

**GOVERNING BOARD OF THE HARWOOD FOUNDATION
OF THE UNIVERSITY OF NEW MEXICO
Meeting Minutes, August 28, 2020
Virtual Zoom Meeting, 11:00 AM**

Governing Board Members Present: Alexandra Benjamin, Dora Dillistone, Karl Halpert, Arif Khan, Barbara DeVane, Janet Mockovciak, Stephanie Bennett-Smith, Nicole Dopson, Cindy Grossman, Sherry Parsons, Patti Day, Harris Smith, Shawn Berman, Juanita Lavadie, and Lucile Grieder

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

Others Present: Francisco Certain and Sheree Livney

Handouts: Agenda; Meeting Minutes, June 26, 2020; Director's Report including Re-Opening Plan; FY20 Financial Report and Operating Statement; Revised FY21 budget; Alliance FY20 budget review; Draft of Mission Revision; Strategic Planning Goals; Strategic Plan poll; CAT Interview schedule; Museum Programs 2020;

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

1. Approval of Agenda: Dora made a motion to approve the agenda; Karl seconded; all approved.
2. Approval of June 26, 2020 minutes: Stephanie made a motion to approve the minutes; Barbara seconded; all approved.
3. Board Chair Update:
 - a. Alexandra asked Board member to each introduce themselves and also tell how long they have been involved with the Harwood Museum. Alexandra – since 1995, worked with curator David Witt moving the collection in prep for the 1997 expansion; Stephanie – since Kindergarten and reading newspapers at the Harwood Library; Shawn – a frequent visitor of the museum; Patti – since mid '90s, helped with kids studio visits, joined Alliance in '98; Barbara – a frequent visitor of the museum; Dora – involved for about 10 years; Nicole – appointed to the board 2 years ago; Lucile – Director Circle member for 15 years & 2 Board terms; Cindy – a supporter of the Harwood since about 2000; Karl – a visitor of the Harwood for about 20 years; Arif – appointed to the board 3 years ago; Juanita – since 2nd grade with a library card, also an Assistant Curator in the 80s; Janet – a frequent visitor to the museum since about 2000; Sherry – joined the Development Committee in 2008; Harris – newly appointed to the Harwood Board.
 - b. Alexandra thanked Juniper, Staff, Development Committee and Alliance for their efforts with the upcoming Online Auction. She also encouraged all new Board members to seek out and join a Harwood Committee that best suits their interest in involvement with the Harwood.

4. Director's Report:

- a. Juniper stated the New Mexico Governor announced that museums with static displays may open to the public starting tomorrow with certain restrictions. We must gain approval from the Provost before re-opening the Harwood. The tentative plan is to open to members on Sept 17 and the following week to the public.
- b. We have been following the COVID safe practices outlined by UNM in conjunction with the CDC. Protocols are available on our website as well as voluntary contact tracing.
- c. We have accomplished much during our time of closure. There has been a lot of press and media coverage for the current and upcoming exhibitions including: Virtual Exhibition experiences (past and future), tonight Victor Goler will talk about Las Santeras as part of a bi-weekly series of Contemporary Art Taos (CAT) interviews, and September 18th is a PBS Documentary on Bea Mandelman.
- d. We remain focused on the Strategic Plan. UNM Human Resources is assisting with a structural re-org which include some layoffs. We have reached an agreement with the UNM Web Team for a new web site. Legislature has not rescinded our designated monies for the elevator and parking lot. Please remember to track your volunteer hours (as a Board and Committee member) with our online form found on the Harwood website.

5. Finance Committee Report:

- a. Finance Committee Chair Nicole stated that this was the first report of the Harwood Finance Committee (Francisco Certain, Barbara, Shawn, Karl, and Juniper). As a committee they have reviewed the budget, advised fiscal needs, and analyzed Year-end financials. The Finance Committee is moving forward with a multi-year plan approved by Executive Director, Juniper Manley and Board Chair, Alexandra Benjamin. The Committee is also reviewing the facility priorities and resources.

6. FY20 Financial Report/Operating Statement:

- a. Francisco stated that the revenue from FY20 Actuals (spreadsheet not provided) shows a 71% increase in gifts and grants which is better than anticipated. Total FY20 operating revenue reflects \$1,168,605 which is a 121% increase from FY19 when the revenue was \$995,909. Projected expenses for FY20 were close to \$800K but spent \$304K. Per Francisco – this was a good for year for the Harwood even with Covid. We will use Reserves as needed.
- b. Juniper presented the Harwood revised FY21 Budget from the one that was already approved as the “worst case scenario budget”. Because of Covid there is an unexpected loss of revenue by almost 1/2 and loss of a key fundraiser (Bash 2020) that would have brought in \$30K. I&G revenue which is provided by UNM and supports a large percentage of administrative costs was also significantly reduced.

- c. When reviewing Expenses for the Revised FY21 budget, note that website and infrastructure costs were not cut. Marketing and Museum store purchases were cut. Some staff layoffs or delayed hires will be reviewed at another time.
- d. It was recommended by Nicole that there is no need for multi-revisions to the budget. Stephanie suggested making a budget projection that could be reviewed in January as we prepare for the worst yet hope for the best. In the meantime, Janet moved to approve the Revised Budget, Shawn seconded, all approved.

7. Development Update:

- a. Sonya noted that FY20 was a good fundraising year. Gifts ranged from very impactful to significant as community confidence in Juniper's leadership inspired many donors.
- b. The lead Endowment gift came from Stephanie Bennett-Smith and will be very meaningful for the Harwood's Education department. All Endowment gifts so far are just shy of \$1.8M. The soft goal for the end of FY21 is \$3M. Currently we are seeking sponsors for Spring Exhibitions as well as for the Alliance with their fundraising efforts.

8. Curatorial Report:

- a. Curator Nicole Dial-Kay announced there is much online content in relation to the current exhibitions, including Victor Goler presenting Las Santeras and interviews with artists from the CAT exhibition.
- b. Curatorial staff has been busy rehangng art in the newly repainted permanent galleries. intent for the new installations is to inspire and connect to the Harwood's history and story.
- c. Upcoming exhibitions in 2021 include:
 - Spring: Maja Ruznic
 - Summer: Low Rider/Santo
 - Fall: Gus Foster photos, *Digital Landscape* from Thoma Foundation

9. Alliance Report:

- a. Alliance Chair, Sheree Livney announced the upcoming Online Auction taking place October 4 – 10 where folks can bid on Art and Experiences as well make a donation. in addition to being a fundraiser, the hope for this Auction is to generate broad and diverse interest thru Social Media. Special thanks to the Alliance members who helped significantly with this endeavor.

10. Strategic Planning update:

- a. Juniper reviewed the Harwood Mission and Values and now seeks advice or suggestions about these values from the Board. Staff input was also sought for the revised Mission.
- b. Juniper presented the Strategic Plan: Pillars, Goals and Objectives. To better understand the Board's valuations of each category a poll was launched.

The outcome of the poll indicated that in each *Pillar*, the majority of the Board favored the following:

- Diversity and Relevance – Increase diversity of Harwood committees, board and staff.
- Excellence in Art & Learning Experience – Host one major exhibition with significant loans and publication every 3 years, beginning with the 2023 centennial exhibition.
- Stewarding Harwood Legacy –Develop plan and schedule for building repair and technology replacement including funding and Successful execution of centennial exhibition(s).
- Sustainability – Secure \$6M in gifts and commitments to complete endowment campaign in 2023.

c. Consideration of establishing a Centennial Committee was tabled, to be reassessed at the next Board meeting.

11. Public Comments: Juanita applauded all the Harwood activity during this time of Covid.

12. Adjournment: Stephanie made a motion to adjourn, seconded by Lucile.

Meeting adjourned at 1:27 PM.