



BOARD OF TRUSTEES MEETING AGENDA

Monday, July 19, 2021 at 4:00 PM

In-Person & GoTo Meeting

1011 N. Richardson Ave.

Roswell, NM 88201

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

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 June 21, 2021 meeting minutes

INFORMATION ONLY ITEMS:

- E. Director's Report
- F. RMAC Foundation Report
- G. Chair's Remarks and Board Announcements
- H. Public Comment
- I. 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: July 16, 2021

July RMAC BOT

Mon, Jul 19, 2021 4:00 PM - 5:30 PM (MDT)

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

<https://global.gotomeeting.com/join/679624533>

You can also dial in using your phone.

United States: [+1 \(571\) 317-3122](tel:+15713173122)

Access Code: 679-624-533



ROSWELL MUSEUM AND ART CENTER
MINUTES OF THE BOARD OF TRUSTEES MEETING
Monday, June 21, 2021 | GoTo Meeting & In-person

DRAFT DOCUMENT

REGULAR MEETING AT 4:00 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 21-7.

A. CALL TO ORDER

Board Chair Liakos called the meeting of the Board of Trustees to order at 4:04 p.m.

B. ROLL CALL

The meeting of the Board of Trustees convened with members Cymantha Liakos, Bill Siders, Donovan Fulkerson, Kay Cargill Jenkins, Kyle Bayless and Tim Hartwick being present at the Museum and members Lorrina Segovia, Priscilla Ornelas and Anne Baker being present via GoTo Meeting. A quorum was established with member Valli West being absent.

Staff present: Caroline Brooks, Executive Director, Wendy Cook, Public Programs Manager, Amber Meli, Registrar, and Aubrey Hobart, Curator of Collections and Exhibitions.

Community members present: None.

C. APPROVAL OF AGENDA

Member Siders motioned to approve the agenda. Member Jenkins seconded. A voice vote was 9-0 and the motion passed with member West being absent.

D. APPROVAL OF May 17, 2021 MINUTES

Member Siders motioned to approve the minutes for the May 17, 2021 meeting. Member Hartwick seconded. A voice vote was 9-0 and the motion passed with member West being absent.

E. Nomination of BOT officer

Director Brooks shared the names and brief application information on the five members of the community that previously submitted BOT applications to the city. Names submitted were: Krisann Robles, Kate Griffo, Patrick Collins, Elisa Begueria, and Lindsay Mayo Fincher. BOT members were given an opportunity to speak on behalf of any names submitted. Member Liakos made a recommendation to select Elisa Begueria for the mayor's consideration for board position 4 vacated by Jessica Parham, who joined RMAC staff in June. Member Jenkins made a motion to recommend Elisa Begueria for the mayor's consideration for board position 4, member Baker seconded. A voice vote was 9-0 with member West being absent.

F. Review and approval of BOT working groups.

Board Chair Liakos gave a brief overview of the Acquisitions, Membership and Strategic Planning working groups. Director Brooks asked for the consideration of an Inclusion & Diversity Programming working group to be added to the list. Member Hartwick made a motion to establish/re-establish the four working groups. Member Bayless seconded. A voice vote was 9-0 and the motion passed with member West being absent.

INFORMATION ONLY

G. DIRECTORS REPORT: See attached

H. RMAC FOUNDATION REPORT

RMAC Foundation Director Torrez was out of town. Chair Liakos shared that the foundation is currently working on two fall fundraising events, one for September and the Holiday Artisan Market in partnership with the Pecos Valley Potters Guild in December.

I. CHAIR'S REMARKS AND BOARD ANNOUNCEMENTS

None.

J. PUBLIC COMMENT

None

K. ADJOURN

Member Siders motioned to adjourn the meeting. Member Hartwick seconded. A voice vote was 9-0 and the motion passed with member West being absent.

The meeting adjourned at 4:49 p.m.

DRAFT

ATTENDANCE

	2021	2020	2019	2018
MUSEUM	336	0	996	1124
EVENTS	0	0	701	510
CLASSES	320	0	520	340
PLANETARIUM	0	0	245	149
SCHOOL/ADULT TOURS	0	0	1154	865
FACILITY USE	144	0	207	384
OUTREACH	0	0	65	0
VOLUNTEER VISITS	1	0	53	201
MUSEUM BUSINESS	10	0	0	0
MAY TOTALS	811	0	3,941	3,573
YEAR TO DATE TOTALS	2,378	5,115	15,041	13,565

REVENUES

	2021	2020	2019	2018
ADMISSIONS	2,041			
CLASSES	323	0	5,316	5,309
PLANETARIUM	450	0	823	722
MEMBERSHIP	1,725	1,910	5,875	2,515
FACILITY USE	0	0	0	150
STORE	3,432	0	6,136	4,547
MAY TOTALS	7,971	1,910	13,215	12,831
YEAR TO DATE TOTALS	40,162	27,533	72,524	61,722

PROGRAMMING

MUSEUM ADMISSIONS	VISITS for MONTH	REVENUE for MONTH	YEAR to DATE VISITS	YEAR to DATE REVENUE
Members	18		135	
Children 15 and under	28		210	
Adult Residents	11	\$77	51	\$287
Adult Non-Residents	111	\$1110	455	\$4,550
Seniors	74	\$518	250	\$1,750
Military	29	\$203	76	\$532
Student (16+)	19	\$133	54	\$378
Museums for All			0	
Senior Free Days	34		91	
Resident Free Day	7		38	
NARM (free)	2		14	
Puzzle Room			29	\$145
Member Guest Pass			12	
Store Only	3		13	
Special Tour				\$640
TOTALS	336	\$2,041	1428	\$7,497

CLASSES	SESSIONS for MONTH	ATTENDEES	CONTACT HOURS
Clay Open Studio		320	
TOTAL		320	0

EVENTS	OCCURENCES for MONTH	ATTENDEES	PARTNERSHIP
CANCELLED:			
Planetarium General Shows	13		
TOTAL		0	

TOURS	GRADE(S)	STUDENTS	ADULTS	GALLERIES	PLANETARIUM	PUZZLE ROOM
TOTALS						

MEMBERS



324
current active memberships

517
current active members

FOR MONTH

5
new members

27
renewals

YEAR to DATE

36
new members

127
renewals

VOLUNTEERS



FOR MONTH

10
volunteer hours

10
volunteers

YEAR to DATE

63.5
volunteer hours

14
volunteers



4,329
FACEBOOK FOLLOWERS

MONTHLY STATS: Posts: 20
Reach: 6,390 Likes: 156 Shares: 34



651
INSTAGRAM FOLLOWERS

RECENT MUSEUM ACTIVITIES & HIGHLIGHTS

Submitted by Museum Director Caroline Brooks

SECOND SATURDAY WITH EXPANDED HOURS + PLANETARIUM REOPENING

On Saturday, June 12, the Museum hours expanded to 10 am to 6 pm daily and the planetarium reopened. This momentous occasion took place during June's Second Saturday alongside the opening of the exhibition *A Lucky Escape: The Wild World of William Goodman* and a family art activity making abstract sculptures. The family activity was sponsored in great part by the New Mexico Humanities Council and the RMAC Foundation. Planetarium shows are currently scheduled for Tuesdays through Saturdays at 1, 3 and 5 pm with a bonus 7 pm show on Fridays.

NEW ACQUISITIONS

A woman in Carlsbad, Roxanne Gunter, recently made a donation of a collection of over 100 Agnes Tait (1894-1981) paintings, drawings and prints to the RMAC Collection. The donor's mother, Alice Gunter, was a gallerist and good friend of the artist and acquired the collection over several years.

Tait was born in New York City and studied at the National Academy of Design from 1908 to 1916 and later at the Ecole des Beaux Arts in Paris in 1927. By 1915, she was exhibiting at the Art Institute of Chicago and other significant venues. Her career continued to rise until the Great Depression diminished the art market.

She was employed by the Public Works of Art Project in 1930s as part of the New Deal. In 1941, she moved to Santa Fe with her husband, although she continued to travel extensively in Mexico, France, Spain, Ireland and Italy. In 1945, the Fine Art Museum of New Mexico organized an exhibition of Tait's work, which traveled to several

southwestern cities. During this time, her sister and husband developed health complications that preoccupied Tait, who found solace in painting cats, many representations of which are among the donation.

RAIR EXHIBITION



Roswell Artist-in-Residence Wang Chen's exhibition, *Into the Woods*, will open on June 25. Chen was born in China and is a multimedia artist based in New York. She makes costumes and props for her videos and builds unimaginable spaces using virtual reality. Chen received her BFA in Painting from Virginia Commonwealth University in 2014 and an MFA in Photography from the Rochester Institute of Technology in 2018.

Chen will give a virtual talk on Friday, June 25 at 5:30 pm. For a link and details, please visit the Museum's event page at www.roswellmuseum.org.

PLANETARIUM MAINTENANCE

A technician from Ash Enterprises in Florida, Jason Statham, made a visit in May to do bi-annual maintenance on the museum's Spitz A4 Starball. The 1960s starball, which projects star fields and five planets that can be seen with the naked eye (Mercury, Venus, Mars, Jupiter and Saturn) onto the planetarium dome, requires ongoing maintenance to ensure its continued operation. Along with the starball, a repair was done to the circuit boards for the LED cove lights around the circumference of the dome to repair a glitch in the original manufacturing

that interrupted the power and was preventing some of the lights from coming on in recent months.

SPACE CAMP + CLASSES

A second round of clay open studio for adults will be running from July 1 to September 10. The open studio program is open to previous RMAC ceramics students. Regular classes will start up again in mid-September.

Space Camp will take place in July. Campers, in grades 3 through 6, will build and launch their own Estes Green Eggs rocket and test payload theories with a real egg! To register and for more information, stop by or register online through the learn page at www.roswellmuseum.org.

Yoga at the Museum has returned. Upcoming sessions are June 27, July 11 and 25 at 2 pm. Fee is \$5 for non-member and free for members. No pre-registration is required.

LASER SHOWS

The Planetarium will be offering the ever-popular laser light shows during the UFO Festival from July 2-4. Listen to music from Queen, Pink Floyd, Elton John and other favorites while animations made from lasers light up the dome.

NEW STAFF

Five new staff joined the Museum team in May and June. They are:

Joseph Martinez - Preparator
Stevie Norris - Planetarium Assistant
Jessica Parham - Museum Educator

Guest Services Associates:
Danielle Glenn and Amber Smith

ATTENDANCE

	2021	2020	2019	2018
MUSEUM	199	0	1433	1441
EVENTS	145	0	17	447
CLASSES	350	0	520	561
PLANETARIUM	599	0	640	765
SCHOOL/ADULT TOURS	130	0	38	177
FACILITY USE	135	289	91	654
OUTREACH	0	0	65	0
VOLUNTEER VISITS	20	4	45	5
MUSEUM BUSINESS	26	0	0	0
JUNE TOTALS	1,634	0	2,914	4,050
YEAR TO DATE TOTALS	4,012	5,408	17,955	17,615

REVENUES

	2021	2020	2019	2018
ADMISSIONS	6,753			
CLASSES	323	0	3,633	5,572
PLANETARIUM	4,145	0	490	722
MEMBERSHIP	1,375	1,270	2,248	2,583
FACILITY USE	450	0	125	150
STORE	6,590	0	4,568	9,124
JUNE TOTALS	19,636	1,270	11,064	18,151
YEAR TO DATE TOTALS	59,798	29,959	83,588	79,873

PROGRAMMING

MUSEUM ADMISSIONS	VISITS for MONTH	REVENUE for MONTH	YEAR to DATE VISITS	YEAR to DATE REVENUE
Members	30		135	
Children 15 and under	225		210	
Adult Residents	58	\$539	109	\$826
Adult Non-Residents	433	\$4,001*	888	\$8,671
Seniors	184	\$1288	434	\$3,038
Military	46	\$322	122	\$854
Student (16+)	69	\$483	123	\$861
Museums for All			0	
Senior Free Days	40		91	
Resident Free Day	69		38	
NARM (free)	8		14	
Puzzle Room	24	\$120	29	\$265
Member Guest Pass	7		12	
Store Only	15		13	
Special Tour				\$640
TOTALS	336	\$6,753	1428	\$14,250

*Discounts given while credit card machine down due to extended internet issues resulting in loss of \$329.

CLASSES	SESSIONS for MONTH	ATTENDEES	CONTACT HOURS
Clay Open Studio		336	
Yoga in the Museum	1	14	1
TOTAL		350	0

EVENTS/PROGRAMS	OCCURENCES for MONTH	ATTENDEES	PARTNERSHIP
Second Saturday	1	145	
Planetarium General Shows	70	599	
TOTAL		744	

TOURS	GRADE(S)	STUDENTS	ADULTS	GALLERIES	PLANETARIUM
RISD Summer School	K-5	122	8	*	*
TOTALS		122	8		

MEMBERS



333
current active memberships

538
current active members

FOR MONTH

9
new memberships

15
renewals

YEAR to DATE

45
new memberships

142
renewals

VOLUNTEERS



FOR MONTH

43.5
volunteer hours

20
volunteers

YEAR to DATE

107
volunteer hours

77
volunteer visits



4,362
FACEBOOK FOLLOWERS

MONTHLY STATS: Posts: 36
Reach: 13,981 Likes: 246 Shares: 84



683
INSTAGRAM FOLLOWERS

RECENT MUSEUM ACTIVITIES & HIGHLIGHTS

Submitted by Museum Director Caroline Brooks

SECOND SATURDAY + EXPANDED PROGRAMMING

Second Saturday continues to be a highlight as museum programming expands. July 10, families made animal masks inspired by animal symbology. The event included a visit from the baby elk and baby raccoon from the Spring River Zoo for inspiration along with exploring two new exhibitions: *Conversations: Artworks in Dialogue* on loan from the Wheelwright Museum of the American Indian and *In the Woods*, animations and sculptures by RAIr artist Wang Chen. Next month's Second Saturday will feature a visit from Explora Science Center. Second Saturdays take place on the second Saturday of each month from 10 am to 1 pm and are free for Roswell Residents and free with admission for all other visitors.

Yoga in the Museum has made a triumphant return led by instructor Alice Buck. The program, which initiated in January 2020, presents gentle yoga in the galleries for stress-free relaxation on select Sundays. The program is free for members and \$5 for all others. The next session will be held on July 25. No pre-registration required.

UFO FESTIVAL RECAP

The highlight of the Museum's offerings during the UFO Festival are the laser shows which pair animated laser projections on the dome with popular music. Fourteen laser shows

were presented this year along with 3 regular planetarium films, which attracted 781 visitors for the laser shows and 100 visitors for the planetarium films, bringing in \$10,085 and \$408 in revenue, respectively.

During the festival, the Museum also had 394 museum visitors, which accounted for \$2,445 in admissions and \$2,845 in store sales, bringing the total sales during the 3-day festival to \$15,783. The museum also hosted a meet and greet, presented by the festival organizers, InDepth, with actors Brendan Fehr and Mijandra Delfino from the original Roswell tv series and presented a laser and planetarium show as part of the VIP ticket festival experience.

SUMMER SCHOOL VISIT

Deterred by the torrential rains of late, Monterrey Elementary's Summer School Program for K through 5th grades made a fun, last-minute visit to the Museum with over 120 students on June 29 to visit the planetarium and galleries instead of the fire department's outdoor training course. They learned about the Universe and visited William Goodman's *A Lucky Escape* exhibit with sculpture, paintings and handmade toys.

STAFF TRANSITIONS

Aubrey Hobart and Amberly Meli have vacated their positions as Curator of Collections and Exhibitions and Registrar. Aubrey will be moving to

Savannah, Georgia, to take on the role of Professor of Pre-Columbian Art at the Savannah College of Art and Design and Amberly will be the registrar at the Museum of Florida History in Tallahassee, Florida. We wish them the best on their new undertakings. Both positions are posted and applications will be reviewed in the coming weeks.

NEW POS SYSTEM

The museum has transitioned to a new point-of-sale system as the City, as a whole, phased out of the previous one. The new system, called Lightspeed, will allow for easier online purchases for memberships, classes and event tickets. In addition to online sales, the system will be integrated throughout the Museum finally allowing the Museum Store to go to a digital, rather than manual, sales system and enabling the Store staff to assist with membership and class registrations.

UPCOMING OPPORTUNITIES

Our new educator, Jessica Parham, is assembling an exciting list of classes for the fall, including ceramics for all levels and an outdoor drawing class and copper enameling for adults and the art of shoe-painting for teens.