



**ROSWELL MUSEUM AND ART CENTER
MINUTES OF THE BOARD OF TRUSTEES MEETING
Monday, January 25, 2021 | GoTo Meeting**

REGULAR MEETING AT 4:00 p.m.

A. CALL TO ORDER

Board Chair Liakos called the meeting of the Board of Trustees to order at 4:00 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, Jamie Barnes, Donovan Fulkerson, Jessica Parham, Priscilla Ornelas, Kay Cargill Jenkins, and Peggy Krantz being present via GoTo Meeting.

Staff present: Caroline Brooks, Executive Director, Wendy Cook, Public Programs Manager, and Cindy Torrez, Executive Director RMAC Foundation.

Community members present: None.

C. APPROVAL OF AGENDA

Member Siders motioned to approve the agenda. Member Krantz seconded. A voice vote was 11-0 and the motion passed.

D. APPROVAL OF November 16, 2020 MINUTES

Member Segovia motioned to approve the minutes for the November 16, 2020 meeting. Member Siders seconded. A voice vote was 11-0 and the motion passed.

E. Discuss and consider approval of the 2021 BOT meeting schedule. Member Baker motioned to approve the schedule. Member West seconded. A voice vote was 11-0 and the motion passed.

F. Discuss and consider approval of creation of a BOT member nominations working group. Member Baker motioned to table the discussion until the February BOT meeting. Member Siders seconded the motion. A voice vote was 11-0 and the motion passed.

INFORMATION ONLY

F. DIRECTORS REPORT: See attached

G. MEMBERSHIP WORKING GROUP UPDATE

Board Chair Liakos spoke on behalf of the working group. She shared that a second direct mail postcard 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 annual appeal donations were still being received, but had decreased by \$10K from last year. She also shared that the Foundation recently funded the cleaning of the Bassett Auditorium and Spring River Gallery carpets.

J. CHAIR'S REMARKS AND BOARD ANNOUNCEMENTS

None

K. PUBLIC COMMENT

None

L. ADJOURN

Member Segovia motioned to adjourn the meeting. Member Parham seconded. A voice vote was 11-0 and the motion passed.

The meeting adjourned at 4:49 p.m.

ATTENDANCE

	2020	2019	2018	2017
MUSEUM	101	741	682	654
EVENTS	0	134	106	61
CLASSES	0	128	155	117
PLANETARIUM	0	201	217	292
SCHOOL/ADULT TOURS	10	105	641	911
FACILITY USE	398	224	596	453
OUTREACH	15	25	72	67
VOLUNTEER VISITS	16	14	19	20
NOVEMBER TOTALS	540	1,572	2,488	2,575
YEAR TO DATE TOTALS	6,383	34,915	36,267	27,073

REVENUES

	2020	2019	2018	2017
CLASSES	0	1,549	2,474	4,100
PLANETARIUM	0	940	823	948
MEMBERSHIP	1,615	460	260	535
FACILITY USE	0	0	0	1,300
STORE	592	4,771	4,904	4,242
NOVEMBER TOTALS	2,207	7,720	8,461	11,125
YEAR TO DATE TOTALS	37,163	146,108	148,001	118,143

PROGRAMMING

CLASSES	SESSIONS for MONTH	ATTENDEES	CONTACT HOURS
CANCELLED:			
Gentle Yoga	2 sessions		
TOTAL		0	0

EVENTS	OCCURENCES for MONTH	ATTENDEES	PARTNERSHIP
CANCELLED:			
Planetarium General Shows	12		
Pop-Up Playdate	1		RAiR Foundation
TOTAL		0	

SCHOOL VISITS/ ADULT TOURS	GRADE(S)	STUDENTS	ADULTS	GALLERIES	PLANETARIUM	STUDIOS
Christ's Church		8	2			
TOTALS		8	2			

MEMBERS



374
current active memberships

618
current active members

FOR MONTH

3
new members

20
renewals

YEAR to DATE

29
new members

164
renewals

VOLUNTEERS



FOR MONTH

16
volunteer hours

10
volunteers

YEAR to DATE

321
volunteer hours

38
volunteers



4,230
FACEBOOK FOLLOWERS



448
INSTAGRAM FOLLOWERS

RECENT MUSEUM ACTIVITIES & HIGHLIGHTS

Submitted by Museum Director Caroline Brooks

TEMPORARY CLOSURE & CURRENT HOURS

Due to public health orders, the Museum closed to the general public from November 17 to December 3, reopening again on Friday, December 4. RMAC is continuing to maintain reduced hours based on current resources of Tuesday - Friday, 1-5 pm.

MUSEUMS FOR ALL

Admission fees to the museum will begin in the new year on January 5. As part of the Museum's goal to maintain accessibility and reach underserved communities, RMAC has joined a national program called Museums for All through which RMAC pledges to provide a discounted admission fee of \$3.00 to participants in the Supplemental Nutrition Assistance Program (SNAP). SNAP is a federal program that helps millions of low-income Americans put food on the table. It is the largest program working to fight hunger in America.

Discounts will also be available for Roswell residents, student, military and seniors, along with free days for seniors and residents. Admission for children ages 15 and under will be free.

COLLECTIONS

RMAC is the proud recipient of a recent donation by Las Cruces sculptor Rachel Stevens. The 16 ft. tall metal sculpture, titled *Jacob's Ladder*, recently arrived and will be the latest addition to the Museum's sculpture courtyard. As some assembly will be required, the artist will make a return visit to weld and help position the work in its new home in the coming weeks.

The artist writes: "My art is guided by the concepts of journey and

transformation..." and explores the question "How can we tangibly represent the invisible connections between the human soul and the landscapes and objects around us?"

Stevens has exhibited at several museums nationally and in Nepal as part of a Fulbright Award.

NEW EXHIBITIONS

The galleries will be changed out at the start of the year to present two in-house collection based exhibitions opening on January 15 and an artist-in-residence show, which will open on January 11.

Indigenous American Art, 1960-2000, showcases Indigenous artists whose work blends contemporary art sensibilities with traditional cultural elements. *Animals!* will present the diversity of the natural world, in a lighthearted exhibit for the whole family.

Roswell artist-in-Residence Justin Richel explores the art and artifice inherent in the medium of painting through the combined practice of sculpture and painting. Richel received a BFA from Maine College of Art and later studied the technique of icon painting at the Franciscan Monastery in Kennebunk, Maine. His work is held in the collections of the Portland Museum of Art (ME), the John Michael Kohler Art Center (WI) and Fidelity Investments (MA), and he has exhibited at several institutions, primarily in the Northeast.

RMAC PUZZLE ROOM EXTENDED

The RMAC Puzzle Room: A RAiR Secret is open once again along with the Museum's reopening. The activity has been extended through February. The fee is \$5 per person and the

activity will accommodate 3-5 players. Precautions have been taken to ensure there is little to touch, and the space will be disinfected between groups. To make a reservation, please call 624-6744.

MEMBERSHIP CAMPAIGN

A promotional series of videos will be released December 14-18 as part of "Membership Week" to recognize the benefits of being a member and the impact of RMAC for the community. Members that stop by during our open hours that week, December 15-18, 1-5 pm will also receive a small, locally-made gift courtesy of the RMAC Foundation. Members are eligible for store discounts all month.

The City website has been updated to ease museum membership registrations! Simply go to the Museum's splash page at www.roswellmuseum.org and click the Membership button to renew, get a new membership or to give one as a gift.

A digital newsletter will be released in December while the printed newsletter, the *Museum Magazine*, is currently on hold. The digital "e-news" will subsequently serve as an ongoing supplement to our print materials to better reach our online community in the future.

VIRTUAL PROGRAMMING

In the month of November there were 32 posts on Facebook; 10,450 accounts reached; 53 shares and 333 likes. A special edition of Kids Craft Corner provided a Thanksgiving family activity and reached 550 accounts.

ATTENDANCE

	2020	2019	2018	2017
MUSEUM	234	797	827	934
EVENTS	0	142	152	375
CLASSES	0	78	70	0
PLANETARIUM	0	111	250	206
SCHOOL/ADULT TOURS	0	77	128	104
FACILITY USE	0	109	188	279
OUTREACH	0	83	66	769
VOLUNTEER VISITS	22	6	11	8
DECEMBER TOTALS	256	1,403	1,762	2,742
YEAR TO DATE TOTALS	6,613	36,318	38,608	32,896

REVENUES

	2020	2019	2018	2017
CLASSES	0	1,257	400	774
PLANETARIUM	0	419	1,061	581
MEMBERSHIP	2,380	840	760	725
FACILITY USE	0	125	262	75
STORE	2,641	4,730	12,318	10,741
DECEMBER TOTALS	5,021	7,371	14,801	12,896
YEAR TO DATE TOTALS	42,184	153,479	162,802	131,039

PROGRAMMING

CLASSES	SESSIONS for MONTH	ATTENDEES	CONTACT HOURS
CANCELLED:			
Gentle Yoga	2 sessions		
TOTAL		0	0

EVENTS	OCCURENCES for MONTH	ATTENDEES	PARTNERSHIP
CANCELLED:			
Planetarium General Shows	9		
Holiday Open House	1		RMAC Foundation
RAiR Lecture and Reception	1		RAiR Foundation
TOTAL		0	

SCHOOL VISITS/ ADULT TOURS	GRADE(S)	STUDENTS	ADULTS	GALLERIES	PLANETARIUM	STUDIOS
None scheduled						
TOTALS						

MEMBERS



386
current active memberships

653
current active members

FOR MONTH

9
new members

27
renewals

YEAR to DATE

38
new members

191
renewals

VOLUNTEERS



FOR MONTH

25
volunteer hours

22
volunteers

YEAR to DATE

345
volunteer hours

58
volunteers



4,256
FACEBOOK FOLLOWERS



482
INSTAGRAM FOLLOWERS

RECENT MUSEUM ACTIVITIES & HIGHLIGHTS

Submitted by Museum Director Caroline Brooks

SECOND SATURDAY

As part of the new admissions program, Roswell residents are free on the second Saturday of each month. As such, RMAC will be expanding its hours to include second Saturdays from 10 am to 3 pm. The Museum will continue to remain closed on other Saturdays due to resource limitations during COVID.

NEW EXHIBITIONS

Three galleries changed over recently and are now presenting two collections-based exhibits: *Indigenous American Art, 1960-2000* and *Animals!*.

Roswell Artist-in-Residence Justin Richel's exhibit – titled *A Window, A Door, A Ladder* – explores the art and artifice inherent in the medium of painting through amazingly realistic sculptures comprised of mixed media, paint and hand-stretched canvases. Made to look like actual materials and tools used in fine art and house painting, the hybrid paintings/sculptures draw from the historical tradition of trompe l'oeil, which translates from French to "deceive the eye."

MUSEUM STORE SALE

The Museum Store is holding a sale this month in preparation for a change in merchandise. The Store is open during current Museum hours from Tuesday to Friday, 1-5

pm or by appointment. We can also arrange for curbside pick-ups. For questions or assistance with a purchase, please call the Store at 575-500-0362.

MEMBERSHIP CAMPAIGN

As part of an ongoing Membership Campaign, Events and Communications Coordinator Wendy Cook conceived and led a project to present a week of online videos in December in collaboration with the Public Affairs Department to promote the value of memberships. Twenty-one community members participated in providing brief commentary re-enforcing the value of the Museum and having art, history and science in our lives. In-person store discounts and daily drawings complemented the week, which served as a replacement for the Museum's Holiday Open House.

A follow-up membership promotion mailing is being planned along with a digital campaign to take place in the coming weeks.

DIGITAL NEWSLETTERS

The first digital e-newsletter was released mid-December, reaching 275 accounts. The newsletter will continue to act as a temporary replacement to the printed quarterly newsletter, while hours and events are difficult to confirm in advance.

VIRTUAL PROGRAMMING

In the month of December there were 34 posts on Facebook; 14,213 accounts reached; 88 shares and 233 likes. Membership Week video reached 3,960 accounts.