



Approved Minutes
Quarterly Board of Trustees Meeting
The Forge, 2nd Floor
2500 West Broad Street

October 15, 2018
3:00 pm

Present: David Botkins, Richard Groover, Ph.D., Tiffany Jana, Ph.D, Eucharia Jackson, Amy Laufer, David Mills, Elsa Falls, Patricia Nicoson, Denise Walters, Ph.D, Mary Ellen Pauli.

Staff: Richard Conti, Chuck English, Kinsey Peeler, Saa'dia Walker, Elizabeth Voelkel, Courtney Moyer, Jim Blow, Pat Murphy, Brandon Pennington, Brandon Smith, Timshel Purdum

Other Attendees: Cameron O'Brion, Assistant Attorney General, Office of the Attorney General

Mr. Botkins called the meeting to order at 3:05 p.m.

Introduction of New Trustees

Mr. Botkins welcomed and introduced four new board members; David Mills, Amy Laufer, Molly Ward, and Lauren Mathena.

Approval of Minutes

Mr. Botkins asked the Board to review the draft minutes from the June 21, 2018 Board of Trustees meeting and asked for a motion to approve them. Mr. Davidson made the motion which was seconded by Dr. Walters. Mr. Botkins then called for a vote and the minutes were unanimously approved without objection.

Director's Report

Mr. Conti introduced new Museum directors. Timshel Purdum is our new Education Director and Brandon Smith our new Technology Director. Mr. English has transitioned into the position of Virginia Statewide STEM Coordinator.

Mr. Conti discussed the following

- Completed renovation of last space in the Museum, The Forge

- The aim is to foster feeling of connection and inspiration for visitors
 - Chance to engage more with guests
- Science After Dark: GLOW, hosted over 1,400 attendees
- Eleven years of generating a modest operating surplus
- Total attendance for FY 2017 was over 454,000
- Revenues are up 19% for the 1st Qtr of this fiscal year
- Summer camps were sold out for 2018 season
- Dominion Energy Pollinator Garden in back of complex is flourishing
- Body Worlds: Animal Inside Out was a great success
 - Great efforts at integrating workshops and activities for guests that tie into themes
- Preparathon offered the community a free day to attend the Museum and provided materials for an emergency preparedness kit for their family
- Climate Change research efforts are pulling in City of Richmond officials to collaborate with us to help our city
- Science on Tap in June hosted approximately 1,000 attendees
- The Forge and general exhibits are now open 7 days a week.
 - MakerFest had over 9,000 in attendance and was attended by First Lady Pam Northam.
- Girls in Medicine Camp In (sponsored by Bon Secours) sold out with over 200 girls in attendance
- We are developing a great relationship with CapitalOne
 - Not only are they donating money, but also looking for ways to partner with events and activity
 - CapitalOne is hosting a program called C1Coders to teach kids how to code and create apps
 - CapitalOne worked with the Museum to modify this existing program and adapt in partnership with us to host an event for Boys and Girls Club to build computers
- Science Within Reach, new program that promotes inclusivity for individuals with financial disadvantages or physical or mental disabilities
- Museums for All reduced price admissions for those with EBT benefits, we have over 400 families utilizing this resource
- Minds of All Kinds sensory-friendly events are highly successful
- Parking Deck
 - Ground breaking has been pushed back tentatively to August 2019
 - This venture is a State project
- Public Green Space
 - Community green space, may include a restaurant, sculpture garden, walking paths

Ms. Voelkel then discussed plans for the Centennial Celebration on January 6th 2019. The Museum is celebrating the 100-year anniversary of the first train pulling out from Broad Street Station on January 6th 1919 at 1:07pm. Tie-ins will begin at the Model Railroad Show the weekend after Thanksgiving.

- Big year for Danville Science Center:
 - Working on building funds to revamp their exhibits
 - 40K people live in Danville and 50K people attend DSC every year
 - The General Assembly has given \$5M to use towards designing and equipping new exhibits for Danville Science Center
 - A portion of these funds were used to leverage another \$3M gift from the Danville Regional Foundation
- Northern Virginia Science Center Project
 - Major General Assembly efforts to acquire support and funding
 - Potentially a \$75M project
 - If funding is approved, the project will be a five year initiative
- Pompeii exhibit coming Summer 2019, June through August
 - Provides great material for our Educators to create programming
 - Sponsorships are needed to help off set up front and hosting costs
- Workers Compensation Building
 - Film office used the building for Harriet Tubman film
 - Exploring alternate uses for the building, possible partnership with VCU Arts

Ms. Nicoson shared details of a meeting with Loudon County businesses at Tysons Corner about the Northern Virginia project.

Committee Reports

Mr. Botkins transitioned the meeting to the committee reports.

Finance Committee Report

Ms. Walker discussed the following FY 18 budget items:

- Overall, finances are in really good shape
- Added about \$40K to our working capital
- Trustee Discretionally we added \$186K with a net of \$55K
- Admissions and programs were up 22%
- Memberships were up 29%
- Earned revenue overall was up 22%
- Foundation transfers are down as planned
- Small uptick in expenditures due to new personnel

Ms. Walker discussed Budget Notes for FY 19:

- Starting out new Fiscal year in a great position
- Increase in expenditure for Royalties, for Pompeii exhibit and films
- Everything is up in revenue
- Enterprises are up \$81K
- Federal Grants are up \$29K
 - NOAA grant is ending at the end of the fiscal year

Ms. Walker discussed FY 19 proposed Capital Projects:

- \$3M for Broad Street Station development and improvement
- \$1.4M for Historic Restoration of Broad Street Station
- \$7M Children's Science Center Detailed Planning, with overall budget of \$46.5M
- \$14.6M for the Parking deck
- \$5M for Danville Science Center project.
- Detailed planning for the parking deck
- \$1M available for ongoing BSS maintenance

Ms. Pauli asked why we had prepaid for Body Worlds: Animal Inside Out. Ms. Walker explained that prepaying does not offer a discount, but since funds were available it made the most sense to make up front payment.

Mr. Botkins asked for a motion to approve Capital Outlay items for FY 19. Dr. Groover made the motion, which was seconded by Ms. Nicoson. Mr. Botkins then asked for a vote on the motion with passed unanimously without objection.

Mr. Botkins then passed the meeting to Ms. Purdum for the Education Committee report.

Education Committee Report

Ms. Purdum introduced herself to the Board, shared some details about her previous experience, and expressed her excitement about being a part of the Museum.

Mr. Davidson discussed the details of a letter to the Governor requesting support and funding for Northern Virginia Science Center and the Children's Science Center. The letter will be signed by Mr. Davidson as Chairman of the Board of Trustees and sent to the Governor.

Mr. Botkins then turned the meeting over to Ms. Moyer.

Brand Strategy Report

Ms. Jackson discussed recent Brand Strategy meeting

- Seven out of ten committee members attended. Committee discussed the take aways from the Body Worlds Exhibit.
- Nearly 40K in attendance
 - This was a 47% increase over attendance to da Vinci Alive
- Overall museum attendance was up 34% during the exhibition period
- Evening only hours brought an average of 200 guests each evening
- AIO proved to be more popular with families
 - 14% fewer seniors, 11% more youth
- AIO cost the Museum \$425K to host, we earned \$293K in ticket sales and Shop4Science revenue
- AIO did not have a sponsorship to offset the costs

- In the future, we will aim to get sponsorship to cover 25-50% of cost

Ms. Pauli asked how the Museum chooses the timing of exhibits and asked why they are only booked in the summer. Ms. Moyer responded that because these types of exhibits are not a very big group draw, there is no need to book exhibits before the summer months. The Museum also needs to be cognizant that the large exhibits carry an opportunity cost because they occupy the DGC and don't allow for rental revenue.

Ms. Moyer highlighted the following:

- Attendance, Member Households Engagement are up
- Press coverage has been good
- Media coverage over time shows spikes, these spikes align with the Museum lighting up the building façade in support of specific causes such as Stand UP to Cancer, Bullying Prevention, and Prostate Cancer
- Conducted a survey on why people are not coming to the Museum
- Continue to focus on Social Media advertising, this brings information to our key demographics
- Guests were asked to tell us what they loved about the museum in three words or less. The words that stand out are interesting and educational
- Currently exploring what would motivate more people to visit, the two main factors were different pricing and different programming for varying ages
- Some people are asking for things we already offer, indicating a need to find ways to heighten awareness to current offerings
- Looking for new ways to engage young mothers, millennials, and elderly
- In the past we have shown feature films but these did not generate revenue; however, the agency is open to new business models for showcasing feature films

Mr. Botkins then handed the meeting over to Mr. Conti

Strategic Planning

Strategic Planning committee was not present, but Mr. Conti highlighted the current Strategic Plan

- We have developed a new framework for our strategic plan, using a shorter 5-year time line, because a 10-year plan isn't applicable for our current needs

Mr. Botkins called for a motion to approve the Strategic Plan Framework. The motion was made by Dr. Groover and seconded by Dr. Walters. Mr. Botkins then asked for a vote which passed unanimously without objection.

Mr. Botkins then handed the meeting over to Ms. Peeler

Science Museum of Virginia Foundation

Ms. Peeler discussed the following:

- Foundation finances are in great shape
- On track to raise \$2.3M that we have budgeted
- Moving away from Capital Campaign which is ending in December 2018
- More focus on Annual Funds efforts
- Two main fundraising events coming up:
 - Up&Atom
 - 10th anniversary event, March 6th, 2019
 - Illumination Gala
 - Saturday April 13th, the theme will be Speakeasy

Mr. Botkins then asked the Board to review the new Board of Trustees committee chairs. Dr. Groover moved to approve the slate of new committee chairs. Ms. Nicoson seconded the motion. Mr. Botkins then called for a vote which passed unanimously without objection.

Mr. Conti recognized David Botkins for his time as Chair, and acknowledged his contributions to the Museum. Mr. Conti and Mr. Botkins then expressed their gratitude to Mr. O’Brion, as this is his last Board meeting as the Museum’s representative from the Attorney General’s Office.

Mr. Conti then presented Mr. Botkins and Mr. O’Brion with gifts on behalf of the Museum.

New Business

Mr. Davidson asked for any new business. No new business was heard.

Adjournment

With no further business, Mr. Davidson adjourned the meeting at 4:22 pm. The next meeting will be on January 24th, 2019 at 3 pm.