

Friends of the Museums of Florida History, Inc.
Fundraising Committee
MEETING MINUTES
10:00 a.m. Wednesday, November 7, 2018
Knott House Museum
Orientation Room
301 East Park Avenue
Tallahassee, Florida 32301

Participants

Board Members: Ms. Laura Rogers, chair; Mr. Peter Harris; Mr. Bill Herrle (on phone); Ms. Lena Juarez (on phone)

Staff: Ms. Lisa Barton; Dr. Jeana Brunson; Mr. Thomas Robinson

I. Call to Order

Ms. Rogers called the meeting to order at 10:02 a.m.

II. Introduction of Board, Staff, and Guests

Meeting participants introduced themselves

III. Business Items

A. Adoption of Agenda

Ms. Rogers motioned to pass the agenda.

MOTION TO PASS AND ACCEPT AGENDA: Mr. Harris

SECOND: Ms. Juarez

MOTION PASSED WITH NO OBJECTION

IV. High Level Membership Program

Ms. Rogers opened the meeting by stating that she had done research into membership levels and benefits, as she felt that that at the end of the September committee meeting, it had been agreed that the committee wanted to focus on securing higher level, annual funding. The other committee members agreed with Ms. Rogers' remembrance of the goals for the committee.

Ms. Rogers gave an overview of the current membership program and argued that a higher level program would be useful for donors who could give more. Ms. Rogers stated that free admission is usually one of the perks of membership, but that is not an option since the MFH and KH are state-run museums. Most memberships focus on the benefits they can give to members, rather than the way membership benefits the community. Ms. Rogers stated that she views the higher level membership program as a way to stress the importance giving can provide to the community, rather than just focusing on the benefits to the donor.

Ms. Rogers went over potential benefits the higher level program could offer. Benefits she discussed included a discount at the History Shop, a member appreciation day, and discounts at programs. Ms. Barton stated that the only program that charges a fee is the summer poetry program at the Knott House and that is already discounted for members. Mr. Harris suggested that perhaps higher level donors could be offered a larger discount to participate in the program.

Mr. Harris stated that perhaps the FMFH could reach out to museums throughout the state to see if there were partnership opportunities in terms of offering member discounts at other museums in Florida. Ms. Barton said the museum does keep statistics to show either donors or potential partners of where school groups, for example, are coming from. That would allow the museum to show the statewide impact the MFH and KH have.

Ms. Rogers asked if there was a possibility of offering a rental program or offering use of the spaces in the R.A. Gray Building. Dr. Brunson stated that was not possible because the FMFH did not have control of the usage of the building. Mr. Harris said perhaps sponsors or high level donors could use the plaza instead as part of a larger event. Dr. Brunson said using the building for an event was possible, but renting out space was not.

Ms. Rogers brought up two benefits that she thought would be easy for the museum to do. One would be to recognize Higher level donors in the quarterly newsletter. Ms. Barton stated that would be easy to do and thought it was a good idea. Ms. Rogers also wondered if there was a way to offer private tours. She stated she would be swayed by the offer of a private tour.

Ms. Rogers switched the focus to levels after discussing benefits. She felt the lowest level should be \$1,000 for a program of this nature. She then stated that there could be levels at \$2,500, \$5,000, and \$10,000. The others members of the committee agreed. Mr. Robinson stated he thought having four levels at that rate made sense given this was a new program. Mr. Harris stated that perhaps higher levels could be added if the program took off.

With the levels set, the committee went about identifying benefits for each level. It was agreed that all levels would receive certain baseline benefits, such as discounts in the gift shop, recognition in the newsletter, and invitations to special events at the museum. Ms. Rogers also came up with the idea of offering a voucher for the gift shop that would entitle the donor to a higher discount at the gift shop at certain points in the year. This is something that would be mailed or emailed to donors.

The discussion of offering private tours then took up several minutes. Ms. Rogers felt offering VIP tours could be a way to attract more donors, but Dr. Brunson and Ms. Barton both expressed reservations about the number of people who could attend a tour. Due to those concerns, it was decided that no more than eight people could attend a private tour at any one time.

When discussing the highest level, Ms. Rogers proposed allowing those donors to be able to make their payment over the course of two years. It was also felt that perhaps a gift basket or something similar could be offered to \$10,000 donors. Mr. Robinson stated that Katie Silcox, the History Shop manager, had expressed in the past a willingness to create gift baskets for members. Dr. Brunson and Mr. Harris both pointed out that the gift basket would not be tax deductible and language would have to be added to the membership form to point that out.

Ms. Rogers wondered if there was a way to recognize donors in the museum lobby. Ms. Barton stated that there was a pre-existing plaque in the lobby related to donations that were given for the Viva Florida campaign. Ms. Barton and Dr. Brunson both said the plaque could easily be used for high level donors. Ms. Barton also stated that there is a TV in the MFH lobby that shows upcoming events and programs. She stated that sponsors of exhibits are sometimes listed on that screen and perhaps high level donors could be listed too. Dr. Brunson expressed concern regarding that and said that recognition of donors would probably have to be limited to certain events or for a limited amount of time, rather than having donors recognized for weeks at a time. Everyone agreed that even listing a donor for a day or two would be a nice benefit to offer.

Ms. Rogers stated that she was going to type up her notes and send them to Mr. Robinson via email and encouraged the other members of the committee to do the same. Mr. Robinson was then tasked with sending out something to the Committee that laid out the differing levels and benefits for each. At that point, Mr. Harris expressed his desire to see the membership program named "The Florida History Society" but he was flexible on the names of each level. Ms. Rogers agreed that she liked the History Society name and would leave it to staff to name the individual levels.

To wrap up, it was agreed that Mr. Robinson would have a draft of the levels and benefits for the committee before the Board met on November 15. This would allow the committee to potentially present the proposed membership program to the full Board for their comment.

V. Public Comment

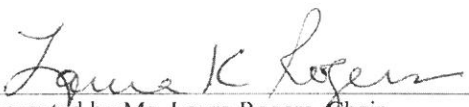
There was no public comment.

VI. Motion to Adjourn

MOTION TO ADJOURN AT 11:17 a.m.: Ms. Rogers

SECOND: Mr. Harris

MOTION PASSED WITH NO OBJECTION


Presented by Ms. Laura Rogers, Chair

Dated: 2/19/19