



**ROSWELL MUSEUM AND ART CENTER
MINUTES OF THE BOARD OF TRUSTEES MEETING
Monday, March 15, 2021 | GoTo Meeting**

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 4:00 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, Donovan Fulkerson, Jessica Parham, Priscilla Ornelas, Kay Cargill Jenkins, Jamie Barnes and Peggy Krantz being present via GoTo Meeting. A quorum was established.

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

D. APPROVAL OF February 22, 2021 MINUTES

Member West motioned to approve the minutes for the February 22, 2021 meeting. Member Segovia seconded. A voice vote was 11-0 and the motion passed.

E. BOT New Member Nominations

Board Chair opened voting for current BOT members that have expiring terms, but are eligible for a second term. Member West made a motion to recommend for the mayor's consideration that Jessica Parham continue for a second term in position 4. Member Siders seconded. A voice vote was 10-0 and the motion passed. Member Jenkins made a motion to recommend for the mayor's consideration that Anne Baker continue for a second term in position 6. Member Siders seconded. A voice vote was 10-0 and the motion passed. Member West made a motion to recommend for the mayor's consideration that Lorrina Segovia continue for a second term in position 10. Member Jenkins seconded. A voice vote was 10-0 and the motion passed.

Director Brooks shared the names and brief application information on the five members of the community that 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 West made a motion to recommend Patrick Collins for the mayor's consideration for board position 8. Member Siders seconded. A voice vote was 10-0 with member Jamie Barnes abstaining from the vote by choice due to technical issues on her device. The Motion passed. Member Segovia made a motion to recommend Elisa Begueria for the mayor's consideration for board position 2. Member West seconded. A voice vote was 10-0 with member Jamie Barnes abstaining from the vote by choice due to technical issues on her device. The Motion passed.

INFORMATION ONLY

F. DIRECTORS REPORT: See attached

G. Annual Meeting: Director Brooks reminded everyone that the BOT Annual meeting would take place next month on April 19th this is a two hour meeting that will begin at 3p.m.

H. Strategic Planning: Director Brooks shared that the BOT is due for strategic planning for 2022-2025. The goal is to meet prior to September 2021.

I. RMAC FOUNDATION REPORT

RMAC Foundation Director Torrez shared that the Foundation remains hopeful to have a fundraising event either virtual or in-person this summer.

J. CHAIR'S REMARKS AND BOARD ANNOUNCEMENTS

None

K. PUBLIC COMMENT

None

L. ADJOURN

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

The meeting adjourned at 4:56 p.m.

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			
FEBRUARY TOTALS	258	1,726	2,466	2,412
YEAR TO DATE TOTALS	418	3,338	4,923	4,133

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
FEBRUARY TOTALS	8,025	10,955	6,711	6,673
YEAR TO DATE TOTALS	12,062	18,703	16,034	18,167

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
TOTALS	130	\$1,217	278	\$1,686

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

EVENTS	OCCURENCES for MONTH	ATTENDEES	PARTNERSHIP
CANCELLED:			
Planetarium General Shows	12		
TOTAL		0	

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

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.

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.