



ROSWELL MUSEUM AND ART CENTER
MINUTES OF THE BOARD OF TRUSTEES ANNUAL MEETING
Monday, April 19, 2021 | GoTo Meeting

ANNUAL 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 21-7.

A. CALL TO ORDER

Board Chair Liakos called the meeting of the Board of Trustees to order at 3:00 p.m.

B. ROLL CALL

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

Staff present: Caroline Brooks, Executive Director, Wendy Cook, Public Programs Manager, Aubrey Hobart, Curator of Collections & Exhibitions, Jeremy Howe, Planetarium Coordinator, and Barbara Posuniak, Museum Store Manager.

Community members present: Donna Daniel.

C. APPROVAL OF AGENDA

Member Siders motioned to approve the agenda. Member West seconded. A voice vote was 7-0 and the motion passed with members Fulkerson, Krantz, Baker and Barnes being absent.

D. APPROVAL OF March 15, 2021 MINUTES

Member Jenkins motioned to approve the minutes for the March 15, 2021 meeting. Member Siders seconded. A voice vote was 7-0 and the motion passed with members Fulkerson, Krantz, Baker and Barnes being absent.

E. Nomination of BOT officers

Board Chair Liakos opened the floor for nominations of new BOT Chair and Vice-Chair officers. Due to new BOT members not yet being in place, member West made a motion to table the approval of officer positions until the May BOT meeting. Member Segovia seconded. A voice vote was 7-0 and the motion passed with members Fulkerson, Krantz, Baker and Barnes being absent.

FOR THE RECORD: Anne Baker, Jamie Barnes and City Council Member Judy Stubbs joined the meeting at 3:30 p.m.

INFORMATION ONLY

F. Summary of 2020 museum activities

Director Brooks, in partnership with Curator Aubrey Hobart presented a power point summarizing RMAC's 2020 activities, programs and exhibitions.

G. Overview of 2021 planned projects, exhibitions and programming

Director Brooks, in partnership with Curator Aubrey Hobart presented a power point of RMAC's 2021 planned activities, programs and exhibitions.

H. Review of progress of 2017-2021 strategic plan

Director Brooks shared the 2017-2021 strategic plan document. She reviewed goals met and opportunities for future growth. A strategic planning meeting will be scheduled this spring to set new goals through 2026.

I. DIRECTORS REPORT: See attached

J. RMAC FOUNDATION REPORT

RMAC Foundation Director Torrez was absent from the meeting. Chair Liakos shared that the Foundation remains hopeful to have a fundraising event either virtual or in-person this summer. Director Brooks shared that the foundation is looking into possibly purchasing software to support online fundraising efforts.

K. CHAIR'S REMARKS AND BOARD ANNOUNCEMENTS

Member Baker shared information about the 2021 Roswell Jazz Festival, the Stellar Coffee Company art show and possible opportunities for RMAC to re-connect with the UFO Museum. Member Segovia gave kudos to the RMAC staff for enduring the museum closure and challenges during the COVID-19 pandemic.

L. PUBLIC COMMENT

None

M. ADJOURN

Member Siders motioned to adjourn the meeting. Member West seconded. A voice vote was 9-0 and the motion passed with members Fulkerson, and Krantz, being absent.

The meeting adjourned at 4:35 p.m.

ATTENDANCE

	2021	2020	2019	2018
MUSEUM	472	489	1464	1710
EVENTS	0	30	115	86
CLASSES	0	165	241	236
PLANETARIUM	0	142	407	312
SCHOOL/ADULT TOURS	0	237	249	228
FACILITY USE	0	713	233	804
OUTREACH	0	0	215	0
VOLUNTEER VISITS	10	1	18	9
MUSEUM BUSINESS	2			
MARCH TOTALS	484	1,777	3,055	3,791
YEAR TO DATE TOTALS	902	5,115	7,978	7,924

REVENUES

	2021	2020	2019	2018
ADMISSIONS	2,553			
CLASSES	2,266	1,156*	4,276	7,212
PLANETARIUM	0	871	1,191	1,242
MEMBERSHIP	2,610	1,465	2,885	3,410
FACILITY USE	0	250	0	200
STORE	4,002	2,269	6,234	5,829
MARCH TOTALS	11,431	4,855	14,586	17,893
YEAR TO DATE TOTALS	23,493	23,558	30,620	36,060

*Class monies were returned due to cancellations. This is reflected in the totals.

PROGRAMMING

ADMISSIONS	VISITS for MONTH	REVENUE for MONTH	YEAR to DATE VISITS	YEAR to DATE REVENUE
Members	24		96	
Children 15 and under	108		133	
Adult Residents	9	\$63	31	\$147
Adult Non-Residents	175	\$1750	233	\$2330
Seniors	61	\$427	94	\$658
Military	22	\$154	27	\$189
Student (16+)	17	\$119	20	\$140
Museums for All				
Senior Free Days	20		43	
Resident Free Day	10		24	
NARM (free)	8		10	
Puzzle Room	8	\$40	27	\$135
Member Guest Pass			12	
Store Only	10		10	
Special Tour				\$640
TOTALS	472	\$1,253	760	\$4,239

CLASSES	SESSIONS for MONTH	ATTENDEES	CONTACT HOURS
TOTAL	0	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



417*
current active memberships

708*
current active members

FOR MONTH

11
new members

34
renewals

YEAR to DATE

23
new members

68
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

11
volunteer hours

11
volunteers

YEAR to DATE

35.5
volunteer hours

14
volunteers



4,305
FACEBOOK FOLLOWERS



598
INSTAGRAM FOLLOWERS

RECENT MUSEUM ACTIVITIES & HIGHLIGHTS

Submitted by Museum Director Caroline Brooks

SECOND SATURDAY PROGRAMMING

RMAC will start offering Second Saturday family programming beginning June 12. Throughout the year, each Second Saturday of the month, families can drop by to participate in a free make-and-take style science or art project led by our knowledgeable teachers, staff or special guests. Hours for the program are 10 am to 1 pm.

In June, help us celebrate the opening of New Mexico artist William Goodman's exhibition with a make-your-own sculpture project. Light refreshments will be available.

Looking ahead, July 10 will focus on animals with a special visit from some Spring River Zoo critters and a new exhibition on loan from the Wheelwright Museum of the American Indian. August 14 will feature a visit by Explora Science Center.

EXHIBITIONS

Unsaid opens on April 30 and presents the work of Russian artist Masha Sha. Sha creates large-scale drawings emphasizing the graphic and poetic nature of words. As a Russian artist living in the United States, Masha engages in a visual relationship with language that is always in a state of improvisation. The complexities involved in excavating meanings from words and phrases is a major part of her interest that stems from a sense of being a stranger to the English language.

Sha will give a virtual talk on Friday, April 30 at 5:30 pm. For a link and details, please visit the event page at www.roswellmuseum.org.

STATE MONIES TARGET MUSEUM IMPROVEMENTS

The New Mexico Department of Tourism re-routed tourism dollars to capital projects in rural cities during COVID in order to help smaller cities better prepare for welcoming tourism (and locals) back after the pandemic. The request, which was approved by the governor on April 9, will provide \$340,000 toward museum improvements by relocating the Museum Store to the front of the building and refreshing the lobby. The new store format will focus on promoting the work of local and regional artists along with items related to the collections and exhibitions.

NEW SCULPTURE ADDITION

Las Cruces artist Rachel Stevens helped install an outdoor public sculpture that she recently donated to the museum. Titled *Jacob's Ladder* it is a series of stacked chair and ladder forms that reach skyward, serving as a whimsical interplay between the earth and sky. A video interview with the artist is posted on the City of Roswell's YouTube channel under the museum's playlist.

PEER REVIEW

Museum Director Caroline Brooks recently served as a peer reviewer of a Midwest museum on behalf of the American Alliance of Museums. Peer reviewers are museum professionals who volunteer to support the museum accreditation process by reviewing self-assessment materials, interviewing staff and board members, and conducting a site visit to evaluate operations and programming. A report is then filed with the accreditation commission for further reflection on whether a

museum is readily reaccredited or if issues need to be addressed. As the museum field's mark of distinction since 1971, accreditation offers high profile, peer-based validation of a museum's operations and impact. Only 3% of U.S. museums are accredited. RMAC was first accredited in 1976 and will start the reaccreditation process, which takes place approximately every ten years, in 2022.

PLANETARIUM

With lessening COVID restrictions that have permitted movie theaters and other performance-type venues to open, we are planning to reopen the Planetarium starting June 1. Showtimes will be posted once we know the museum's available resources in the coming weeks.

SUMMER INTERNS

Internship applications are currently being sought for summer museum interns. The interns will work on collections care and inventory, an exhibition installation as well as provide assistance with summer programming. The 10-week long positions will receive stipends to help offset living expenses, courtesy of the RMAC Foundation. The internships are part of the museum's commitment to supporting young professionals in the museum field.

VIRTUAL PROGRAMMING

In the month of March there were 25 posts on Facebook; 6,274 accounts reached; 49 shares and 100 likes. Some of the more popular posts were school virtual tours, Alia Ali exhibition promotions, along with favorites Museum Moments, Space is Awesome and Yoga in the Museum.