

**Friends of the Museums of Florida History, Inc.**  
**Board of Directors Meeting**  
**R.A. Gray Building, Conference Room 307**  
**Via Teleconference: 1-888-578-6266**  
**Wednesday, March 27, 2024 – 9:30 a.m. to conclusion**

**Meeting Minutes**

**Friends of the Museums of Florida History Board Members Present In-Person**

Ms. Laura Rogers, Chair, Mr. Stephen Birtman; Mr. Andrew Collins, Treasurer; and Ms. Kathy Guilday.

**Friends of the Museums of Florida History Board Member Present via Teleconference**

Ms. Lena Juarez.

**Friends of the Museums of Florida History Board Members Absent (Excused)**

Mr. Dennis Moore.

**Department of State Staff Present via Teleconference**

Ms. Alissa Slade Lotane, Director, Division of Historical Resources; Ms. Lisa Barton, Director, Museum of Florida History; Ms. Carol Bryant-Martin, CSO Development Director, Division of Historical Resources; Ms. Alexys Johnson, Executive Assistant, Division of Historical Resources; and Ms. Jennafer Henderson, Gift Shop Manager, Museum of Florida History.

**Members of the Public Present In-Person**

Mr. Scott Hilton, Financial Advisor, Wells Fargo Advisory; Mr. Michael Carter, Carr, Riggs, and Ingram; and Ms. Linh Luong, Carr, Riggs, and Ingram.

**Members of the Public Present via Teleconference**

None.

**Item I. Call to Order**

Ms. Rogers, Chair, thanked participants for attending the meeting in-person and telephonically. She called the meeting to order at 9:32 a.m. and confirmed quorum.

**Item II. Introduction of Board Members, Staff, and Guests**

Ms. Rogers welcomed all board members, staff, and guests to the meeting. She asked the meeting participants to introduce themselves.

**Item III. Adoption of Agenda**

Ms. Rogers asked for a motion to adopt the March 27, 2024, Friends of the Museums of Florida History meeting agenda. Ms. Juarez so moved; Mr. Collins seconded; and the motion passed unanimously.

#### **Item IV. Chair's Comments**

Ms. Rogers thanked staff members for their hard work in continuing to promote the museum programs. She noted the addition of several new items in the gift shops. In addition, Ms. Rogers commended staff for organizing a successful exhibit opening at the Union Bank.

#### **Item V. Consent Items**

##### **A. Amended Minutes from June 8, 2023 Quarterly Meeting**

##### **B. Minutes from November 2, 2023 Quarterly Meeting**

##### **C. Financial Reports July 2023 through February 2024**

Ms. Rogers acknowledged the consent agenda for discussion. Ms. Barton sent the consent items to the board members by email before the meeting. The board members had no questions or comments about the consent items.

Motion: Ms. Rogers asked for a motion to approve the consent items. Mr. Birtman so moved; Mr. Collins seconded; and the motion passed unanimously.

#### **Item VI. Business Items**

##### **A. Financials**

##### **1. Friends of the Museums of Florida History FY 2022-2023 Audit Presentation**

Ms. Rogers recognized Mr. Michael Carter and Ms. Linh Luong with Carr, Riggs, and Ingram to present an overview of the FY 2022-2023 audited financials.

Mr. Carter stated that Ms. Luong worked alongside him on the FY 2022-2023 audited financials for the Friends of the Museums of Florida History. Ms. Luong oversaw the management of the fieldwork during the audit. Ms. Barton sent copies of the financial statements to the board members before the meeting. In addition, she provided paper copies in the meeting packets.

Mr. Carter presented an overview of the audit report, which included the statements of financial position, functional expenses, cash flows, and financial statements. He stated that Carr, Riggs, and Ingram (CRI) issued an unmodified opinion for the financial statements, which is the highest level of assurance given for rendering a decision for the year.

Mr. Carter explained that \$1 million of the \$1.5 million in assets held by the Friends of the Museums of Florida History is restricted. He elaborated on how some of the restrictions relate to donor restrictions for each of the endowments.

Mr. Carter estimated that approximately \$485,000 of the assets managed by the organization are unrestricted. In addition, he explained that the liabilities of \$6,400 is slim. The overall book value of the Friends financials is \$1.49 million. Mr. Carter summarized the audit as clean with no findings or internal control issues. Management provided documentation in a timely manner. Ms. Rogers thanked Mr. Carter and Ms. Luong for their work on the audited financials.

Motion: Ms. Rogers asked for a motion to approve the Friends of the Museums of Florida History audit report for years ended 2022 and June 30, 2023. Mr. Collins so moved; Ms. Guilday seconded; and the motion passed unanimously.

## **Item VI. Business Items**

### **A. Financials**

#### **2. Endowments Progress Report**

Ms. Rogers recognized the Wells Fargo Financial Advisor, Mr. Hilton, to give presentations for the Friends of the Museums of Florida History endowment (Cultural) and brokerage accounts for activity from July 2023 to February 2024. Mr. Hilton stated that the investments for the Cultural endowment consist of a staggered certificate of deposit (CD) ladder of up to 24 months. The APY rates for each of the CD ranges between 4 and 5 percent. Mr. Hilton reminded the board members that the Cultural endowment balance must remain a minimum of \$600,000 to remain in compliance with the terms of the grant. The year-end cash balance was a little over \$23,000. The portfolio for the Cultural endowment shows a value of \$644,405 for the period ending February 29, 2024.

Mr. Hilton indicated that the James Knott endowment contained mostly fixed income bonds. The John Charles Knott account contained a total of \$148,781. In addition, the James Knott endowment ended with a balance of \$226,548. The balance of the three endowment accounts combined totaled \$1,019,734 for the period ending February 29, 2024. Mr. Hilton described the allocation for stocks and bonds in each of the endowments as well positioned from the standpoint of growth and value. He anticipates that the accounts will generate positive returns in 2024 as interest rates decline.

## **Item VI. Business Items**

### **B. Discussion and Input on Museum's Strategic Goals**

Ms. Rogers recognized Ms. Barton to provide an overview of the draft 2024-2029 Museum of Florida History Strategic Plan. Ms. Barton sent the draft document to the board members before the meeting.

Ms. Barton explained that the strategic plan for the Museum of Florida History, last adopted in 2019, required an updated version. She stated that the museum closure presented an opportunity for her to review the plan with staff members. Ms. Barton met with her team to discuss the strategies and objectives of the state museum for the next five years.

Ms. Barton presented the highlights of the draft strategic plan for the Museum of Florida History to the board members. The first page draft plan contains the mission statement, vision, and values— excellence, collaboration, integrity, and stewardship. She then provided details for the each of the four strategic goals.

Ms. Barton summarized the key tasks and objectives outlined in the draft plan, which include strategic goal #1 *Education, and Service*, strategic goal #2, *Collections Stewardship*, strategic goal #3 *Funding and Community Support*, and strategic goal #4, *Infrastructure and Operations*. She explained that the draft strategic plan is required to obtain reaccreditation from the American Alliance of Museums. Ms. Barton encouraged the board members to provide feedback. Ms. Juarez inquired about the duration of time of the museum accreditation. Ms. Barton responded that accreditation lasts for a decade before the reaccreditation process is necessary. In addition, Ms. Juarez requested a copy of the Healy Kohler's Master Plan for the Museum of

Florida History once it is completed. Ms. Barton replied that the Healy Kohler consultants would submit the report by June 30. Ms. Juarez remarked on how the Master Plan would likely inform the Museum of Florida History’s Strategic Plan. Discussion about the museum closure, redesign plans, and gift shop updates ensued. Ms. Rogers added that she thought the public survey about the museum was well done.

**Item VII. Other Business**

**A. Staff Updates**

Ms. Lotane gave high-level updates about the plaza of the RA Gray building. She stated that the plaza upgrade project remains in the design phase.

Ms. Barton shared a staff update about Trampas Alderman, Curator of Education for the Museum of Florida History. She announced that Mr. Alderman received a promotion. He is now the Executive Director of The Grove Museum. Ms. Barton added that Mr. Alderman would balance Florida History Day and 20<sup>th</sup> of May Emancipation Day responsibilities with his new role at The Grove on a temporary basis until the end of May.

**Item VII. Other Business**

**B. Wrap-Up of Meeting Accomplishments**

Ms. Rogers provided a brief summary of the meeting. She thanked the meeting attendees for their participation.

**Item VIII. Public Comment**

None.

**Item IX. Adjourn**

Ms. Rogers adjourned the meeting at 10:48 a.m.

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Ms. Laura Rogers, Chair  
Friends of the Museums of Florida History, Inc.

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Date

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Ms. Lisa Barton, Director  
Museum of Florida History

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Date

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Ms. Alissa Lotane, Director  
Florida Division of Historical Resources

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Date