

**GOVERNING BOARD OF THE HARWOOD FOUNDATION  
OF THE UNIVERSITY OF NEW MEXICO  
Meeting Minutes April 13, 2015  
Harwood Museum of Art Conference Room  
1:00 p.m.**

**Board Members Present:** Marcia Winter, Wynn Goering, Dora Dillistone, Tim Larsen, Lucile Grieder, Linda Warning

**Staff Present:** Susan Longhenry, Lacy Cantu

**Handouts:** agenda, minutes of Jan. 20, 2015 meeting, Harwood Museum organizational chart, operating budget statement as of Feb. 28, 2015, preliminary budget comparison of FY15 and FY16, 2015 March and April education and public programs schedule, logic model for *Art in the Schools*, logic model for concert series and youth engagement, outcome worksheet, function recap sheet, store sales report July 1, 2014 to Feb. 28, 2015 including price points and sales categories, annual campaign by fund through March 6, 2015, non-annual operating funds raised FY15, donor development chart.

- 1. Quorum.** It was confirmed that there was a quorum.
- 2. Agenda.** Agenda was approved after the addition of a report from Director of Museum Learning and Public Programs Rebecca Aubin. Motion to approve by David Farmer, seconded by Lucile Grieder.
- 3. Minutes.** Minutes of the Jan. 20 meeting were approved. Motion to approve by Amy Wohlert, seconded by David Farmer.

#### **4. Director's Report**

Governing Board members commented on how well the museum looks in general, and the new exhibitions in particular. Susan Longhenry praised the work of the Preparators and Facilities staff members, and noted that these exhibitions were the first to incorporate the directives in the new interpretive plan (larger font size, etc.).

- A. **Staffing Update.** The Harwood's web site now includes an "Employment" section noting job openings as well as a "Reports" section that include s annual reports and MAP reports. Governing Board Minutes are posted on the "Governance" page. Susan Longhenry reviewed the current organizational chart, noting that Teacher Aide Katie Winter will soon be on maternity leave, and that Shemai Rodriguez has been hired in the new position (reclassified from Development Assistant) of Manager of Membership, Volunteers and Events. The Curator 2/Curator of Exhibitions position has been upgraded to a Curator

3/Curator of Collections and Exhibitions position. A national search to fill this position will begin shortly.

## B. Exhibition Report

Liz Neely reported that all but about four of the *Orale* exhibition pieces have been returned, and that the exhibition walls were "refreshed" after taking down the *Orale* exhibition. There are still some pieces from the traveling Agnes Martin exhibition to be returned. The *Mabel Dodge Luhan & Company: American Moderns and the West* exhibition checklist is under development, with a current focus on securing loans. Susan Longhenry is working on the contracts for exhibition venues, which will include the Albuquerque Museum and the Burchfield Penney Art Center. The museum is seeking a fourth exhibition venue. Many of the works on the checklist are from the Harwood's collection. Victor Goler will examine the historic santos and bultos to confirm that it is safe to travel them. Exhibitions this summer will include *An Enduring Appeal: The Taos Society of Artists*, featuring paintings and works on paper from the ten full TSA members. This exhibition is part of a town-wide celebration of the Taos Society of Artists centennial. We will also host the exhibition *Charles Strong: A Celebration of Life and Art*.

## C. Strategic Planning

The University of New Mexico's Employee and Organizational Development area has confirmed that it will support the Harwood's strategic planning process. The first meeting of the Strategic Planning Steering Committee has not yet been held. However, data analysis that will inform the process has begun.

## D. AAM Accreditation Update

Two peer reviewers will visit the Harwood July 15-17, 2015. They will be Dr. C. Kurt Dewhurst, Director Emeritus and Curator, Michigan State University Museum and Rebecca Nagy, Director of the Samuel P. Harn Museum of Art at the University of Florida.

## 5. Finance/budget Report

A handout showed details of the operating budget through the first 8 months of FY15, with comparison to the first 8 months of FY14. 67% of the way through the fiscal year 77% of projected annual revenue is in hand, and 51% of projected annual expenses have been incurred. Susan Longhenry noted that admissions revenue is behind projection, and Lacy Cantu noted that – comparing FY15 admissions revenue to the same period in FY14 – it had been down for six of the past eight months. The *Give Grande* fundraising event will not take place this year, impacting unrestricted giving.

Lacy Cantu noted continued challenges in the area of general operations, and noted that a year-end deficit in that area will be avoided by salary savings, no longer purchasing MAT tickets, and cost containment wherever possible – including remaining closed on Monday throughout the summer. Wynn Goering suggested that Governing Board members could perhaps help a bit more, either by cultivating donations or making donations themselves. The possibility of using volunteers more extensively was discussed, but there are limitations to that with respect to handling money, training requirements, and background checks. There is still no word as to whether UNM will absorb the Harwood's utility expenses in its overall utilities budget. Wynn Goering commented that the university is looking at a substantial shortfall itself because of reduced enrollment, so he is not optimistic that UNM will be able to help.. David Farmer added that the museum currently has two large grants which must be carried out well and on time. Discussion followed about the frequency of the Harwood's temporary exhibitions, and the Governing Board directed Susan Longhenry to explore options for – and move towards – two, rather than three, exhibition periods each year .Marcia Winter commented that these were all very large issues, and that there will be a special budget meeting at 1:00 pm on April 13 to discuss the FY15-FY16 budget, which must be submitted by April 15th. In the meantime, Glory Penington will research store and admissions revenue on Tuesdays to see if closing on both Mondays and Tuesdays November through March would be helpful.

#### **6A. Museum Store Report**

Glory Ann Penington provided a handout detailing store sales from July 1, 2014 to Feb. 28, 2015 – including information about price points and merchandise types. She noted that the majority of sales were in the \$25-75 range, and that she tries to have at least one item in that category relating to the current exhibition. Examples were the *Orale* catalog, which sold out, and the Buddha Boards for the current exhibition, which she has already had to reorder. Sales are at 66% of the annual goal.

#### **6B. Education and Public Programs Report**

Rebecca Aubin provided several handouts showing the work that is being done, logic models informing the development of various programs and how each event/program is being evaluated. She also noted that a private foundation has recently awarded funds to the Harwood for music programs, allowing for greater diversity in the programming. Rebecca praised the hard work of the team working with her.

### **7. Alliance and Membership Report**

Linda Warning reported that membership numbers are down slightly, but that the revenue is up by about \$3,000.00 because of members joining at a higher level. The next event will be *Starry Starry Night*, a private dinner for thirty at the home of Carl and Dora Dillistone. The tickets for this event will be \$150.00, and the event will include a silent auction of items related to the theme. The board expressed thanks to Dora for organizing the event, opening her home, and very generously supporting the dinner expense – meaning that all proceeds will benefit the Harwood. The next event will take place on September 19, and will feature a chef from Chicago's Topolobampo restaurant who is a native New Mexican.

## **8. Development Report**

Juniper Manley provided a handout detailing fundraising to date. She also expressed thanks to Lucile Grieder, Dora Dillistone, Linda Warning and Liz Neely for their hard work on *The Art of Wine* fundraiser, which exceeded goals both in funds raised and number of attendees - even during a snowstorm. Juniper also provided a Donor Development Chart with questions and information that can be used to further the commitment of donors.

## **9. Building and Grounds Report**

We still have \$50,000 in capital outlay funds awarded by the 2014 New Mexico Legislature. It was suggested that the museum investigate if those funds could be used for building maintenance as well as repair and renovation.

## **10. Public Comment**

There were no public comments.

## **11. Vote to Adjourn**

Marcia Winter noted that the next meetings are April 13 at 1:00 pm to discuss and finalize the budget for the next year, a regular board meeting at 2:00 pm on May 12, and the last board meeting of the fiscal year at 2:00 pm on June 30.

The meeting was then adjourned to an Executive Session