



APPROVED Minutes
Quarterly Full Board of Trustees Meeting
Forum, Level 1
2500 West Broad Street

June 16, 2022
3:00 p.m.

Present: John Benton, Dr. Richard Groover, Glenn Davidson, Fran Bradford, Cristina Ramirez, Dr. Rodney Berry, Elsa Falls, Patricia Nicoson, Lauren Mathena, David Mills, Ukay Jackson, Dr. Denise Walters (via ZOOM)

Staff: Rich Conti, Elizabeth Igelhart, Courtney Moyer, Timshel Purdum, Kinsey Peeler, Jim Blow, Ada Sue Siler, Tyler Holtzman

Other Attendees: Cynthia Norwood Marquez, Office of the Attorney General

Sarah Spota, Deputy Secretary of Education

Bob Feeser, President, Science Museum of Virginia Foundation

Harley Walker, Project Manager with HG Design Studio

Welcome

Mr. Mills called the meeting to order at 3:01 p.m and verified a quorum was present before reviewing the agenda.

Approval of Minutes

Mr. Mills asked the Trustees to review the April 21, 2022 meeting minutes. Mr. Benton noted some minor corrections and called for a motion to approve with corrections. Ms. Bradford called the second, and Mr. Mills called for a vote which passed unanimously without objection.

The Green

Mr. Conti discussed the following:

- The Green is slowly taking shape.
- Glave & Holmes is working with HG Design Studio on the landscape design.

Mr. Conti then turned the meeting over to Harley Walker, Project Manager with HG Design Studio to discuss Phase II of The Green.

Mr. Walker discussed the following:

- The master plan for the Green is to create a large green space along Broad Street in three phases.
- Phase I is underway, Phase II is the central loop and is under schematic design, Phase III will be the final stage.
- The Phase I design includes an allée of trees along Broad Street, a sculptural landscape design, and a sculpture plaza.
- Phase II is a simpler design, focusing on emphasizing symmetry with the Broad Street Station facade.
- Phase II will include modifications to the circle drive in front of main building to control speed and traffic
- The flow of hardscape and paving will emphasize the Kugel ball.
- The front lawn will maintain a gentle slope and showcase the promenade along Broad Street.
- The greenery and trees are all native Virginia species.

Ms. Nicoson asked about the dimensions of the Green. Mr. Walker stated that the full width is approximately 150-200 feet.

Ms. Bradford asked if guests will be able to walk in the main central lawn area and bring their dogs. Mr. Walker said that The Green will be pet friendly.

Dr. Groover asked about the plans for increased security measures around the Green. Mr. Conti responded that security is already in place and will patrol the area 24/7. New lighting systems and cameras will be installed to deter potential incidents.

Mr. Benton asked what structural barriers will be in place between Broad Street and the Green to protect against vehicular traffic. Mr. Walker said that solid planters, stone retaining walls, and mature trees will prevent any vehicles from entering the lawn area. Dr. Berry complimented the work on the project.

Mr. Conti added that Cosmic Perception is the custom commissioned sculpture chosen to be featured in the Green. Upon completion, it will be transported in sections via trucks and installed in the plaza.

Director's Report

Mr. Conti discussed the following:

- Lego's new North America manufacturing and headquarters is moving to Chesterfield, VA.
- The Science Museum had the honor of hosting the press conference event for the Lego announcement with the Governor
- Special Events at the Museum is a significant source of revenue, but due to staffing limitations the Museum placed a moratorium on booking additional events until all policies, staffing levels and procedures can be reevaluated.
- New leadership is being brought in for the Special Events department with the goal of opening scheduling in the fall.
- Any current event that is under contract is still set to take place, however; no additional events will be scheduled.
- The Northern Virginia Science Center continues to progress at a steady pace.
- The Land transfer has presented some legal difficulties as the state has many requirements that must be met for the transaction to proceed.
- Legal team working diligently to resolve and come to an agreement and is set to close on the land as early as September.
- Building design is ongoing, currently the team is fine-tuning the interior and main facade.
- The construction budget will be set after this design phase with the goal to break ground a year from now, and an opening in 2025.
- The parking deck construction is complete.
- The design and bidding of a project to stabilize the slope and create a pathway behind the deck is ongoing.
- In Broad Street Station, the HVAC system is scheduled for a major overhaul.
- The facade is also set for maintenance.
- The Discovery room will be remodeled.
- The American Alliance of Museums will conduct the onsite visit September 8th and 9th to complete the re-accreditation process for the Museum.

Dr. Berry asked if the jazz concert events were successful? Mr. Conti said the jazz events have been very successful, but have created some logistical problems. He added that the Museum plans to continue to work with that group, but may re-evaluate terms of the contract.

Ms. Bradford asked for clarification on which spaces are available for rental. Mr. Conti said that the Ms. Barbara Thalhimer Theater, Forum, Discovery Room, Rotunda, Thalhimer Pavilion, Garner Pavilion, Dewey Gottwald Center, and some of the exhibit spaces are all available for rental.

Mr. Davidson asked about the fundraising progress for the Northern Virginia Science Center. Mr. Conti said that the agreement with Northwest Federal Credit Union really helped make progress possible, and added that fundraising is ongoing for NovASci.

Strategic Work Plan

Mr. Conti discussed the following:

- Objective 1 The Green
 - The Science Museum will develop a comprehensive strategy (interpretive, partner, environmental, operational, programmatic) to maximize the opportunity for The Green to enhance the mission
- Objective 2 Corporate Partners
 - The Science Museum will grow its relationships with corporate partners by connecting our offerings and opportunities to respective corporate values and social responsibility goals.
- Objective 3 Community Science
 - The Science Museum will define its long-term strategy for community science, focusing on enriching partnerships and elevating content creation
- Objective 4 Culture
 - The Science Museum will dedicate resources to enhance the organizational culture and improve its recruiting and retention strategies
- Objective 5 Social Media
 - The Science Museum will advance its social media efforts to ensure maximum reach and impact.

Ms. Bradford asked about the Museum's main use of social media. Mr. Conti responded that social media serves to educate, notify, and encourage the audience.

Mr. Mills asked for a motion to approve the Strategic Work Plan as presented. Mr. Davidson made the motion to approve, which was seconded by Ms. Ramirez. Mr. Mills called for a vote and the motion was passed unanimously without objection.

Finance and Business Operations Committee's Report

Mr. Benton discussed the following:

- The financial position of the Museum remains strong due to the diligence of its leadership and staff.
- FY 22 in review:
 - The Museum is ending the year \$1M over revenue projections.
 - Expenses are \$1.2M under budget projections.
 - The Shuttered Venue Operating Grant (SVOG) played a significant role in the Museum's current healthy financial position.
 - The Museum is currently carrying zero debt.

- o Support from the Foundation plays a key role in the financial standing of the Museum.
- o Working Capital is at \$4.1M, the goal is to keep that account line at \$1M.
- o The Trustee Discretionary Fund is \$1.1M, the goal is to keep this account line at \$500K.
- FY 23 Budget
 - o General fund revenue will rise to \$6.3M from \$5.5M
 - o The Museum is receiving a base increase to support the operations and maintenance of the parking deck and Green.
 - o Pay raises will be issued for wage positions.
 - o The planned pay raise for staff is not accounted for in this proposed budget but will be added under the expense line upon finalization.
 - o Food Services and Special Events performed 37% higher than anticipated.
 - o A Membership cost increase of \$10 and adult admission increase of \$0.50 has been well received.
 - o Contractual service expenses are flat.
 - o Supplies and materials costs are up, consistent with current economic conditions.
 - o Utilities expenses are as expected.
 - o New HVAC system will increase efficiency and lower utilities in the future.

Dr. Groover asked about the expenses associated with maintaining the Parking Deck. Mr. Benton responded that expenses are accounted for under the property and equipment account line.

Mr. Benton called for a motion to approve the budget as presented. Ms. Nicoson made the motion, Dr. Barry seconded the motion. Mr. Mills called for a vote which passed unanimously without objection.

Mr. Benton then turned the meeting over to Dr. Berry.

Education Report

Dr. Berry discussed the following:

- School and guest programs are going well and running daily at the Museum.
- The Inspiration Index contains an overview of current education programming.

- The Education Committee took a tour of the *Sharks: Predator or Prey* exhibition during the meeting earlier in the day.

Dr. Berry then turned the meeting over to Mr. Feeser.

Foundation Committee Report

Mr. Feeser discussed the following:

- The Foundation currently has \$34M in total assets with \$8M of it in cash.
- FY 22 has been another successful fiscal year
- In FY 22, The Foundation gave \$3.1M in overall support to the Museum.
- Fundraising focus is currently on The Green, specifically Phase II.
- Over \$2M in fundraising is planned for FY 23.
- In FY 22, the Foundation provided \$2M in restricted funds and \$329K in unrestricted funds to the Museum.
- For FY 23, the Foundation projects \$2.75M in restricted funds and \$378K in unrestricted funds will be provided to the Museum.
- The Foundation Board of Directors is hosting social events to boost fundraising and establish new networking connections.
- FY 23 Budget highlights:
 - The Annual Fund remains stable at \$575K
 - The Green is top priority for fundraising efforts.
 - The budget includes \$1M for The Green with a \$500k match from the Mary Morton Parsons Foundation.
 - All Trustees are encouraged to give or pledge, with the goal of 100% participation from Trustees, no gift too small or too big.
 - If any Trustee is interested in hosting a social event for fundraising, the Foundation will take care of all the logistics and preparation.
 - The Up&Atom event will take place in person next year.
 - The Foundation will not host an Illumination Gala, as it is not considered cost effective at this time.
 - The budget includes filling two vacant staff positions.
 - Membership revenues are up 5% to \$634k.

New Business

Mr. Mills asked for any new business.

Mr. Conti said that the Museum is planning a Trustee field trip to the Danville Science Center on September 29th.

Dr. Walters shared words of thanks and appreciation for a fantastic year. Special thanks to Mr. Conti for excellent leadership.

Adjournment

With no further new business heard, Dr. Berry made a motion to adjourn the meeting, which was seconded by Mr. Benton. Mr. Mills called for a vote which passed unanimously without objection. The meeting was adjourned at 4:16 p.m.

The next meeting will be on October 20, 2022.