



Roswell Museum

BOARD OF TRUSTEES MEETING AGENDA

Monday, May 16, 2022 at 4:00 p.m.

1011 N. Richardson Ave.

Roswell, NM 88201

Members: Cymantha Liakos, Anne Baker, Donovan Fulkerson, Priscilla Ornelas, Kay Cargill Jenkins, Lorrina Segovia, Valli West, Tim Hartwick, Kyle Bayless, Kate Huebner and Elisa Begueria.

City Council Liaison:

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 April 18, 2022 meeting minutes

INFORMATION ONLY ITEMS:

- E. Report from 2022-2026 Strategic Plan Working Group
- F. Report from Membership Working Group
- G. Director's Report
- H. RMAC Foundation Report
- I. Chair's Remarks and Board Announcements
- J. Public Comment
- K. 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 22-14.

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: Friday, May 6, 2022

TO ATTEND THE BOARD MEETING BY GO TO MEETING

Roswell Museum May BOT Meeting

Mon, May 16, 2022 4:00 PM - 5:30 PM (MDT)

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

<https://meet.goto.com/803770085>

You can also dial in using your phone.

United States: [+1 \(312\) 757-3121](tel:+13127573121)

Access Code: 803-770-085

Get the app now and be ready when your first meeting starts: <https://meet.goto.com/install>



Roswell Museum

ROSWELL MUSEUM
MINUTES OF THE BOARD OF TRUSTEES MEETING
Monday, April 18, 2022 at 3:00 p.m.
1011 N. Richardson Ave.
Roswell, NM 88201

DRAFT DOCUMENT

REGULAR MEETING AT 3:00 p.m.

Notice of this meeting was given to the public in compliance with Sections 10-15-1 through 10-15-4, NMSA 1978 and Resolution 22-14.

For the Record: Meeting is being streamed live for the public through GoToMeeting. There was no public on GoTo Meeting.

A. CALL TO ORDER

Board Chair Liakos called the meeting of the Board of Trustees to order at 3:07 p.m.

B. ROLL CALL

The meeting of the Board of Trustees convened with members Cymantha Liakos, Kyle Bayless, Valli West, Lorrina Segovia, Kay Cargill Jenkins and Kate Griffo, Donovan Fulkerson, Pricilla Ornelas, and Anne Baker being present. A quorum was established with members Tim Hartwick, and Elisa Begueria being absent.

City Council members present: The museum has not been appointed a city council liaison with the new council members.

Staff present: Caroline Brooks, Executive Director. Aaron Wilde, Curator of Collections and Exhibitions, Jessica Parham, Educator, Cloe Medrano, Registrar, and Amber Smith, Operation Manager.

Community members present: Cindy Torrez, Director RMAC Foundation.

ACTION ITEMS

C. APPROVAL OF AGENDA

Member Segovia motioned to approve the agenda. Member Baker was the second. A voice vote was 9-0 and the motion passed with members Hartwick, and Begueria being absent.

D. APPROVAL OF February 28, 2022 MINUTES

Member Segovia motioned to approve the minutes for the March 21, 2022 meeting. Member Baker was the second. A voice vote was 9-0 and the motion passed with members Hartwick, and Begueria being absent.

INFORMATION ONLY ITEMS

E. Annual Meeting Presentation

The museum staff, Brooks, Wilder, Parham and Medrano, discussed the museum's last year's occurrences. Brooks discussed Admissions, new logo, and current projects which includes store move, lobby update, new flooring, exterior signage, and family interactive gallery. The museum is currently beginning the master plan and the strategic plan for 2022-2027. Parham reviewed the current education programming the museum offers such as, second Saturday, family after hour, ceramic class and the Grattan workshops. Wilder presented new exhibitions the museum has displayed since full reopening in June of 2021 which included Roswell Artists-in-Residence, A Lucky Escape: The Wild World of William

Goodman, Decades: 1960s and 1970s, Michelle Bourque Sowards: Flora and Fauna, and Barbara Latham: Lifetime Artist. Wilder further presented his goals for future exhibitions. Medrano presented on new acquisitions of the collection: William Atha (Peter Hurd), Doris Cross Estate (Doris Cross collection), Susan & David Hill (22 works by 7 artists), Laura Loos (Agnes Tait collection), Alan Paine Radebaugh (Alan Paine Radebaugh), Brinkman Randall Estate / Susie Grant (Peter Rogers), Arthur Rosenberg & Stella De Sa Rego (14 works by 11 artists), Ken Terry & Denise Betesh (Gendron Jenson). Medrano further discussed the summer internship program and the new collection software. The presentation ended with Brooks and Wilders, sharing museum goals and events for 2022.

Upcoming Exhibitions and Events:

Spring 2022 Film Series

Marie Alarcón, 2021-2022 Roswell Artist-in-Residence, curated this series of genre-and time-bending films focused on the simultaneous past and future. This series will take place in the Roswell Museum's auditorium 6:00pm-8:00pm each Thursday in May 2022. It features work by global filmmakers responding to the repetitious "now" with creativity and resistance.

1. Nuotama Frances Bodomo, *afonauts*, 2014
2. Taina Da Silva & Becca Redden, *The Ceremony*, 2018
3. Larissa Sansour & Søren Lind, *In the Future They Ate from the Finest Porcelain*, 2016
4. John Akomfrah, *The Last Angel of History*, 1997
5. Sky Hopinka, *Lore*, 2019
6. Amanda Kernell, *Sami Blood*, 2016
7. Truong Minh Quý, *The Tree House*, 2019
8. Hannah Jayanti, *Truth or Consequences*, 2021

Summer Exhibition

Future Shock: (Re) Visions of Tomorrow: June 25-October 30, 2022

UFO Festival Laser Show and B Movies

- Popular UFO Festival Attraction
- Addition of B Movies on Friday and Saturday:
 - The Adventures of Buckaroo Banzai Across the 8th Dimension (1984)
 - The Day the Earth Stood Still (1951)

Summer Movies Under the Moon:

- June 17: Wall-E
- July 29: E.T.
- August 12: Treasure Planet

Roswell Sciences and Art Festival: October 8, 2022

F. Review of 2017-2021 Strategic Plan Progress

Director Brooks spoke of the museum points achieved from the 2017 Strategic Plan which came to an end in 2021/2022. Please see attached document.

G. Report from 2022-2026 Strategic Plan Working Group

Member Liakos discussed how the working group is planning on providing the surveys to members, employees, BOT members/Foundation members, and programming. These surveys will better gauge areas the museum can improve and areas the museum is excelling.

H. Director's Report

Director Brooks noted visitation in March was higher than the past few years. The museum is seeing an increase in school field trips. The week of spring break brought a high volume of visitors with an overall total of 1,965 visitors. Director Brooks noted the PGA gallery lights are being addressed; work on them is estimated to start mid-April/May. Beginning in May the former RAiR artist, Marie Alarcon, will be presenting a film series called *Circular Time*:

Documentary Futurism. The series is scheduled for 6 pm each Thursday in May beginning May 5. The museum is in the process of hiring a new Program Manager. For April's Second Saturday, the museum partnered with Creative New Mexico for a state wide celebration of the arts.

FOR THE RECORD: Member Ornelas left at 4:015 p.m.

FOR THE RECORD: Member Segovia left the room at 4:25 and returned at 4:29 p.m.

I. RMAC Foundation Report

RMAC Foundation Director Cindy Torrez recapped fundraising events planning for 2022. The foundation is planning an event on September 17th with tickets selling for \$150. The goal is to have 300 in attendance. The theme of the event is Italian Village. The event will be white attire and will include a live auction. They are currently working with the convention center to secure ½ of the north parking lot for the event. |

J. Chairs Remarks and Board Announcements

No comments.

FOR THE RECORD: Member Jenkins left 4:48 p.m.

FOR THE RECORD: Member Fulkerson left the room at 4:55 and returned at 5:00 p.m.

K. Public Comment

Member Donovan Fulkerson asked if members and staff are in acceptance of receiving emails to be guests on The Roswell Business Podcast. Caroline Brooks asked if members and staff were willing to receive and answer a survey for her thesis project.

L. Adjourn

Member West motioned to adjourn the meeting. Member Baker was the second. A voice vote was 7-0 and the motion passed with members Hartwick, and Begueria being absent.

The meeting adjourned at 5:11 p.m.



APRIL ATTENDANCE

	2022	2021	2020	2019
MUSEUM	1244	343	0	1064
EVENTS/PROGRAMS	1002	0	0	294
CLASSES	499	288	0	539
PLANETARIUM	410	0	0	247
SCHOOL/ADULT TOURS	298	0	0	855
FACILITY USE	9	0	0	98
OUTREACH	0	0	0	15
VOLUNTEER VISITS	14	10	0	10
MUSEUM BUSINESS	38	34	0	0
APRIL TOTALS	3,514	665	0	3,122
YEAR TO DATE TOTALS	10,573	1,567	5,115	11,100

APRIL REVENUES

	2022	2021	2020	2019
ADMISSIONS	6,041	2,002	N/A	N/A
CLASSES	1,631	575	0	2,646
PLANETARIUM	2,687	0	0	1,127
MEMBERSHIP	1,890	2,090	2,065	4,580
FACILITY USE	0	0	0	100
STORE	2,696	4,031	0	4,762
APRIL TOTALS	14,945	8,698	2,065	13,215
YEAR TO DATE TOTALS	65,518	32,191	25,623	43,835

APRIL ADMISSIONS AND PROGRAMMING

MUSEUM ADMISSIONS	VISITS for MONTH	REVENUE for MONTH	YEAR to DATE VISITS	YEAR to DATE REVENUE
Members	38		169	
Children 15 and under	195		798	
Adult Residents	51	356	147	1028
Adult Non-Residents	320	3143	1187	11820
Adult Combo Ticket	114	968	297	2523
Seniors	261	1827	826	5789
Military	64	455	268	1883
Student (16+)	34	245	230	1631
Museums for All	5	15	33	99
Senior Free Days	56		179	
Resident Free Day	100		575	
NARM (free)	6		35	
Artisan Market (Dec)				
Member Guest Pass	0		3	
Store Only	0		1	
TOTALS	1244	\$7,009	4748	\$24,773

CLASSES	SESSIONS for MONTH	STUDENTS	ATTENDANCE
Clay Open Studio			110
Kids Clay Class	4	11	44
Adult Clay Class	16	49	24
TOTAL		60	499

EVENTS/PROGRAMS	OCCURRENCES for MONTH	ATTENDEES	PARTNERSHIP
Second Saturday Art Activity	1	181	RMAC Foundation
Second Saturday Planetarium	1	40	
Yoga in the Museum	1	8	
Sew Crafty	4	44	
Tabletop Game Day	1	25	
Outdoor Sketch Club	1	4	
Family After Hours	1	700	RISD Arts Connect Program
TOTAL		1002	

PLANETARIUM	SHOWS for MONTH	ATTENDEES
Planetarium General Shows	65	410

TOURS/GROUP VISITS	GRADE(S)	STUDENTS	ADULTS	GALLERIES	PLANETARIUM
Artesia Junior High, 4/4	6-8		7		X
Missouri Ave Elementary, 4/5	K-1	25	5		X
Berrendo Middle School, 4/8	6-8		1	X	X
Nancy Lopez, 4/11	K		4	X	X
Loving and Lovington HS, 3/24	9-12	20	2		X
TOTALS		279	19	2	5

MEMBERS

452
current active
memberships735
current active
membersFOR
MONTH4
new memberships22
renewalsYEAR
to DATE23
new memberships63
renewals

VOLUNTEERS

FOR
MONTH18
volunteer hours14
volunteersYEAR
to DATE38
volunteer hours32
volunteer visits4,726 FACEBOOK
FOLLOWERS981 INSTAGRAM
FOLLOWERS

372 E-NEWSLETTER SUBSCRIBERS

ACTIVITIES & HIGHLIGHTS

EXHIBITIONS

The Roswell Artist-in-Residence exhibition, *Kate Turner: Somewhere That's Green*, opened May 6 at 5:30 pm with an artist talk and reception. Turner is a visual artist and writer from West Chester, Ohio whose work examines contemporary issues surrounding identity, race, and gender. Her exhibition continues through July 3.

Future Shock: (Re)Visions of Tomorrow will open with a Member's Preview Night on Friday, June 24, 5-8 pm. The exhibition will include 16 contemporary artists from around the world whose work investigates humanity's shared futures and our relationship with space, technology and science. The exhibition will also include programming during the UFO Festival: A Happy Hour and Film Screening on Friday, July 1; a performance artist on Saturday, July 2; and a string quartet in partnership with the Roswell Symphony Orchestra, also on July 2.

FILM SERIES

The Museum is presenting a film series on Thursdays in May at 6 pm. Titled *Circular Time: Documentary Futurisms* and curated by Roswell Artist-in-Residence Marie Alarcón, the series presents genre- and time-bending films focused on the simultaneous past and future. Admission to the films is free. The series is generously sponsored by the RMAC Foundation. All films will be presented in the museum's auditorium, except May 19th's will be at the Convention Center next door.

JUNE GRATTON WORKSHOP

Registration is underway for the Lorene Johnson Gratton Workshop: *Creating Character With Cast-Off Materials*. The workshop will be held June 25-26 and led by Belen, NM, artist and educator Laura Wacha in the medium of papier mache. Registrants pay on a sliding scale what they can afford up to \$125. All materials are included. To register and for more details, please contact Amber Smith at 575-500-0363 or museum@roswell-nm.gov

FAMILY AFTER HOURS

Family After Hours was presented on April 21 from 5-7 pm behind the museum on 11th Street. Generally presented twice per year, the event hosts visual and performing art teachers from RISD's Arts Connect Program in hands-on activities for families. The event brought a record-breaking crowd of 700 participants. Appreciation goes to RISD and the Arts Connect staff for partnering on what was a fun-filled and popular community event.

NEW MEXICO TRUE

Staff from New Mexico True paid a visit to the museum on May 3 to check in on renovation progress and see the facility in person. The State Tourism Department spearheaded the state's contribution of \$340,000 last year toward the museum's renovation plans.

RENOVATIONS + BUILDING REPAIRS

Huitt Zollars Architects presented a master planning kick-off meeting on May 2 for the steering committee. Work is presently being done to understand the history of the building's additions and other particulars of the facility. Interviews with staff and board members will further identify building needs and issues. The master planning process will take 6 months and will include public meetings and workshops, details to be announced. Planning and preparations for the renovation work on the store move and lobby update will take place concurrently with anticipated ground-breaking in early 2023.

The PGA Gallery Lighting Repair is to take place in early May. The project will split the track into an additional circuit to support amperage needs.

The installation of 5 HVAC units is still awaiting installation. The units are on order.

STAFF AND VOLUNTEERS

Museum is seeking volunteers, age 16 and up, to lead field trips, help with classes and Second Saturdays, and prep for and assist

at special events. Volunteers should be able to commit to a minimum of 6 to 12 months of service on a weekly or monthly basis. No previous arts experience is necessary; ongoing training and education is provided. Weekday, weekend, and evening shifts are available and we can accommodate a variety of schedules. To learn more, please visit the website or contact Jessica Parham at j.parham@roswell-nm.gov.

The Public Programs Manager position is presently unfilled and the applicant review process is ongoing.