

**GOVERNING BOARD OF THE HARWOOD FOUNDATION OF  
THE UNIVERSITY OF NEW MEXICO  
MEETING OF TUESDAY, JULY 7, 2014  
MINUTES**

Members Present: Marcia Winter, David Farmer, Dr. Wynn Goering, Kymberly Pinder, Lucile Grieder, Tim Larsen, Dr. Amy Wohlert, Michael Sudbury.

Advisory Council Present: Andrew Ting, Gus Foster, Janet Webb, Paula Fasken, Sherri Wood

Staff present: Susan Longhenry, Lacy Cantu, Juniper Manley, Rebecca Aubin, Jayne Schell, Mary Lyon

Handouts: Governing Board agenda for July 7, 2014 meeting, minutes of Governing Board meeting May 20, 2014, minutes of special budget meeting of Governing Board of June 20, 2014, list of artwork accepted in June 17, 2014 Collections Committee meeting, Strategic Plan Report January - June 2014, Proposed Strategic Planning Process, Harwood Museum of Art FY14 Operating Summary - Budget and Actual, Exhibition Planning Timeline, Harwood Governing Board Meeting dates for 2014/2015.

**I. CONFIRMATION OF A QUORUM**

The meeting of the Governing Board of the Harwood Foundation was called to order by Board Chair Marcia Winter at 3:13 pm on July 7, 2014.

**II. APPROVAL OF AGENDA**

Lucile Grieder made a motion to approve the agenda, the motion was seconded by David Farmer and unanimously approved by voice vote.

**III. INTRODUCTION OF NEW MEMBERS**

Chair Marcia Winter introduced and welcomed new members Dr. Amy Wohlert, Tim Larsen and Dr. Wynn Goering.

Thank you and much gratitude was expressed to Michael Sudbury, retiring from the Governing Board to the Advisory Council, and to Linda Warning, retiring from the Chair position of the Governing Board. Both members were presented with gifts of appreciation.

**IV. APPROVAL OF MINUTES**

Michael Sudbury made a motion to approve the minutes of the Governing Board meeting of May 20, 2014. The motion was seconded by David Farmer and unanimously approved. David Farmer made a motion to approve the minutes of the special budget meeting of June 20, 2014. The motion was seconded by Michael Sudbury and unanimously approved.

## V. CONSIDERATION FOR APPROVAL OF ART WORKS TO BE ACCEPTED INTO THE HARWOOD'S COLLECTION

Linda Warning made a motion to approve the acceptance of art work, and of the additional venue for the traveling exhibition to which the Harwood is lending work. Lucile Grieder seconded the motion, and it was unanimously approved by voice vote. Appreciation was expressed to Gus Foster for facilitating the donation of work from the Heningsen collection. Mr. Foster explained the circumstances of the donation.

## VI. DIRECTOR'S REPORT

### A. Strategic Plan Report

Susan Longhenry summarized the January-June 2014 strategic plan report, and highlighted items including the collaboration with Taos Pueblo, the changes to youth programming, and the integration of membership data into the Siriusware database.

### B. Proposed Strategic Planning Process

The Harwood will form a Strategic Plan Steering Committee to lead a strategic planning process. The planning process will seek and include feedback from internal and external stakeholders, including community members.

### C. Budget Report

Susan shared a FY14 Budget vs Actuals report, and profit and loss statements for the museum store, education, and public programs departments. The year-end statement is tentative, pending the close of the fiscal year on July 22. The tentative statement shows that in FY14 the Harwood exceeded total projected revenue by 5%, while spending 11% less than projected. Charitable income exceeded goal by 27%, while operating revenue fell short of projection by 4%. A final budget for FY15 will be presented during the Sept. 2014 Governing Board meeting. Susan Longhenry reported that the construction at the front of the museum has negatively impacted both admissions and museum store revenues this summer. The finance committee will go over the budget in more detail

With respect to the 80th anniversary set of prints, the board approved the sale of individual prints from sets that had been previously broken.

## VII. COMMITTEE REPORT

Chair Marcia Winter stated that there is a need to review which board members are currently serving on standing committees, and if board members wish to continue to serve on those committees or on others. Board members will be contacted for this information.

## VIII. ALLIANCE/MEMBERSHIP REPORT

Linda Warning reported that from 5-7 p.m. on August 19<sup>th</sup> the Harwood will present an annual meeting to Harwood Museum Alliance members. During this meeting, Alliance members will elect officers. There are currently 704 Alliance members. Membership revenue in FY14 was \$35,000.00, which is an increase from last year.

## IX. MUSEUM LEARNING & PUBLIC PROGRAMS REPORT

Rebecca Aubin reported on the upcoming Sacred Geometry program (Runway Vigilantes) and the Art Explorers program. Ms. Aubin also reported that the museum will be terminating the contract with Emerging Cinema, which has been costing \$265.00 per month. In addition, there will be closer coordination and collaboration with TCA.

## X. DEVELOPMENT REPORT

Juniper Manley reported on the TMS training program that will be happening this week. The Goler campaign has been successfully completed, and two grants (\$5,000.00 and \$6,500.00) have been obtained for the *Art in the Schools* program. With respect to the fall exhibitions, *Juxtapoz* magazine is serving as a media sponsor – charging \$1,500 for publicity that would normally cost \$10,000.00. Monies have also been raised from several local businesses, but an additional \$18,000.00 still needs to be raised. The Art on Tap fundraiser for exhibitions will take place at Taos Mesa Brewing on August 2nd from 12 - 4 pm. Lucile Grieder suggested that it may be necessary to scale back the exhibition budget.

## XI. EXHIBITION REPORT

### A. Fall Exhibitions

Director Susan Longhenry reported on *¡Orale! Kings and Queens of Cool*, an exhibition opening September 20 that will include 150 artists. Related programs will include a car show on Ledoux Street, a glam trash fashion show, various talks and music. Because many of the artists will be attending the opening, there is a need to provide hospitality. A volunteer is needed to coordinate the possibility of individual guest houses, discounts at hotels and restaurants, etc.. It was estimated that there may be 50 artists in attendance, with spouses and family.

### B. Centennial of Taos Society of Artists

The Town of Taos plans to celebrate the centennial of the Taos Society of Artists in 2015. Susan Longhenry reported on the possibilities of locating collectors who would be willing to lend work to the Harwood for a summer exhibition. We hope to emphasize the fact that Bert Phillips and Victor Higgins were on the first Governing Board of the Harwood. Next year is also the 200 year anniversary of the Ranchos church and the 400 year anniversary of Taos Plaza.

### C. Exhibition Planning

Susan Longhenry presented a handout of the timeline for exhibition planning. The timeline spans from three years to one month before the exhibit opening.

## XII. B & G REPORT

Linda Warning presented information regarding the construction going on at the portal. It is not expected that it will be completed until mid-August. The pavers must still come out and be replaced in a level fashion, new lighting will be installed, the metal ramp will be removed, and

drainage improved by the walkway to the education wing. \$50,000.00 more was approved from the state legislature.

### XIII. 2014/2015 MEETING DATES

The dates suggested by Chair Marcia Winter were: Sept 23, 2014; Nov. 18, 2014; Jan. 20, 2015; March 17, 2015; May 19, 2015 and June 30, 2015. It was also suggested that the start time be changed to 2:00 pm. Lucile Grieder moved that these dates and time be accepted, Linda Warning seconded the motion and it was unanimously approved by voice vote.

### XIV. PUBLIC COMMENT

There was no public comment.

### XV. VOTE TO ADJOURN

Meeting was adjourned at 4:45 pm.