

**GOVERNING BOARD OF THE HARWOOD FOUNDATION**

**OF THE UNIVERSITY OF NEW MEXICO**

**Meeting Minutes, November 20, 2020**

**Virtual Zoom Meeting, 11:00 AM**

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

**Governing Board Members Absent:** Cindy Grossman and Arif Khan

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

**Others Present:** Gus Foster and Sheree Livney

**Handouts:** Agenda; Meeting Minutes, October 23, 2020; FY20 Financial Report and Operating Statement; Strategic Plan including Goals and Plans; Facilities Report and Financial Review for October from Alliance

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

1. Approval of Agenda: Dora made a motion to approve the agenda; Janet seconded; all approved.
2. Approval of October 23, 2020 minutes: The first line in 6b of the minutes should be corrected to state that Barbara DeVane resigned from the Governing Board on October 8, 2020. With this correction noted - Stephanie made a motion to approve the edited minutes; Patti seconded; all approved.
3. Board Chair Update:
  - a. Alexandra stated that the meeting agenda is intentionally focused on the Strategic Plan as this is the Board's highest priority and the most significant item for the Board to consider. The Board will discuss the Strategic Plan and consider ratification.
  - b. This will be the last Governing Board meeting of 2020. There will be a closed session at the end of today's meeting. Thank you for signing the Board *Commitment to Serve* and *Ethics* documents, and if you have not done so already, please do so.
4. Director's Report:
  - a. Juniper stated that the Museum remains closed and that she and the staff are developing the plans for reopening in 2021 when the time is right. She also shared her gratitude for the service dedicated by the Board to the Harwood and reminds everyone to please track your volunteer hours. Please see Susie if you have questions or need assistance with this.
  - b. Juniper stated that she has been busy with developing the Strategic Plan and with writing an IMLS grant that could bring \$124K over a period of 3 years. The

grant would support the Harwood by helping with diversity and equality training for staff. This training would allign nicely with the objectives outlined in the proposed Strategic Plan. We will know more about this grant in August of 2021.

- c. The Harwood's Annual Appeal was launched on November 3<sup>rd</sup> to over 2,300 supporters asking to help us meet our goal of \$35K. Please help support and spread the word of the appeal. Susie announced that so far, we have received \$10,967 from 30 donors.

5. Strategic Planning update:

a. Consideration of Strategic Plan:

1. Juniper reminded everyone that the development process for the Strategic Plan began back in April with assistance from UNM's EOD, as well as Harwood staff, Board and Planning Committee. The proposed Plan will include a letter from the Director and Board Chair.

2. The Plan was discussed and there were many positive comments from the Board about the Strategic Direction as each member provided comments on the Plan, and staff also provided their comments.

3. Juniper and the Strategic Planning team were commended for accomplishing the tasks of developing the Strategic Plan, and noted that a Strategic Plan is a living document and meant to evolve as we review our tactics and achieve our goals, and that the Board will assist Juniper in periodically reviewing the Plan.

4. A thumbnail view of Resources was also provided that lists the key persons to be accountable for each Goal and Objective – including staff and/or Board ownership. Alexandra expressed her opinion that the Plan is a strong well-conceived document that will set the Harwood on the right course. She also stated that this Plan needs to be ratified by the Board in order to be implemented. Juanita suggested that we move forward with ratifying the Plan as is, and adapt it later as needed.

b. Vote to approve Strategic Plan:

After Board discussion and wordsmithing regarding acceptance of the Plan, Sherry moved to accept the Strategic Plan in draft form. Lucile seconded. All accepted. It was decided that Juniper would now complete the final editing of the document and submit it to the Board for their final review, and that the Board will submit the Plan back to Juniper with any final changes or edits by December 31, 2020.

6. Budget/Finance Report:

- a. Juniper noted that regarding FY21 Total Reserves, we can expect to see more significant gifts reflected in next quarter's statement. The total from Operating Revenues reflects the period when the Harwood was open in October.

b. The Harwood is being frugal with Operating Expenses since there is limited revenue. Much of museum's administration and maintenance expenses are coming out of I&G monies.

7. Development Report:

a. Sonya stated that she is applying her focus on major gifts and grants and that Susie is working on the Year End Appeal and also linking it with Giving Tuesday on December 1st. Through these efforts the Harwood is seeking philanthropic support and hopes to achieve our \$35K goal by December 31, 2020.

b. The pandemic has brought on a "rest" period with the Endowment. We will renew this campaign once Covid conditions improve as our time frame ends in 2023 with the Harwood's Centennial. Professional Development continues with planned giving and includes estate gifts.

8. Board Development Committee:

a. Stephanie announced that the committee met two weeks ago and currently there are three people who have been recommended to the committee for consideration of nomination to the Governing Board. The committee is contacting these individuals to determine their interest in serving on the Board.

9. Centennial Planning:

a. Alexandra stated that there is a lot of work to do in order for the Centennial to be a success. Subcommittees need to be established and chairs appointed in support of various facets of the Centennial, like Marketing, Community engagement, etc. As the Strategic Plan culminates in the Centennial year, the objectives and outcomes of both are unified. If interested in assisting with the Centennial, please contact Alexandra.

b. Juniper is creating great opportunities by starting conversations and building partnerships. Museum of New Mexico Press is partnering with us to publish a Harwood book for the Centennial. They will provide a quote soon, the estimated cost to Harwood is \$18K.

c. NMPBS is interested in developing a film about the Harwood's Centennial and history. Nicole is working on the curation of a Centennial exhibition that will convey the scope of the Harwood's inspired history. Each gallery will have a relative and significant theme.

b. The budget for the Centennial is being evaluated and refined in draft form with more detail to come. The Harwood needs about \$100K for the Centennial and hopes to receive \$75K from endowment support.

10. Public Comments: None.

11. Adjournment to executive session:

Meeting adjourned at 12:41 PM.