

**GOVERNING BOARD OF THE HARWOOD FOUNDATION
OF THE UNIVERSITY OF NEW MEXICO**

Meeting Minutes, May 8, 2020

Virtual Zoom meeting, 11:00 AM

Governing Board Members Present: Alexandra Benjamin, Dora Dillistone, Karl Halpert, Arif Khan, Diane Reyna, Barbara DeVane, Tom Tkach, Janet Mockovciak, Stephanie Bennett-Smith, Tim Larsen and Juanita Lavadie

Governing Board Members Absent: Nicole Dopson

Staff Members Present: Juniper Manley, Sonya Davis, Lacy Cantu, Nicole Dial-Kay and Susie Crowley (taking minutes)

Others Present: Lucile Grieder, Gus Foster and Steve Rose

Handouts: Agenda; Meeting Minutes, January 31, 2019; Director's Report; FY21 Budget/Financial Report; Collections Committee Report; Exhibitions Report; Board Development Report

Confirmation of Quorum: Confirmed. Meeting called to order 11:09AM. Today's meeting is via Zoom and is recorded.

1. Approval of Agenda: Tom made a motion to approve the agenda; Dora seconded; all approved.
2. Approval of January 31, 2020 minutes: Notation that Janet Mockovciak's name is misspelled – correction will be made. Karl made a motion to approve the minutes; Janet seconded; all approved.
3. Board Chair Update:
 - a. Alexandra remarked about the impact of COVID 19, how all our plans have to be considered anew. She is grateful for the board and for Juniper's steady and thoughtful leadership – both inspire confidence that the Harwood has a great present and future.
 - b. Alexandra welcomed curator Nicole Dial-Kay, appreciated her ability to adapt in these challenging circumstances. She also appreciates the staff for their resilience and dedication to the Harwood, and the Alliance for their commitment and dedication to the Harwood. Alexandra noted the absence of Alliance chair Sheree Livney, whose mother had passed away. Alexandra offered the board's condolences and expressed gratitude for Sheree's dedicated work as the Alliance chair.
 - c. Future Governing Board meetings for 2020 are:

June 26
August 28
October 23
November 20

- d. The Finance Committee led by chair Nicole Dopson will convene to develop plans to assist Juniper in navigating the changing financial circumstances, working on contingency plans and developing a five-year budget. Thanks to Janet, Karl and Barbara for joining the Finance committee with Nicole, and thanks Nicole for leading.
4. Director's Report:
- a. Juniper remarked on the challenges of pivoting and redirecting the Harwood during COVID. She's grateful that the Harwood staff has been very flexible and resourceful.
 - b. Nicole Dial-Kay has been a great help. She swiftly developed a well-organized and flexible three-year Exhibition plan. Amy is working to pivot public programs to an online format, and Shemai has done an amazing job in making our digital media world shift. Adjusting staff's roles and duties for productivity has been an amazing process, and Juniper is very grateful to be part of the Harwood.
 - c. Juniper is keenly aware of the impact of COVID on many museums where drastic cuts and lay-offs are being implemented. Per UNM mandates, we have not implemented lay-offs, Juniper is drafting a plan for reopening. If the state mandate allow, our plan will be to allow select staff to return to work on installations. Only facility staff is on site now, everyone else is working remotely. We're planning to open to the public on June 6, the *Las Santera* exhibit will be installed. All public openings and events are cancelled for the foreseeable future. Each department is developing detailed protocols and plans for their department. We are prepared to close again if needed and are taking these impacts into consideration for our year end projections for the budget.
 - d. The Strategic Plan leadership team (board members Janet, Tom and Alexandra; and staff Nicole, Amy and Juniper) is working with UNM's EOD (Employee and Organizational Development). Thanks to all who completed the SOAR assessment. The Strategic Plan team will meet in May and June and hopes to have a draft of the primary focus areas and goals for board review for the June meeting. The goal is to have a ratified Strategic Plan by the end of the 2020 calendar year.
5. Budget/Financial Report:
- a. Juniper presented fiscal year 2020 budget to actuals. Three quarters through the fiscal year, our revenues are above target and expenses below, which is good. We've done especially well with our unrestricted fundraising. Memberships have been impacted since the doors have closed, but overall, we're making good progress and are still ahead of target for the quarter. Education is low in fundraising but we have \$56,000 of our goal with anticipated revenue still to be transferred in. Revenues from the store, Admissions and Programs have been mostly on target, but with the closure we'll need modify the accounting downwards. Currently our ending reserves are over a million dollars, and based on modifications made to the budget,

the projected reserves for year-end are about \$850,000. Janet asked about the difference in the projected and current revenue: whether that was attributable to the museum being closed or to decisions not to spend. Juniper said there haven't been any projects cut as a cost saving measure except for the fall exhibition cycle.

- b. Juniper presents the FY21 proposed budget and gave an overview on how she built it. The Harwood has 30 different indices (not counting Endowment and Gift indices at UNMF) this is a simplified version, the detailed version involves about 60 indices. Juniper hopes that the Finance Committee will take an active role in the budget process. In developing this budget, she worked with all staff who manage department budgets to review what to anticipate for the year, taking into account COVID 19. A mid-year rescission is likely. Rescission can't happen on donor designated funds, only on the I&G funds from UNM which represent 30% of Harwood's budget designated specifically for salaries and facility support. The biggest change to the way the budget is structured is that now the Harwood is responsible for all fringe and benefits, about 39% of the base salary.
- c. Many factors have been taken into account in this budget: economic issues, business closures, reduced tourism, recession, the impact of canceling the Bash, decreased fundraising and delay in launching the endowment campaign...in many ways, it's a pretty dire economic out. However, Juniper is very grateful for the endowment and generous donors we have and believes these factors really put us in a position to weather the storm. Working on a five-year budget projection with Francisco that builds on the strategic planning process, Juniper is confident we can develop a solid five-year business plan. Janet requested a page or column be added showing a projection of year-end 2020 vs year-end 2020, to see where we end the year.
- d. In the FY20 budget it shows the amount budgeted only at this point. We are anticipating a reserve balance of \$849,000 so there is ~\$500,000 in our reserves after we get thru FY21. Unrestricted fundraising revenues are reduced by 40%. The FY21 Education budget is the same; Exhibitions budget has been impacted by cancelations and the disrupted cycle of exhibitions, causing a probable savings of \$30,000 to \$50,000. We are extending exhibitions coming up in June and July.
- e. The budget is in two sections because some of the endowment is available for spending in the current year and some of it's not. We lose ~ \$3,000 in weekly revenue (store, admissions) being closed. We have \$70,000 more dollars in fringe that we must cover that is no longer covered by UNM. \$864,000 reflects all our personnel expense, including fringe. We need to transfer \$342,000 of salary expenses from other department indices and are using \$335,000 of reserves to cover these expenses, leaving a projected reserve balance of \$511,000.
- f. Tom noted this budget was submitted to UNM in April and if required, can always be edited by the board. Tom moved to approve the proposed budget and Karl seconded. All approve. Budget approved.

6. Development Report:

- a. Sonya offered condolences to Sheree Livney and appreciation for Sheree's great leadership as Alliance president. With everything in flux with COVID, Sonya hopes to have more concrete info to report in June.
- b. The Development Committee has been established with Barbara Devane and Lucile Grieder co-chairing. The committee has launched a wellness check in-calling campaign and is discussing ideas for a future appreciation/cultivation of stewardship event and other fundraising concepts including virtual events. There is great rapport between the Alliance and the Development Committee.
- c. \$38,000 in Bash sponsorships went to UNMF this year, and Sonya will make sure that the sponsors have their wishes met.
- d. The global #GivingTuesdayNow initiative to support the 43 living artists in our summer exhibitions is approaching the \$5,000 initial goal, we're moving the goal to \$10,000! Sonya thanked board and staff who contributed.
- e. Sonya anticipates the Harwood will receive funding from the Taos Community Foundation - COVID Relief Fund; and is applying for a New Mexico Arts grant to nonprofits of \$10,000 to help in the relief effort for Education.
- f. COVID and social distancing have impacted the Endowment Campaign and Sonya looks forward to resuming conversations with donors and prospects. There are several Estate gifts in the works to be finalized in coming of weeks. Thanks to those of you who have already made endowment gifts!
- g. UNMF Albuquerque offices have been closed for over a month, mail was held, therefor gifts weren't being processed nor acknowledgments sent. UNMF is working on catching up.

7. Collections Committee Report:

- a. Steve Rose and Nicole Dial-Kay presented slides of four art works recommended for the Harwood Permanent Collection by the Collections Committee. Two items are offered for purchase and two offered as gifts.
 1. Dorothy Brett, *The Way to Blue Lake*, 1960
Oil on canvas 32 x 23"
Gift Offer of Barbara Coyle
 2. Burt Harwood, *Untitled*, n.d.
Oil on canvas 19 1/4 x 15 1/4"
Gift Offer of Dana and Donna Shriver
 3. Cliff Harmon, *Guadalupe Church*, 1963
Acrylic on board 22 x 26 1/8"
Purchase Offer from 203 Fine Art for \$2,950
 4. Victor Higgins, *Fish Pond 2*, n.d.
Watercolor and pencil on paper 12 x 15 3/4"

Purchase Offer from Kelly Stephens for \$3,500

- b. Alexandra suggested we consider the gifts of two art works separately from the two offered for purchase.

Dorothy Brett, *The Way to Blue Lake*
Burt Harwood, *Untitled*

After discussion and review, the motion for approval of the two gifts to the permanent collection was made by Stephanie and seconded by Tom. All in favor.

- c. The two artworks offered for purchase were considered individually.
 - 1. Cliff Harmon, *Guadalupe Church*. After discussion and review, the motion for approval of the purchase for the permanent collection of Cliff Harmon, *Guadalupe Church* for \$2,950 with funds from the Harwood's Art Acquisition fund was made by Tom and seconded by Juanita. All in favor.
 - 2. Victor Higgins, *Fish Pond 2*. After discussion and review, the motion for approval of the purchase for the permanent collection of Victor Higgins, *Fish Pond 2* for \$3,500 with funds from the Harwood's Art Acquisition fund was made by Tom and seconded by Dora. All in favor.

8. Curatorial Report:

- a. Nicole thanked the board and Juniper for the welcome and shared her initial 3 year exhibition plan. In accord with Juniper on the direction to take with exhibitions, a spring, summer and fall exhibition schedule was implemented. This will increase programming and marketing opportunities. The outcomes of strategic planning will also impact curatorial directives.
- b. The 3-year schedule (See Powerpoint Presentation) attempts to balance celebrating Taos art history and supporting community artists with bringing art of relevance to the community that connects to global art. Summer 2020 exhibitions include: *Las Santeras; Images of Faith & Folklore*, guest curated by Victor Goler. The *Return of Blue Lake* exhibit was canceled due to the pandemic. *Contemporary Art Taos 2020* opens in July featuring 24 Taos artists doing significant work in diverse mediums. The exhibition was an open call for artists with 330 applicants.
- c. The first exhibition in 2021 is by artist *Maja Ruznic* who immigrated from Bosnia Herzegovina to Roswell, NM in the 80s. A rising star, her work is about shared cultural trauma. We'll be working with Toby Morfin for the summer exhibition *Santo Low Ride: Norteno Car Culture and the Santos Tradition*. This exhibit will be a huge community outreach effort, a chance to bring people in and make them feel welcome by seeing themselves represented in the museum. Two exhibitions in the fall: for the first we're collaborating with the Thoma Foundation in Santa Fe focusing on geographical landscapes from their

collection of digital art. This will pair well with our second exhibition of Gus Foster's large scale panoramic photographs of Northern NM.

- d. The first exhibition for 2022 is proposed to include the legendary land artist Charles Ross who creates incredible experiential installations. Ross is a great companion to Debbie Long who creates experiential cast glass installations within RV structures. After that we're bringing in the *New Beginnings* travelling exhibition which connects Taos artists to the art history of the Americas and Europe in a beautiful and significant way. After that, we have a Buck Dunton exhibition: everyone's favorite American painter of cowboys, his paintings are big, beautiful and romantic visions of the West. This exhibition will be in tandem with *Latinx & Black Representation of Cowboys*.
- e. In 2023 we will celebrate our 100-year anniversary with the Centennial Exhibition, using all of our galleries to create a greatest hits of Taos exhibition, bringing in all the artists who lived and visited here. This is huge fundraising opportunity for us. We are planning this now to pull it off correctly and to the best of our ability. Concurrently, we will tell of the American history of the GI Bill in Taos. Also planned for 2023 is an *Ishi Glinsky* exhibit, an artist from the Tohono O'odham Nation. He is sort of a Los Angeles bad boy who takes cultural symbols and turns them into monumental public sculptures. Kudos to Nicole from the Board and Juniper for her great presentation.

9. Board Development Committee:

- a. Stephanie stated that developing a slate of Board candidates is a six-month process. We have an excellent group of nominees for election: Shawn Berman, Patti Day, Lucile Grieder, Cindy Grossman and Sherry Parsons. Dora moved to accept the slate of candidates for election to the Governing Board, Tom seconded. All approve, the motion passed.

Stephanie expressed gratitude for Karl and Diane for assisting on this committee.

10. Alliance Report:

- a. Dora reported that the Alliance is on solid footing, thinking of creative ways and opportunities to make use of this time. All the groundwork is in place for the Bash next year, if that doesn't work we'll do something else to raise funds for the Harwood.
- b. Alliance finances are on solid footing. The Alliance is still working and meetings monthly. The balance for the art fund for purchase of art for the collection is \$5,289.87.

11. Strategic Planning update:

Juniper reports that the strategic leadership group will continue meeting in coming weeks. At the June Board meeting we will get into more depth on Strategic Planning. Thanks to all who participated in the SOAR assessment, it's proof we all care deeply about the Harwood, our story and our building. This planning gives us opportunity to think about our future, the need for a strong

foundation, and what sustainability means. Karl comments that he has great confidence in Juniper and Nicole – well done. Great job embracing it all during this difficult time. No more public Comments.

12. Public Comments: none

13. Adjournment: Dora made a motion to adjourn, seconded by Janet.

Meeting adjourned at 1:46 PM.