



Approved Minutes
Quarterly Board of Trustees Meeting
Executive Conference Room
2500 West Broad Street

January 24th, 2019
3:00 pm

Present: Glen Davidson, Mary Ellen Pauli, Patty Nicoson (teleconference), Dr. Denise Walters, Ukay Jackson, Dr. Richard Groover, Missy Neff, Lauren Mathena, Molly Joseph Ward, David Mills, Amy Laufer

Staff: Richard Conti, Chuck English, Jim Blow, Courtney Moyer, Elizabeth Voelkel, Reggie Wilson, Timshel Purdum

Other Attendees: Cynthia Norwood, Virginia State Attorney General's Office

Mr. Davidson called the meeting to order at 3:02 p.m.

Welcome and Introductions

Mr. Davidson welcomed the Board members and proceeded into a round table introduction of all present members.

Richard Groover requested an updated directory of all current Board members to be distributed via email after the meeting.

Approval of Minutes

Mr. Davidson asked the Board to review the draft minutes from the October 25th, 2018 Board of Trustees meeting and asked for a motion to approve them. Mr. Mills made the motion which was seconded by Dr. Groover. Mr. Davidson then called for a vote and the minutes were unanimously approved without objection.

Director's Report

Mr. Conti reminded Board of Trustee members of Joint meeting with Foundation Board of Directors immediately following the Board meeting. Updates on new Parking deck plans will be presented.

Mr. Conti discussed the following

- Tremendous growth in attendance over the past several years, last year the Museum achieved a record 450,000+ guests.
- This year we are already up 12% in attendance for the same time last year
 - We are on track to reach over 500,000 attendees for this year
- The last quarter of the year is busy for the Museum, which hosts many internal and external events
- NOVA project
 - We are in the Governor's Budget for some of the planning funds needed to jumpstart the project
 - The NOVA project will cost an estimated \$75 million dollars to complete
 - The County is on track to supply around \$15 million to the project, will be allocated to fabricating the exhibits
 - Community and private funds will go towards operating endowment
 - We still have work to do with the State House, this will be a heavy lift. Request for networking connections to assist on our behalf
- Danville Science Center transformation
 - Next year plan is to host a Board meeting at DSC
 - \$9M project is fully underway
- Just since last Board meeting in October, we have been very busy with events including: Minds of All Kinds, Science After Dark: Play Dough had over 2000 plus guests, Model Railroad had over 12,400 in attendance over the weekend, Noon Year's Eve, BSS Centennial over 1000 attendees, Science on Tap this past weekend made \$40K
- Curious George traveling exhibit has just opened, over 5K visited the first weekend.

Committee Reports

Mr. Davidson transitioned the meeting to the committee reports.

Finance Committee Report

Mr. Wilson introduced himself and discussed the following FY 19 budget items:

- Overall, finances are in really good shape
- Earned revenue strong up across all departments, overall up \$300K
- Strong performance of facilities rentals, especially DGC, leads the way to increased earned revenue
- General admissions are up
- Trustee summary
- Special events have also greatly contributed to increase in revenue

Mr. Groover drew attention to the Trustee Summary document. Comparison to same time last year, we are up 5% in earned revenue and up 2% over budget projections. Foundation numbers are down due to timing.

Mr. Conti commented on our grants. NOAA grant has ended and we have a new one starting soon National Fish and Wildlife Service for fabricating the greenspace associated with the parking deck.

Mr. Davidson asked about other sources of revenue. Mr. Wilson responded stating examples from leasing spaces.

Mr. Mills asked about clarification on expenses for Pompeii. Mr. Conti responded that the Museum makes two payments with the third payment coming from restricted funds from the Foundation. The Museum may reimburse itself from the Foundation for the first two payments. If we have state side earned revenue surplus one year it can be moved to a trustee discretionary fund to be spent the following year.

Mr. Groover outlined Resolution #001-2019. "Request for approval from Trustees to move funds from Trustee Discretionary fund to outlined cost items" to the Board.

Ms. Voelkel clarified that the tent is still generating revenue. Last year, it generated \$75k in revenue from events. Many weddings book the Tent as a backup location for outdoor weddings and large events.

Mr. Groover made a motion to approve Resolution #001-2019. Mr. Mills seconded the motion. Mr. Davidson called for a vote and the motion passed unanimously without objection.

Education Committee Report

Ms. Purdum shared Education Committee updates:

- Highlights from the Inspiration Index
- The Museum is evaluating safety protocols, how to train and engage volunteers more, and diving deeper into using data to inform more productive decisions going forward

Ms. Voelkel highlighted the history and deaccessioning process of the Womack Collection at the Danville Science Center. The collection is over 1300 taxidermy and associated objects. The process began in 2016 and it was determined that the Collection no longer supported the vision and direction of DSC. The Museum then initiated the formal process of deaccessioning the collection with close attention industry standards. There will be some expenses incurred in the physical removal of the objects, but DSC funds have been allocated for this purpose.

Mr. Davidson called for a motion to approve the deaccessioning of the Womack Collection. Dr. Groover made the motion which passed without objection.

Mr. Davidson then turned the meeting over to Ms. Moyer and Ms. Jackson.

Brand Strategy Report

Ms. Jackson discussed some highlight from the recent Brand Strategy meeting with the SMV Marketing Team.

- Pompeii is upcoming, opens in June and runs to September
- Marketing Team is using a mix of strategies to promote the exhibit including social media marketing, traditional advertising, and partnerships target audiences
- SOT continues to do well, recent Speakeasy themed event saw over 1,400 guests in attendance

Ms. Moyer highlighted the Dashboard Report. All graphs are trending upward. Three year rolling attendance is significantly higher than previous years.

New Business

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

Adjournment

With no further business, Dr. Walters called for a motion to adjourn the meeting which was seconded by Ms. Laufer. The motion passed without objection and the meeting adjourned at 3:52 pm.

The next meeting will be on April 25th, 2019 at 3 pm.