



## **BOARD OF TRUSTEES MEETING AGENDA**

**Monday, March 15, 2021 at 4:00 PM**

GoTo Meeting

1011 N. Richardson Ave.

Roswell, NM 88201

Members: Cymantha Liakos, Anne Baker, Jamie Barnes, Donovan Fulkerson, Peggy Krantz, Priscilla Ornelas, Jessica Parham, Kay Cargill Jenkins, Lorrina Segovia, Bill Siders, and Valli West.

City Council Liaison: Barry Foster

RMAC Staff Coordinator: Caroline Brooks, Executive Director

RMAC Foundation: Cindy Torrez, Executive Director

- A. Call to Order
- B. Roll Call

### **ACTION ITEMS:**

- C. Approval of Agenda
- D. Approval of the February 22, 2021 meeting minutes
- E. BOT new member nominations

### **INFORMATION ONLY ITEMS:**

- F. Director's Report
- G. Annual Meeting
- H. Strategic Planning
- I. RMAC Foundation Report
- J. Chair's Remarks and Board Announcements
- K. Public Comment
- L. Adjourn

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 21-7.

NOTICE OF POTENTIAL QUORUM – A quorum of the City Council may or may not attend, but there will not be debate by the City Council, and no action will be taken.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

Printed and posted: March 12, 2021

RMAC March BOT Meeting  
Mon, Mar 15, 2021 4:00 PM - 5:00 PM (MDT)

**Please join my meeting from your computer, tablet or smartphone.**

<https://global.gotomeeting.com/join/272923925>

**You can also dial in using your phone.**

United States: [+1 \(872\) 240-3212](tel:+18722403212)

**Access Code:** 272-923-925



ROSWELL MUSEUM AND ART CENTER  
MINUTES OF THE BOARD OF TRUSTEES MEETING  
Monday, February 22, 2021 | GoTo Meeting

## DRAFT DOCUMENT

REGULAR MEETING AT 4:00 p.m.

### A. CALL TO ORDER

Board Vice Chair Siders called the meeting of the Board of Trustees to order at 4:07 p.m.

### B. ROLL CALL

The meeting of the Board of Trustees convened with members Cymantha Liakos, Bill Siders, Lorrina Segovia, Anne Baker, Valli West, Donovan Fulkerson, Jessica Parham, Priscilla Ornelas, and Kay Cargill Jenkins being present via GoTo Meeting. A quorum was established with members Jamie Barnes and Peggy Krantz being absent.

**Staff present:** Caroline Brooks, Executive Director, Aubrey Hobart, Curator of Collections and Exhibitions, Wendy Cook, Public Programs Manager, and Cindy Torrez, Executive Director RMAC Foundation.

**Community members present:** None.

### C. APPROVAL OF AGENDA

Member Parham motioned to approve the agenda. Member West seconded. A voice vote was 9-0 and the motion passed with members Barnes and Krantz being absent.

### D. APPROVAL OF January 25, 2021 MINUTES

Member Baker motioned to approve the minutes for the January 25, 2021 meeting. Member Segovia seconded. A voice vote was 9-0 and the motion passed with members Barnes and Krantz being absent.

### E. BOT New Member Nominations

Member Liakos motioned to have current members ask potential new members to complete the online application. Member Siders seconded the motion. A voice vote was 9-0 and the motion passed with members Barnes and Krantz being absent.

### INFORMATION ONLY

### F. RAiR 2021 Exhibition Pre-view

Curator of Collections and Exhibitions, Aubrey Hobart, shared a PowerPoint presentation with the group pre-viewing the RAiR artist exhibitions scheduled for 2021.

### G. DIRECTORS REPORT: See attached

### H. MEMBERSHIP WORKING GROUP UPDATE

Board Chair Liakos spoke on behalf of the working group. She shared that a second direct mail postcard mid-March to encourage museum membership will be mailed in bulk to several Roswell, Dexter, Hagerman and Artesia zip codes. The RMAC Foundation will fund the printing and postage for this second mailer.

### I. RMAC FOUNDATION REPORT

RMAC Foundation Director Torrez shared that the Foundation is currently wrapping up an audit and planning a virtual fundraiser for 2021

**J. CHAIR'S REMARKS AND BOARD ANNOUNCEMENTS**

None

**K. PUBLIC COMMENT**

None

**L. ADJOURN**

Member Liakos motioned to adjourn the meeting. Member Baker seconded. A voice vote was 9-0 and the motion passed.

The meeting adjourned at 4:56 p.m.

DRAFT

## ATTENDANCE

	2021	2020	2019	2018
MUSEUM	130	786	721	849
EVENTS	0	26	44	86
CLASSES	0	540	579	486
PLANETARIUM	0	220	190	312
SCHOOL/ADULT TOURS	113	89	199	228
FACILITY USE	0	39	204	300
OUTREACH	0	0	520	144
VOLUNTEER VISITS	14	26	9	7
MUSEUM BUSINESS	1			
<b>FEBRUARY TOTALS</b>	<b>258</b>	<b>1,726</b>	<b>2,466</b>	<b>2,412</b>
<b>YEAR TO DATE TOTALS</b>	<b>418</b>	<b>3,338</b>	<b>4,923</b>	<b>4,133</b>

## REVENUES

	2021	2020	2019	2018
ADMISSIONS	1,217			
CLASSES	3,975	5,776	2,227	1,025
PLANETARIUM	0	873	662	964
MEMBERSHIP	1,380	770	440	1,235
FACILITY USE	0	0	0	200
STORE	1,453	3,536	3,382	3,249
<b>FEBRUARY TOTALS</b>	<b>8,025</b>	<b>10,955</b>	<b>6,711</b>	<b>6,673</b>
<b>YEAR TO DATE TOTALS</b>	<b>12,062</b>	<b>18,703</b>	<b>16,034</b>	<b>18,167</b>

## PROGRAMMING

ADMISSIONS	VISITS for MONTH	REVENUE for MONTH	YEAR to DATE VISITS	YEAR to DATE REVENUE
Members	18		72	
Children 15 and under	15		25	
Adult Residents	7	\$49	12	\$84
Adult Non-Residents	34	\$340	58	\$580
Seniors	19	\$133	33	\$231
Military	3	\$21	5	\$35
Student (16+)	2	\$14	3	\$21
Museums for All				
Senior Free Days	13		23	
Resident Free Day	7		14	
NARM (free)	2		2	
Puzzle Room	4	\$20	19	\$95
Member Guest Pass	6		12	
Special Tour (NMMI, see below)		\$640		\$640
<b>TOTALS</b>	<b>130</b>	<b>\$1,217</b>	<b>278</b>	<b>\$1,686</b>

CLASSES	SESSIONS for MONTH	ATTENDEES	CONTACT HOURS
<b>CANCELLED:</b>			
Gentle Yoga ( In-person)	2 sessions		
Adult Clay	16 sessions		
Kids Clay	8 sessions		
<b>TOTAL</b>		<b>0</b>	<b>0</b>

EVENTS	OCCURENCES for MONTH	ATTENDEES	PARTNERSHIP
<b>CANCELLED:</b>			
Planetarium General Shows	12		
<b>TOTAL</b>		<b>0</b>	

TOURS	GRADE(S)	STUDENTS	ADULTS	GALLERIES	PLANETARIUM	PUZZLE ROOM
Leadership Roswell			30	X		
NMMI		80	3	X	X	X
<b>TOTALS</b>		<b>80</b>	<b>33</b>			

## MEMBERS



**406\***  
current active memberships

**691\***  
current active members

FOR MONTH

**4**  
new members

**21**  
renewals

YEAR to DATE

**12**  
new members

**34**  
renewals

\* Numbers to potentially drop April 1 once members who lapsed in 2020 are designated inactive. Renewal period had been extended due to closure during COVID.

## VOLUNTEERS



FOR MONTH

**12.5**  
volunteer hours

**14**  
volunteers

YEAR to DATE

**24.5**  
volunteer hours

**14**  
volunteers



**4,283**  
FACEBOOK FOLLOWERS



**539**  
INSTAGRAM FOLLOWERS

# RECENT MUSEUM ACTIVITIES & HIGHLIGHTS

Submitted by Museum Director Caroline Brooks

## SECOND SATURDAY

RMAC will be open on Saturday, March 13, from 10 am to 3 pm. Roswell Residents are free each second Saturday of the month as part of Admissions programming.

## EXHIBITIONS

*Refracted Futures* opened on March 5 and presents the work of Yemeni-Bosnian-US multi-media artist Alia Ali. Using photography, video, and installation, her work reflects on the politics of contested notions of linguistics, identity, borders, migration and colonization.

Ali will give a virtual talk on Friday, March 12 at 5:30 pm. For a link and details, please visit the event page at [www.roswellmuseum.org](http://www.roswellmuseum.org).

## RECENT TOURS AND VISTS

30 Leadership Roswell participants received brief guided tours of the current exhibitions as part of a day filled with visits to several attractions and amenities throughout Roswell on February 5.

The Museum hosted 80 cadets from the New Mexico Military Institute, in small groups of 5, for a visit to the Puzzle Room, a planetarium show and self-guided tours of the galleries on February 27 and 28.

Representatives with New Mexico True visited the Museum and other sites around the City to photograph and promote COVID-safe practices.

## CLAY OPEN STUDIO

Spaces are still available for a clay open studio program that begins April 1. Nine three-hour sessions will be offered during the week, for five students at a time. Students will register for a specific session day and time covering 3 months. While the county is designated yellow or higher, students may also include an additional 3-hour time block. As an open studio, the instructor, Aria Finch, will be available for questions, but will not be providing direct classroom instruction.

Due to the more limited nature of the offering, the program is open to previous RMAC clay students as they have a familiarity with the studio and a basic understanding of techniques. For questions or to register, please contact Tiffany at 575-500-0363.

## LOGO REDESIGN

As a follow-up on the City's city-wide rebranding campaign, RMAC is working with the Public Affairs department to develop a logo that fits within the City's branding, while recognizing the distinctive qualities of the Museum and its audiences.

## MEMBERSHIP

A second mailer, funded by the RMAC Foundation, was sent out to 10,000 households in Roswell and the surrounding area to help promote the Museum's memberships program.

## VIRTUAL PROGRAMMING

In the month of December there were 28 posts on Facebook; 7,364 accounts reached; 41 shares and 104 likes. Some of the more popular during the month were clay open studio, museum store sale, puzzle room and Second Saturday promotions.

## FOUNDATION SUPPORT

To help extend the life of the carpet, the RMAC Foundation recently paid for cleaning and repairs to areas of the Museum's carpeting, some of which date back to the addition of the Bassett Art Education Center in 1998.

The Foundation has agreed to contribute \$5,000 towards stipends toward two collections interns for this summer. Postings will go out to Museum Studies programs in New Mexico and Texas, and the interns will work for approximately 10 weeks on collections care and inventory, an exhibition installation as well as provide assistance with summer programming.