at 10:02 am.

II. Introduction of Board, Staff, and Guests

Ms. Juarez welcomed all board members, staff members, and guests attending the meeting on the phone and in person. Meeting participants introduced themselves. Ms. Juarez made a motion to adopt the agenda.

III. Adoption of Agenda

MOTION TO PROCEED WITH AGENDA: Ms. Guilday

SECOND: Mr. Birtman

MOTION PASSED WITH NO OBJECTION

IV. Chair's Comments

Ms. Juarez noted that this is her last time chairing a Museum board meeting and she wanted to say thank you and note that it has been a good two years with excellent projects and forward-moving progress, especially in light of all the construction that happened because of the plaza issues of the last year and a half. She noted that she is glad to be back in business full time and able to schedule some exhibits moving forward and knowing the structure is not in danger. We have many consent items and I'd like to thank everybody for being a part of this because we really need your vote. This is the most important meeting of the year because we will be adopting a letter of agreement with the Department. We will also be adopting the financial budget projections for the upcoming year. There is also a citizen support renewal document that was part of the attachments to the email that Lisa sent out last week. We also have two new items that are usually at this meeting's agenda, but I wanted to go over them specifically. For the new board member nomination, Andrew Collins was responsible for the additional money that we received to support Florida History Day. He works for CareerSource Florida. Ms. Brown had a nominating committee meeting last week by telephone, recommending that he become a Museum board member. Ms. Juarez noted that Mr. Collins would be a great addition to the board. Also, we have a new slate of officers starting on July 1. Steve Birtman has graciously agreed to be the new chair. Monesia Brown will remain as the vice-chair. Laura Rogers has agreed to be the treasurer. Jon Moyle has agreed to stay on as the secretary. So that is your slate for the next two years beginning on July 1. I would like to add that on the consent agenda is the financial report from last month and then minutes from our last quarterly meeting. Ms. Juarez noted that she wanted to go through these items to see if anyone had any questions or wanted to take anything off the agenda before we made a motion to approve all of these items. Mr. Birtman asked about the Worker's Comp insurance cost going down. He wanted to know if there were any changes to the policy that resulted in the premium going down.

Ms. Silcox answered that there was an accident involving a fall of the employee who works at the shop at The Capitol. Worker's comp did pay for that, but is unaware of why there were changes in the cost. Ms. Silcox then remarked that she just paid the insurance premium and that cost would not have been reflected in the financial statement that was provided. Ms. Barton noted that the total was about the same as last year. There was discussion about the employee's fall and Ms. Silcox noted that the employee is fine.

V. Consent Items

Ms. Juarez inquired if there were other questions about the items on the consent agenda. There were none, so she asked for a motion to approve.

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

- A. Meeting Minutes from February 5, 2018, quarterly board meeting
- B. Financial Report through May 2018
- C. Budget for Fiscal Year 2018-2019
- D. Letter of Agreement between the Florida Department of State and FMFH
- E. SB1194-Citizen Support and Direct Support Organization renewal agreement
- F. New Board Member Nomination
- G. New Slate of Officers Beginning July 1, 2018

MOTION TO APPROVE ALL OF THE ABOVE : Ms. Guilday

SECOND: Mr. Birtman

MOTION PASSED WITH NO OBJECTION

VI. Business Items

A. Financials

1. Ms. Juarez recognized Mr. Scott Hilton of Wells Fargo to provide an update on the endowments. Mr. Hilton began by discussing the Cultural Endowment Fund, which is the largest account by far. The current value is approximately \$625,000. He reminded the board that we got State matching funds for this and we took \$400,000 from the Charles Knott fund, move it to a separate account and we got \$200,000 from the State. The State mandate is that it is to be invested for the preservation of capital, which is quite limiting. Currently we have it staggered between four separate CDs with different banks of \$155,000 each. The good news is short term rates have gone up so we are starting to see a good increase in the income in that account. Mr. Hilton noted that it will earn approximately \$10,000 in income just this year. We have it staggered every six months, so hopefully as rates continue to increase we can take advantage of that. Our next CD matures next month and then we have one next February. We have been able to renew those at higher rates. Mr. Hilton noted that they expect rates to continue to rise for the foreseeable future and he noted the current long term and short term rates. Overall, analysts are optimistic. He noted that the stock market has hurt bonds. When looking at the other two accounts, the bond portion has seen a lag, but overall we are up for the year. We do have concerns about trade. Markets do not like uncertainty. The rest of 2018 could be bumpy depending on how things go. Overall the Cultural Endowment Account, we do have some cash in there from interest rates accrued, and we do plan on taking a distribution later on in the year. Overall the account is doing well, and we like the way we are positioned with staggered maturities.

Mr. Birtman posed a question about whether the account was making money with the higher interest rates. Mr. Hilton noted that was correct. They are invested in the same type of securities, same maturity, same laddered CD portfolio, but as they come due, we are able to invest at a higher rate. Mr. Birtman noted that there is currently a significant amount of money in a savings account. Did we move that around? Mr. Hilton noted that we had not and that he and Ms. Barton met about it a few weeks prior. He mentioned that it was discussed and options were explored. A lot of that depends on how liquid that money needs to be, whether we need to tie that up or now. Mr. Birtman asked what that money was earning, if it were less than 4%. Mr. Hilton replied yes. We talked about moving it to different type of money market account where we might be able to earn a little more. A lot of it depends on how liquid the board wants to maintain that money. In the past, it's been a consideration that we keep that money available. If we tied it up in a CD we would have some limitations on that. We thought we'd present that to the Board to see what your thoughts were. Is it worth tying that money up for a little bit more in interest? Mr. Birtman said that he thought we need to [inaudible] that money. If we kept \$25,000 in that account that's making no money, that's fine. Ms. Guilday posed a question about when the last time the money was used and for what. Ms. Barton responded that it some of it may be restricted money related to TREX. She noted that staff needed to discuss this with the accountants. Further discussion among board members ensued. Dr. Brunson noted that looking at the fiscal year payouts and look at the restricted funds that have to carry over to the next fiscal year, it looks like some portion of it would need to be liquid, but not necessarily the whole thing. She

mentioned not knowing what that means in terms of our opportunities, but that's something that we plan to look at.

Mr. Birtman suggested \$50,000 be invested longer term than we can go forward and get a higher rate of return on that. He said staff and Mr. Hilton could come up with the figure but that he was concerned about money just sitting there not making anything. Mr. Birtman said that we are paying for the best advice, but he doesn't want to restrict any money we need, but at the same time would like to see it earn. Ms. Rogers recommended that the board consider a recommendation brought forth by staff.

Mr. Hilton proceeded to give an update of the Charles Knott account. This is the fund we took \$400,000 out of. Year to date it's down 1.8%. The bonds portion has dragged down the performance. The current balance at the end of May was \$149,069. We don't have any recommended changes in that account. Mr. Hilton gave an update on the James Knott account. At the end of the quarter it was down .54% primarily due to fixed income components and stocks. As of Friday's close it was up 2.1% for the year so we've seen a rebound there. The current value on that is \$179,831 at the end of May. We do not have any recommended changes there. Overall, we are fairly optimistic on the economy. Unemployment remains very low. Expect GDP growth will continue to improve; inflation remains at 2.4% which is good. Again, the uncertainty surrounding trade around the world and also rising interest rates have put a damper on things. We do expect corporate earnings to continue to improve and that is good for stocks and we think they will continue to perform.

Mr. Birtman posed a question about \$45,000 coming out of the James Knott account. Mr. Hilton explained that they make fund changes; for instance, it showed a withdrawal and then a re-investment. That figure isn't necessarily net withdrawals. Mr. Hilton noted that we are expecting to take some small distributions in the fall out of these accounts. Mr. Birtman asked what the distributions are for. Ms. Barton answered that the Charles Knott money typically pays for the lawn maintenance of \$3,000 yearly. James Knott fund pays for educational programming. Last year, that fund also paid for the accounting and auditing. This year it is going to pay only for the educational programming of \$1,900. From the Cultural Endowment this year, we want to pull out the Knott House's share of the accounting and auditing fees. Mr. Birtman asked about the \$1,900 in educational programming. Ms. Barton replied that it will pay for general programming, as well as helping pay for the Emancipation Day program.

Mr. Hilton followed up on the previous question of the \$45,000 and he noted that was since inception in 2008.

Ms. Juarez asked about a reasonable deadline to get a recommendation about re-investing some of the funds in the high yield checking account. Mr. Hilton recommended talking to the accountants about how much we need to leave liquid, then we can go ahead. It will require opening a new account so with the new slate of board officers we will need signatures, so we need to coordinate on that. Ms. Juarez asked for staff to follow up by July.

## 2. Fundraising Committee.

Ms. Juarez noted that she did not have any updates about the committee. She noted that Bill Herrle is the chair of that committee and I was hoping he might be here. Two things to note: we are still in the 40th anniversary year so whatever you can to promote membership. She noted the Museum info cards present for each attending board member. If you are looking to encourage people to come to the Museum or become a member this is a really easy thing to pass out. We are looking for some sponsorships for the *Surf's Up* exhibit later this fall. That will be something that the committee would take a look at and probably have targeted sponsors in mind. Discussion about Ron-Jon and board member contacts ensued.

## B. Airport TREX

Ms. Juarez noted that she did not have an update about the Airport TREX. Ran into some snags with the Tallahassee airport. I have reached out to Commissioner Gil Ziffer, former chair of the Board. Elyse and I met with him. We were on track, then we were delayed because the airport was changing directors and they are doing construction. So using any kind of display space just wasn't possible. She noted she was at the airport the previous week and thought that it was beautiful. I think it's fine to have an exhibit for the museum. Ms. Juarez said she would continue to work on this and Commissioner Ziffer hopefully can make some impact before his

term ends. I'll take that responsibility and work with you, Lisa. Mr. Birtman noted that he would be happy to help. Mr. Birtman mentioned the possibility of John Dailey being able to help. Ms. Guilday brought up some mosaic panels that Commissioner Ziffer might know about. Brief discussion ensued about where the panels are and what they are going to do with them.

C. 40th Anniversary Report

Ms. Juarez called on Dr. Brunson and Ms. Barton to give the report. Ms. Barton noted that the Museum had a great 40th anniversary year. We started off with the kickoff celebration last May which included live music, birthday cake and a champagne toast. We had over 200 people at that kickoff event. We added some signage to the Gallery showing what the exhibits looked like in 1977 and 78, so people could go through the gallery and see how far everything has come in forty years. We had a really robust programming schedule during the summer. We reintroduced the History at High Noon program. We did a Sunday Matinee at the Museum program in conjunction with the movie posters exhibit. Programming is still going strong as you know. We also did a membership sale to try to increase our membership numbers in September and October of last year. During that period, we added 28 new memberships. Fourteen were brand new and 14 were those that had been expired more than six months. Our number of active members right now stands at about 191; I'd like to see us reach 200. She noted that that should be an attainable goal. Ms. Barton mentioned another members-only reception for the fall and discussion ensued about the date and the purpose of the event. She noted that the first members only event was held last October. We had 70 people and many of you were there. It was a fun evening and we would love to do it again. Our exhibition for the 40th anniversary year was *Living the Dream—Twentieth-Century Florida*, which is still on display through the end of July. It highlighted the Museum's collections and the post-World War II era of Florida history. There was a lot of good programming associated with that exhibit. We would like to do a closing reception to drum up interest for the final days of the exhibit. We are planning to do that on Friday, July 27. Discussion ensued about some details of the event, including a sale in the History Shop. Ms. Barton noted that the Museum hosted a Speakers Series in conjunction with *Living the Dream*. We had a Florida Humanities Council grant to do that. Social media was a lot more active this 40th anniversary year. Hopefully you saw an uptick in our social media presence. We really tried to keep that strong. Discussion ensued about social media and Instagram. We hosted an event for the Network of Young Professionals during the spring and 50 people from the group came to see the exhibit. Ms. Brown asked about non-profit groups being able to have meetings in the building to drum up interest in the Museum. Ms. Barton said that she would check on the Department's policy about space usage. She noted that any type of event the Museum hosts has to be open to the public. Brief general discussion about meeting space ensued.

D. Museum's Strategic Plan

Ms. Juarez noted that board members had a month to review the plan and hoped that board members reached out to Ms. Barton or Dr. Brunson if there were any questions. Ms. Juarez said that she suggested a couple changes and other board members did as well. She noted the first development of the plan in 2009 with an update in 2014 and the next update in 2017. Ms. Juarez remarked that the staff is very aware of it and working towards the plan. Ms. Juarez asked Ms. Barton to go over what the Museum is going to focus on and take comments or questions. Ms. Barton noted that the plan is pretty ambitious and directly relates to the mission of the Museum. The high points of the plan revolve around community outreach and greater awareness of the Museum within the community. Another high point goal is working toward improvement of our educational offerings. Ms. Barton briefly discussed other areas of the strategic plan, including the exhibits program and collections stewardship and maintaining financial stability. Ms. Barton asked that if anyone has any suggestions on strategies to help us reach the goals, please let her know. We will try to be organized and methodical in getting these done and hopefully reaching all the goals in the next four or five years. Ms. Juarez congratulated Ms. Barton on a good job in crafting the plan.

E. *Surf's Up, Florida* exhibit

Ms. Juarez called on Ms. Barton to give the update. Ms. Barton responded that staff is very excited about the exhibit. The exhibit is going to be an overview of the history of surfing in the state, going back to the early 1900s, and highlighting the pioneers of Florida surfing in the 1930s. The exhibit will discuss the increase in popularity of surfing in the 1960s and how a surfing culture grew up. We are going to talk about the technology of surfing, how surfboards are constructed. We'll have approximately 70 artifacts in the exhibit, including around 30 surfboards, ranging from a 1930s hollow board up to surfboards of the 2000s. We'll have a variety of clothing related to surfing. We are borrowing most things from individuals and institutions around the state. Senior Museum Curator Lisa Dunbar has made many contacts around the state and we will start bringing in the

loans this summer. Ms. Barton noted that the staff wanted to create a replica surfboard shaping room. We want to have touchable objects in the exhibit. We are planning on have videos, interactives, and many nice graphics. Ms. Barton mentioned the wobble board interactive and brief discussion ensued about the wobble board. Mr. Birtman noted that these are all good ideas and liked the interactivity of the exhibit components. Ms. Guilday offered a suggestion that Cabo's should cater the reception and the rest of the board agreed. Further discussion about surfing contacts ensued. Mr. Birtman noted that the exhibit topic lends itself to merchandise. Discussion about Ron Jon's Surf Shop followed. Ms. Barton welcomed board members providing any contacts or suggestions they had about the exhibit. Ms. Barton noted that the Surfing's Evolution and Preservation Foundation in Cocoa Beach committed to providing a sponsorship. General discussion related to surfing-related businesses ensued. Ms. Barton noted the exhibit will open in mid-November and run through June 2019.

F. Planning for future board meetings

Ms. Juarez noted that for the planning of future board meetings it was appropriate to defer to Mr. Birtman to set the exact dates and times. She mentioned the probability of conducting online polls to set dates.

VII. Other Business

A. Staff Updates

1. Florida's History Shops Updates - Ms. Silcox gave an update about new merchandise and heading to the Atlanta Trade Show to find surfing related items to sell. She said that her focus in merchandise is on Florida companies and things that are trendy and fun. She talked about what is selling well. She also noted some new things featuring the Museum of Florida History logo. Ms. Silcox mentioned wanting to have a collaborative partnership with the Florida Historic Capitol Museum on merchandise for the History Shop located there. She shared an idea about coasters that would feature the stained glass dome. She noted that working closer with them because we are set up in their Museum. Ms. Silcox mentioned the popularity of Jack Davis's book *The Gulf*. Discussion ensued about the book sale at the Florida Book Awards ceremony and about a future sale on books. Ms. Barton took the opportunity to thank Ms. Silcox for stepping in to handle all the deposits and all the check writing. She appreciated taking it all on without one complaint. Board members thanked her as well. Mr. Birtman posed a question of how could Ms. Silcox's contributions be recognized.
  
2. Florida History Day - Ms. Barton noted that this week, Florida students are in College Park, Maryland, competing in the National History Day contest. In the state contest, 31 counties participated; 1,100 students; 648 entries. She provided information about other aspects of History Day, including 560 people who attended the History Day Open House at the Museum of Florida History. Ms. Barton noted the Awards Ceremony venue was the Donald L. Tucker Civic Center, the first time at that venue. She commented what a wonderful venue that was. She also emphasized the CareerSource sponsorship that was vital to us being able to rent that venue. Mr. Birtman asked about an FSU representative speaking at the ceremony. Ms. Barton replied that History Department Chair Dr. Edward Gray spoke during the program. Mr. Birtman noted that FSU discount on the Civic Center and Ms. Barton noted staff is working on trying to bring that partnership to fruition. Ms. Juarez noted the budget of the Florida History Day, \$33,000, which is a very big deal. Ms. Juarez also encouraged board members to judge or participate in the event. Ms. Juarez noted that this is one of the reasons Andrew Collins of CareerSource Florida was nominated to be on the board; that he was an instrumental partner to a very large project. Ms. Juarez reminded the board that now that we have approved his candidacy, it will go the Secretary's Office and he will have the discretion to appoint him to the board. She noted the two other candidates approved last year and hoped they would all be considered together. Ms. Juarez noted the need for additional board members. Mr. Birtman noted that Florida History Day is one of his favorite things. He recommended improving the History Shop merchandise area at Tallahassee Community College. Discussion about the History Shop merchandise and sales ensued. Ms. Silcox mentioned some ideas she has for next Florida History Day, including allowing credit card sales. Mr. Birtman said the signage was excellent. He noted we could have a larger sign advertising the Open House at the Museum. He also suggested the businesses in the Student Union should offer a special discount for students. Mr. Birtman noted the only negative was the long Awards Ceremony. He recommended cutting down the time of the ceremony. Further discussion about History Shop sales and membership opportunities ensued.

Dr. Brunson noted that many accomplishments of the Museum of Florida. She made a presentation of a framed certificate of appreciation to past Board Chair John Boudet. Dr. Brunson thanked Mr. Boudet for getting us

through the final parts of the Forever Changed exhibit and then getting the endowment set up. She thanked him for everything he did as Chair of the Board. Then, moving on to our 40th anniversary, Dr. Brunson made a special presentation to Lena Juarez, who served as chair from 2016 to 2018. Dr. Brunson presented a framed certificate to Ms. Juarez. Dr. Brunson also pointed out the new Department of States historic sites brochure and it being a good tool for outreach. She mentioned the March of Museums program going statewide this year, a new website, and advertising in welcome centers. Dr. Brunson mentioned the need for the Knott House to have its own identity so we produced a new rack card for the site. She mentioned that Knott House would be the focus of new interpretive plans which was included in the strategic plan. General discussion about brochure distribution and publicity ensued and the idea of including other local historic sites in publicity.

Ms. Brown noted that it has been a pleasure to work with Ms. Juarez as vice-chair. She noted what a phenomenal leader Ms. Juarez has been and thanked her for everything she has done. Ms. Juarez thanked everyone and noted there is more to do with the 40th anniversary year.

IX. Public Comment:

X. Motion to Adjourn

MOTION TO ADJOURN AT 11:10 a.m.: Ms. Juarez

SECOND: Ms. Guilday

MOTION PASSED WITH NO OBJECTION

  
Presented by Mr. Steve Birtman, Chair

Dated: Nov 21, 2018