



Approved Minutes  
Quarterly Board of Trustees Meeting  
Executive Conference Room  
2500 West Broad Street

June 21, 2018  
3:00 pm

Present: David Botkins, Eucharia Jackson, Elsa Falls, Sunita Gupta, Patricia Nicoson, Denise Walters, Ph.D, Richard Groover, Ph.D., Missy Neff, Mary Ellen Pauli, Glenn Davidson.

Staff: Richard Conti, Chuck English, Kinsey Peeler, Saa'dia Walker, Elizabeth Voelkel, Courtney Moyer, Jim Blow

Other Attendees: Cameron O'Brien, Assistant Attorney General, Office of the Attorney General

Lauren Mathena, President, Danville Science Center Foundation.

Mr. Botkins called the meeting to order at 3:04 p.m.

### **Approval of Minutes**

Mr. Botkins asked the Board to review the draft minutes from the April 24, 2018 Board of Trustees meeting and asked for a motion to approve them. Ms. Gupta made the motion. Mr. Botkins then called for a vote, and the minutes were unanimously approved without objection. Mr. Botkins noted that there was no second for the motion, but the minutes were approved.

### **Director's Report**

Mr. Conti discussed the following and shared a number of images of the Master Site Plan updates and the Danville Science Center exhibit concepts:

- 408,000 guests attended the Museum as of the end of May, 2018.
- Museum attendance is anticipated to reach or exceed 435,000 by the end of June, a 13% increase over last year.
- Mr. Conti feels that the Museum is at or near peak attendance.
- Member households are around 6,500 up from 4,000 around 3 years ago.
- Field trips and structured education programs are up.

- Mr. Peck and Dr. Maurakis plan to retire in the upcoming fiscal year.
- Interviews for a new Education Director are beginning soon.
- Initiatives are underway to expand the existing audience.
- Fund-raising is transitioning to annual fund-raising from capital campaign.
- Volunteer Appreciation Week has been held since the last Trustees meeting, Mr. Conti thanked the Trustees for volunteering their time.
- The Museum has about 450 active volunteers supplying approximately 22,000 hours, the equivalent of 11 full-time positions.
- 6 Minds of All Kinds were held this year to serve guests that require a more sensory-friendly experience.
- Julia from Sesame Street was in the Museum for Minds of All Kinds in April.
- Over 1800 underserved families have experienced the Museum through the Museums for all Program.
- 207 families have joined the Museum under the Museums for All membership.
- The MiX currently has 700 free members.
- The Foundation has funded over 8,000 students to attend the Museum through Title I field trips.
- Body Worlds: Animal Inside Out is currently open. Mr. Conti invited the Trustees to tour the exhibit after the meeting.
- *Tourism Picks Up* was held on May 11<sup>th</sup> in cooperation with local businesses.
- The Museum won the Richmond Region Tourism Attraction of the Year.
- Up & Atom was very successful, next year will be the 10<sup>th</sup> anniversary.
- Danville Science Center exhibit concepts are in, \$5M in General Assembly funds are available for use starting July 1<sup>st</sup> for the project.
- Water & Go are the two core concepts for many of the new Danville exhibits.
- The first Science on Tap 21+ event was a great success, with approx. 1000 attendees.
- 21+ events will happen quarterly going forward; the next 21+ event will be Grunge themed.
- The next step for the parking deck will be working drawings; Glavé and Holmes continues currently working on design concepts for the Museum Green.
- The Museum is seeking input on restaurant concepts.
- The Children's Science Center project did not make it into the budget this year.

Ms. Pauli asked how Minds of All Kinds is promoted. Ms. Voelkel responded that the program is promoted through the Museum's partner agencies. Ms. Pauli asked what it would take for the Museum to offer free admission. Mr. Conti responded that the Museum would need about \$50M in unrestricted funds.

Ms. Jackson asked if there are currently any endowments that were contributed as part of the Capital Campaign. Mr. Conti replied that that was part of the Capital Campaign, but most endowment funds come to the Museum through estate gifts. Ms. Peeler added that these will typically come in the form of a gift in someone's memory.

Ms. Jackson remarked that the Richmond Region Tourism award is a great accolade for the Museum and a testament to the work that is being done here.

Ms. Falls asked if there would be an opportunity for the Trustees to have a meeting at the Danville Science Center. Mr. Conti replied that is a possibility after the new exhibit space is opened.

Ms. Voelkel then commented on the condition of the collections at the Danville Science Center, which includes geologic and natural history specimens. The majority of this collection has been on display for well over a decade. DSC Inc. engaged the services of a conservator to perform a condition assessment on the entire collection.

Ms. Pauli asked if the taxidermy specimens were in a diorama setting. Ms. Voelkel replied that they are. Ms. Neff asked if the Museum owns these specimens, Ms. Voelkel replied that they were transferred to us, but are not part of the permanent collection; however the utmost diligence will be observed with regard to the care and disposition of the specimens. The condition report will allow the Museum to consider possible transfer opportunities to other organizations with missions more suited to these types of specimens.

Mr. Botkins asked what the ticket price was for Science on Tap was. Ms. Moyer replied that it was \$10. Ms. Pauli asked what "Grunge" means. Ms. Moyer responded that it refers to Grunge music and the Grunge era.

Ms. Jackson asked if the Museum is considering a chain restaurant for the Museum Green. Mr. Conti replied that the intent was to have a Richmond chef owned and operated restaurant instead of a chain. Ideally the restaurant would be able to provide catering and prepared food for the Museum. Ms. Jackson asked if the Museum intends to generate revenue from the restaurant. Mr. Conti replied that was a possibility, but the Museum would not want to raise money to build it.

### **Committee Reports**

Mr. Botkins transitioned the meeting to the committee reports.

### **Finance Committee Report**

Ms. Walker discussed the following FY 18 budget items:

- Admissions were up \$364,000 through the end of May 18.
- Memberships were up \$124,000 through the end of May 18.

- Earned revenue was up \$560,000 through the end of May.

Ms. Walker discussed Budget Notes for FY 19:

- Hampton STEM partnership will stay at \$150,000 for FY 19.
- Projected increase in Membership as a result of increased membership prices and attendance for FY 19.
- Current NOAA grant ends 12/31/2018.
- Increase in FY 19 DGC rentals.
- Increase in utility costs as a result of increased DGC rentals
- Personnel costs projected to increase.
- 17% increase in healthcare as a result of rate increases.
- Google e-mail migration will cost \$30,000
- Outsourcing security.
- Total FY 19 Proposed Operating Budget \$10,186,300.

Ms. Walker discussed FY 19 proposed Capital Projects:

- \$5M available July 1<sup>st</sup> for Danville Science Center project.
- Detailed planning for the parking deck.
- Broad Street Station development and improvement.
- Restoration of historic Broad Street Station.
- Children's Science Center planning funds.

Mr. Botkins asked if there were any questions on the items Ms. Walker discussed. With none heard, Mr. Botkins asked for a motion to approve for the FY 19 operating budget. Ms. Nicoson made the motion, which was seconded by Ms. Gupta. Mr. Botkins then called for a vote which passed unanimously with no objections.

Mr. Botkins then asked for a motion to approve the FY 19 capital projects budget. Dr. Walters made the motion, which was seconded by Ms. Nicoson. Mr. Botkins called then for a vote which passed unanimously with no objections.

Mr. Botkins then passed the meeting to Mr. English for the Education Committee report.

### **Education Committee Report**

Mr. English discussed the following:

- There was no formal Education Committee meeting held this quarter due to attendees being unavailable.
- Summer Camps sold out 11 weeks this year.
- The MiX Boys and Girls Club bike rack project was featured at the National Makers Faire in Washington, D.C.
- The Museum is becoming more involved in STEM education at the national level.

- The Museum hosted a group of STEM ambassadors from around the country recently.

Mr. Botkins then turned the meeting over to Ms. Moyer.

### **Brand Strategy Report**

Ms. Moyer highlighted the following:

- The Brand Strategy committee did not hold a formal meeting this quarter.
- Body Worlds: Animal Inside Out and Science on Tap both had successful launches.
- Facebook engagements have been impacted by algorithm changes.
- Press coverage has all been positive.
- External survey closed on June 15<sup>th</sup> with over 2,000 responses. Results are pending
- Curious George is coming in January.
- Pompeii exhibit is officially contracted, planning is underway.

Mr. Botkins then handed the meeting over to Ms. Peeler

### **Science Museum of Virginia Foundation**

Ms. Peeler discussed the following:

- Capital Campaign ends December 31<sup>st</sup>, 2018
- Priority is shifting to operating support.
- Up & Atom raised \$72,000.
- Projected 11% increase in membership revenue for FY 19
- New member rates will increase by \$5 beginning on July 1<sup>st</sup>, 2018.

Mr. Botkins thanked the staff for their hard work this past year.

### **Closed Session**

Mr. Botkins then asked for a motion to enter executive session pursuant to Virginia Code Section 2.2-3711a, for the discussion of the disposition of publicly held real property where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Museum. Mr. Davidson made the motion which was seconded by Ms. Neff. Mr. Botkins then asked for a vote which passed unanimously without objection. Mr. Botkins then declared the board to be in executive closed session. At that time all Museum Staff with the exception of Mr. Conti left the meeting room.

Mr. Botkins then took a roll call vote to bring the board meeting back into open session. All members voted aye.

### **New Business**

Mr. Botkins asked for any new business.

Mr. Davidson asked if the NOAA grant is renewable. Mr. Conti replied that there was a new grant that the Museum would be competing for.

**Adjournment**

With no further business, Mr. Botkins adjourned the meeting at 4:15 pm. The next meeting will be on October 25, 2018 at 3 pm.