

**GOVERNING BOARD OF THE HARWOOD FOUNDATION**  
**OF THE UNIVERSITY OF NEW MEXICO**  
**Meeting Minutes, January 22, 2021**  
**Virtual Zoom Meeting, 11:00 AM**

**Governing Board Members Present:** Alexandra Benjamin, Dora Dillistone, Karl Halpert, Arif Khan, Janet Mockovciak, Sherry Parsons, Patti Day, Shawn Berman, Juanita Lavadie, Harris Smith, and Lucile Grieder.

**Governing Board Members Absent:** Nicole Dopson, Stephanie Bennett-Smith and Cindy Grossman

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

**Others Present:** Francisco Certain, Gus Foster and Sheree Livney

**Handouts:** Agenda; Meeting Minutes, November 20, 2020; Director's Report; Exhibition Report; FY21 Financial Report and Operating Statement; Facilities Report; Alliance Financial Report

Confirmation of Quorum: Confirmed. Meeting called to order 11:05AM. Today's meeting is via Zoom and is recorded.

1. Adoption of Agenda: Juniper requested an addition to the agenda: Susan Crowley will report on the Year End Appeal at the end of the Financial Report. Dora made a motion to adopt the amended agenda; Juanita seconded; all approved.
2. Approval of November 20, 2020 minutes: Juniper requested the board consider:
  - 1) a correction for the statement on page 3 pertaining to 9d. Centennial Planning. The November 20, 2020 minutes are corrected to state: *the Harwood's estimated fundraising goal for the Centennial is \$100K with the potential of an additional \$75K from endowment support.*
  - 2) consider changing the word ratify to approve in Item 5b. Strategic Planning update: Vote to ratify Strategic Plan.  
The minutes are corrected to read: *Vote to approve Strategic Plan.*

Sherry made a motion to approve the minutes acknowledging the correction to be made, Shawn seconded; all approved.

3. Board Chair Update:
  - a. Alexandra wished all a Happy New Year and better times ahead in 2021; this is an excellent and appropriate time to launch the Harwood's 3-year Strategic Plan that we plan to ratify today. Among the goals developed for the Harwood, the Governing Board has set for itself the strategic goal of becoming more diverse and inclusive Board, as a board we must actively seek to fulfill that goal.

- b. Nicole Dial-Kay will present plans for developing a range of Centennial objectives, including the exhibition, publication and potential film project, after which we'll all discuss these plans and other aspects of the centennial that we need to develop.
- c. Board giving this fiscal year is nearly 100% with over \$60K in gifts which is truly inspiring! It is important that 100% of the Board gives as it is leverage for receiving grants.
- d. There will be a closed Executive session after today's meeting.

#### 4. Director's Report:

- a. Juniper expressed her gratitude for the tremendous support of the Harwood and the Board during the past months, we more than tripled our Year End Goal! Board member financial support is so appreciated, and to be clear, we don't have a giving requirement for the board, we just ask that you give generously within your means, which is different for each of us. Thank you!
- b. We are requesting \$97K from Legislative Capital Outlay this year to replace 2 failing HVAC Roof Top Units with support from State Representative Christina Ortez and Senator Bobby Gonzales for this request by February 11.
- c. Website Development, we are getting closer, UNM web team and Shemai are working on the website redesign to have a more contemporary look and create better functionality and platform for the store and online sales. Catalogues for the Contemporary Art Taos exhibit are now available.
- d. Updates for staffing: Eric DeHerrera is joining us this month as a Facilities Tech, Program Manager Amy Rankin is retiring this month, and in February a student Intern from UNM Museum Studies will be assisting Nicole remotely. We have many job opportunities pending UNM approval including Curatorial Associate, Curator of Education and Programs, and Store Manager. We have developed a search committee for the Curator of Education and Program, the committee will include 2 community members.
- e. There are 7 more Contemporary Art Taos artist interviews through April 14<sup>th</sup>, the exhibition closes April 18. Invitations for the Maja Ruznic exhibition, *In the Sliver of the Sun*, are printed and being prepared for mailing. Please note the Members only Event with Special Guests on Friday, March 26. The Press Release for the Santo Low Rider Exhibition has rolled out and been well received. This exhibition features 30 artists and has already received 18K views on Facebook so far. We are collaborating with the Town of Taos and Seco Live for this exhibition, building momentum and gaining national recognition.

#### 5. Strategic Plan:

Alexandra stated that the Strategic Plan has been fully discussed adjusted accordingly, so is ready to be ratified. Karl moved to ratify the Strategic Plan; Dora seconded; all approved and adopted.

## 6. Centennial Exhibition Report:

Nicole presented the report with emphasis on 4 areas:

- 1) Exhibition should tell the story of the Harwood in a blockbuster way from early History to Contemporary. This will require time for research, requests, and installation.
- 2) Develop and publish a catalog related to the museum's history and collection, working with Museum of New Mexico Press for publication.
- 3) PBS is interested in partnering with the Harwood to create a Harwood documentary. A lot of research is required.
- 4) Education and outreach will be developed by the new Education director.

## 7. Centennial Planning:

Alexandra spoke of the Centennial meeting in November where we began to develop plans. Sonya discussed how Centennial fundraising will dovetail with every aspect of museum fundraising, therefore will be coordinated with Sonya and the Development Committee and the efforts of the Endowment Campaign. Going forward we need to identify Centennial Chairs and Committee Members and develop goals and descriptions of jobs involved with the planning. Board member present commented and it was determined that the Centennial subcommittee chairs needed to be Board members, and decided that another Centennial planning meeting should be scheduled, day & time to be determined.

## 8. Budget/Financial Report:

- a. Francisco noted that according to our FY21 Operating Statement we have \$95K in unrestricted revenue that is budgeted thru Dec 31<sup>st</sup> and have received \$37K so far which is good under the circumstances. Other gifts & grants are low at this time, but more revenue in this category is expected. Juniper stated that we are expecting the Alliance to transfer \$30K to unrestricted, and Susie commented that due to outstanding support from our constituents we received \$80K in unrestricted gifts from the Annual Appeal. Neither of these amounts are reflected yet on this statement. We made over \$7K in operating Revenue from just the 4 weeks we were open in September.
- b. Our FY21 expenses are lower than FY20 as we have not spent much this fiscal year due to closures brought on by the pandemic. We've budget \$413K in expenses this year but have only spent \$90K so far.
- c. Overall, we are in a good place financially.

## 9. Facilities Report:

- a. Lacy noted that the Facilities Report dated and distributed on 11/18/20 reflects items covered in today's report. The elevator upgrade is more of a modernization per the scope of work funded from last year's Legislative monies. This upgrade is standard and will be easier to maintain in the future. The Parking lot is another of last year's Legislature funded projects that is

moving rather slowly as the modified easement being worked on by UNM Legal is approved, but not signed. More updates are needed.

- b. Community Tech Solutions is our new vendor performing IT services for the Harwood. Currently they are working on updating our IT storage and organizing our systems. Additional security systems are monitoring the outdoor conference room.
- c. The Harwood continues to adhere to Covid Safe Practices at the museum meaning that everyone who enters the building has clearance and has been documented.
- d. Looking ahead we are hoping to secure Legislative funding this year for the HVAC system and for 4 Roof Top Units. Harwood is seeking 2 Facility Service Techs to better address needs.

10. Alliance Report:

- a. Alliance Chair, Sheree Livney presented the Year-to-Date Financial Review for the Harwood Alliance. The Alliance is preparing to transfer \$30K to Harwood Unrestricted. Sheree state that expenses paid for the Online Auction (\$5,243) are inexpensive relative to the profit from the auction.
- b. The Alliance is not planning another event before the Fall. Karen Lee is resigning as Treasurer from the Alliance effective after March. The Alliance is an active 9-person board who meets monthly and seeks 100% financial participation.

11. Public Comments: Susie asked if you all could please log your volunteer hours via our website, including FY21 to date.

12. Adjournment to executive session:

Meeting adjourned at 1:07 PM.