

GOVERNING BOARD OF THE HARWOOD FOUNDATION
OF THE UNIVERSITY OF NEW MEXICO
Meeting Minutes, October 23, 2020
Virtual Zoom Meeting, 11:00 AM

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

Governing Board Members Absent: Harris Smith, Cindy Grossman

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, August 28, 2020; FY20 Financial Report and Operating Statement; Development Report; Draft of Strategic Plan including Goals and Plans; Governing Board Code of Ethics, Commitment to Serve, and Terms and Expirations

Confirmation of Quorum: Confirmed. Meeting called to order 11:04AM. Today's meeting is via Zoom and is recorded.

1. Approval of Agenda: Steve Rose will not be presenting the Collections Committee Report as stated in the Agenda. With correction noted, Janet made a motion to approve the agenda; Dora seconded; all approved.
2. Approval of August 28, 2020 minutes: Dora made a motion to approve the minutes; Juanita seconded; all approved.
3. Board Chair Update:
 - a. Alexandra announced that as of October 21st, the Museum has again closed due to COVID-19 and Juniper uses good judgement in following the Governor's guidelines regarding State Museum closures. During the 4 weeks that the museum was open visitors had a great opportunity to see exhibitions and renovations, even though brief, the Harwood benefited from the attendance and museum store revenue.
 - b. Congratulations to the Alliance for a wonderfully successful Online Auction. We greatly appreciate all their hard work for this essential Harwood fundraiser.
 - c. Alexandra reminded the Board that there are 7 active committees and encourages each Governing Board member to seek out and join a committee. Please review and sign the Board documents included with today's packet. There is a closed session at the end of today's meeting to discuss the annual evaluation of the Harwood's Executive Director Juniper Manley.

4. Director's Report:

- a. Juniper stated that she has been busy with the development of the Strategic Plan and working on a budget to present to UNM. The creation of a new Harwood website and online museum store are all moving forward. Stages are being reviewed for a staff re-open and re-org as minimal staff continue to assist the front of the house in preparation for our re-opening.
- b. Memberships are up as is the revenue from the museum admissions and museum store. It was great to share the exhibitions with the public even if only for a brief time.
- c. The Harwood Curatorial department will receive its first intern from UNM shortly. Legislative monies are being spent for both the parking lot and elevator repairs. We are fixing leaks throughout the Harwood from UNM's BR&R funds. Thanks to Sheree and the Alliance for wonderful Auction results.

5. Budget/Financial Report:

- a. Francisco highlighted the \$924K as a healthy reserve balance for actuals in FY21 and that it is \$21K more than FY20. Revenue is proceeding as expected, and we are ahead of target with memberships. Admissions and Museum store revenue gained \$2,300 during the month of October which was not projected in the revised budget. Juniper stated that the I&G revenue which comes from UNM is higher than last year due to the increase in salaries and fringe.
- b. Our expenses are way lower than budgeted as staff has been cautious with spending during this time of closure. To be fair, there has not been a need for many operating expenses during FY21. There is a \$70K difference from the actuals of FY20 compared to FY21 so far. We remain hopeful to open in the Spring so that we can bring in more revenue.

6. Development Report:

- a. Sonya stated that we are in the "quiet phase" of the \$6M endowment campaign but have a total of \$1,797,159 raised so far. There are several estate gifts that are pledged which will also help with the goal. She encourages folks interested in donating or having a conversation to see her.
- b. Barbara DeVane has resigned from the Governing Board this month. Barbara may continue to serve on the Development committee but needs to be confirmed. Her involvement and others on the Development Committee and Alliance, made the on-line auction a notable success.
- c. FY21 goals are focused on exhibition support as the Maja Ruznic and Santo Lowride exhibitions will be installed next year. We will seek \$65K for these shows. Supporting funds for the parking lot are being discussed. Susie Crowley is assisting with the kickoff of the Year End Appeal on November 3rd. This year we are seeking \$35K which is reduced from last year's goal.

7. Curatorial Report:

- a. Curator Nicole Dial-Kay showcased a PowerPoint presentation which highlighted upcoming exhibitions such as: Agnes Martin featured in the Scott gallery – all pieces from our collection; Possibility of extending Las Santeras exhibition through 2021; Maja Ruznic in conjunction with the Low Rider exhibition which will feature a wide range of art as it is all very diverse, religious, and artistic with alter photography, muralists, bikes, and more. These exhibitions should be very welcoming to our local communities.
- b. Nicole continues to try to accommodate our featured artists as they wish to see their installations on display at the Harwood and hope to show it off to their friends and family.

8. Collections Committee:

- a. Nicole acknowledged the long-term loan for the E. Martin Hennings painting "Tending the Flock" which is on display in the Brandenburg gallery. The painting was originally purchased by Fred Winter's parents in Kansas who decided that the piece should return home to Taos at the Harwood.
- b. The piece is a promised gift to the Harwood. Karl made a motion to accept the Hennings painting to the Harwood's permanent collection, Juanita seconded, all approved.

9. Board Development Committee:

- a. Stephanie reminded board members of the procedure for nominating potential Governing Board members. The Board Development committee will compile a list of nominees for FY2021.
- b. With Barbara DeVane's seat vacant, there are 2 open seats for 2021. The Nominating process is finalized by the approval of the election of the new members by the UNM Regents.

10. Alliance Report:

- a. Alliance Chair, Sheree Livney announced that the Online Auction raised just under \$62K with \$3,300 in expenses, bringing in a net of \$58,569. This is better than the Alliance expected. About 250 people registered to bid, about ½ were not Harwood affiliated. Some simply made donations. There were many positive comments and much Harwood support. Many thanks to the Board for their support and to all involved in making the Auction a success.
- b. Sheree stated that there will no Bash next June as it is probable that COVID-19 will still be a factor. The Alliance members will be taking a break having completed the auction. Sheree noted that most of the marketable art the Alliance had has sold. 75% was sold in the auction and the remaining 25% is of low value. The Alliance hopes to receive more unrestricted art for future fundraisers.

11. Strategic Planning update:

- a. Juniper hopes to present the final draft of the Strategic Plan at the November board meeting for all to review and ratify. With staff leadership from Juniper, Nicole, and Amy as well as board leadership from Janet, Tom and Alexandra, the strategic planning is in its final stages however feedback is still required from both staff and board.
- b. The 4 areas that best summarize our Values are: Community, Excellence, Inclusivity and Stewardship. Over the next 3 years our Organizational Strategy will be based on the theme: Rooted, Relevant, and Recognized.
- c. 3 Pillars are Sustainability, Relevance & Diversity; how through self-reflection we are embracing and telling our history as well as re-evaluating our education and public programming to align best with our 4th Pillar Legacy; how we can best care for our facility, building and collection.
- d. Juniper encourages all to take time to read and comment on this evolving Strategic Plan over the next few weeks. Please provide critiques, edits and thoughts. We plan to move forward with a great Strategic Plan that will guide our objectives in all that we do.

12. Centennial Planning:

- a. Alexandra was pleased to announce that more than 25 attended the Centennial Planning meeting earlier this month. Alexandra is convening smaller group: Stephanie, Sherry, Juanita, and Patti, to launch the planning process. Check in with Alexandra if you'd like to participate.
- b. Juniper is working on the scope of exhibitions and developing the budget. PBS is interested in featuring the Harwood's Centennial as a film – more discussion to be had about this. She is meeting with Museum of New Mexico Press next week to discuss a Harwood Centennial publication. Nicole Dial-Kay and Sonya will also have important roles in the Centennial development. Going forward, sub-committees will develop to manage different aspects of Centennial programming.

13 Public Comments: None.

14. Adjournment to executive session:

Meeting adjourned at 12:39 PM.