

Indiana State Museum and Historic Sites

Regular meeting of the Board of Directors

June 5, 2019

Board members present: William Browne Jr.; Roland Shelton; Gregory Pemberton; Gregg Summerville; Steve Anderson; Nancy Jordan; Robin Winston; John Weschler; and Judy Singleton

Board members present Via phone: Melissa Caito; Andy Dahlem; Thao Nguyen

Also in Attendance: Cam Clark, Carolene Mays-Medley

Board members absent:

Gary Anderson; Andrew Briggs; Linda Conti; Mac Parker; Kathy Roudebush; Alice Schloss; Mary Walker; Liz Witte

Staff present: Cathy Ferree; Susannah Koerber; Kate Brownlee; Krishna Heyward; Amy Ahlersmeyer; Charlie Shock; and Adam DeKemper

The regular meeting of the Indiana State Museum and Historic Sites (museum) Board of Directors was called to order at 12:50 p.m.

Consent agenda

The consent agenda presented included:

- March 6, 2019 Board Meeting minutes
- Vacation Policy

Motion was made and seconded, all present voted in favor, and the consent agenda was approved as presented.

Board Elections and recognition

Greg Pemberton presented the governance committee's recommendation of two members for renewal to the board. Those members included Robin Winston and Liz Witte, who are appointed by the governor.

Motion was made and seconded, all present voted in favor, and the appointment of Robin Winston and Liz Witte was approved as presented.

Greg Pemberton stated that Perry Hines has resigned from the board. Board members agreed to send a letter thanking him for his years of service and dedication to the organization.

Financial Report

Krishna Heyward presented the balance sheet and income statement as of March 31, 2019. Total assets were \$14.07M which was (\$1.97M) lower than prior year. This variance is primarily due to timing of funds due to us from the state including \$1.0M for matching funds and \$759K for capital projects.

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Board minutes
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Net Income from operations was \$160.6k which is \$573.4k better than budget and (\$27.6k) lower than prior year. The variance to budget is primarily due to the timing of expenses.

Net income from temporarily restricted funds was (\$1.25M) which is \$902.5k better than budget and (\$1.26M) lower than prior year. The variance is primarily due to the timing of when funding is received and when the funds are paid out for capital projects.

A **motion** was made and seconded, all those present voted in favor and the financial statements were approved as presented.

FY2020 Budget

Krishna presented the proposed FY20 budget for review.

The proposed budget has operating revenues and operating expenses of \$8,612,833 resulting in zero net change in operating assets. The budget also includes \$3,195,464 in temporarily restricted & endowment revenue and \$2,785,667 in temporarily restricted expenditures resulting in a net change in temp. Rest. Funds of \$709,797.

State appropriations comprise 73.2% of the operating revenue. While salaries and benefits comprise 73.3% of the operating expenses.

A **motion** was made and seconded, all those present voted in favor and the FY2020 budget was approved as presented.

Vision Moment: T.C. Steele State Historic Site presentation

Cathy Ferree and Adam DeKemper presented a vision moment to the board about the T.C. Steele State Historic Site.

Cathy Ferree said the museum has been able to add significant experiences to the site. Instead of just adding a visitor center, the staff took a look at turning the entire site into an experience instead of just a tour. Cathy Ferree said the process transformed the location from just a tour about T.C. Steele and his work to a more engaging experience for the visitor, allowing them to do more hands-on activities.

Krishna Heyward said a punch list was expected to be completed on Friday with substantial completion planned for Tuesday. Although the timeline had been delayed, the project remained on budget.

Adam DeKemper provided board members with an overview of the new experiences by taking them on a visit to the location through photos. Visitors to T.C. Steele State Historic Site first see the arches that signify visitors are getting close to the site. In the parking lot, visitors can now see T.C.'s Outdoor Studio, which features a wagon, much like the one T.C. Steele used while traveling to paint in nature. Here, visitors of all ages can be inspired by his works, put on a coat to become part of one of T.C. Steele's paintings and play games based on his life and work.

After returning to the pathway, visitors can stop by the Singing Winds Visitor Center to find out what's going on for the day and see the beauty of the site through the wraparound windows or sit and relax on

the deck. Here, visitors can pay for a tour, watch the orientation video, take a break at the coffee bar or use indoor restrooms.

After watching the orientation video, the tour takes visitors to the House of the Singing Winds where many aspects have been updated. Railings throughout the home was taken down so visitors can freely explore the entire space for a more visitor-centric tour. Musical ambience was added to the home too. In T.C. Steele's office, visitors can find examples of his handwriting. On the sleeping porch, visitors can experience it as it was really used including a bed and samples of Selma's scrapbooking. Visitors can explore gardening books, where Selma did her garden planning, and view the house gardens which are located outside the sleeping porch windows.

Cans, pots, kettles and smells have been added to the kitchen to make it feel as if the Steeles had just left the home. Selma's stencils have been recreated on the cabinets here as well. The formal dining room also features Selma's stencil design on the curtains.

T.C.'s Large Studio underwent updates including color changes, new lighting and moving things back to the way Steele had it when he lived there. Visitors can explore the Large Studio at their own pace; a tour guide is present to answer questions, if needed.

New trail map signs identify trails throughout the property and show visitors where they could go, including the level of difficulty. New signs update visitors to what's blooming in Selma's gardens. The signs will be changed every few months as the gardens change.

Signage added throughout the property also allow visitors to see paintings where T.C. Steele captured his work. The signs also include interactive features, such as T.C.'s color choices or his use of rule of thirds.

The updates and new visitor center officially opened to the public on June 15th with a private reception from 1 to 2 p.m. Bob and Barbara Stevens will be honored during the event for their contributions to the updates and renovations to the site.

Development challenge

Kate Brownlee presented the Development report. She noted restricted funding is becoming more and more common. Nearly 30 percent of development funding comes from private sources - whether through the Icon Society or NAP credit appeals. Kate Brownlee noted the Indiana State Museum and Historic Sites has one new icon society member.

Board member Steve Anderson issued a challenge to his fellow board members. The Indiana State Museum and Historic Sites currently has 71 Icon Society donors - which is a donor level of \$1,000 or more - and the Icon Society has a retention rate of 83 percent. Ninety percent of the board participates in the Icon Society. He challenged board members to help reach the goal of 100 Icon Society donors by June 30, 2020, which would equal about two new icon society donors per board member.

Board members can help reach this goal by reviewing the current Icon Society list and identifying non-Icon Society donors, sharing information about a potential donor, joining Development for a potential donor orientation or host them at an event, email or call a potential donor, or introduce the Development team to your network.

Kate Brownlee told board members the help could be as simple as sharing your own story with others or asking those in your network to join you for a visit to the museum during upcoming experience openings or other events.

President's Report

Cathy Ferree presented the April Dashboard. She noted most variances were favorable and the museum had an incredible April for school field trips, although the attendance continues to be a bit of a mystery and challenge. She noted daily attendance is up over last year, as well as the projected budget. Dollars also are slightly above budget.

Members continue to use their membership benefits with many coming back again and again. She noted member attendance is significantly above budget. Although members do use their benefits up to eight times per year, she noted the museum system is having a bit of an issue retaining members and the staff will be working through research to see what we might be missing.

Cathy noted members do see value in memberships since the museum is not discounting memberships during the holidays or other special events.

She also provided a Friends group update.

- Staff will be meeting with the Friends of the Lanier Mansion for a third time;
- The Friends of Culbertson Mansion are OK with the changes needed;
- The Gene Stratton-Porter Society also is good with the MOU following an explanation of why this is needed.
- The Friends of the Limberlost are OK with the MOU, although that discussion is a bit more complicated due to the DNR connection.
- Leadership will be meeting again with the Friends of T.C. Steele, and the Friends of Angel Mounds shouldn't have an issue with the MOU agreement.

The plan is to have all six MOU agreements signed by July 1.

The Friends of Levi Coffin may not be signed by July 1, but the leadership team plans to continue to work with the group. It's a personal situation for that group since they ran the site for 50+ years before the state of Indiana integrated the site into the museum system.

Cathy Ferree said the leadership team has been transparent with each of the groups and explained the need for the updated MOUs due to tax laws.

She stated that she should hear from AAM about accreditation by the end of July.

Strategic Plan update

Amy Ahlersmeyer presented an update to the strategic plan. She reminded board members that a proposed mission statement, vision statement and values were presented to the museum board on March 6th and the AAM Accreditation Team on April 8th. A presentation was also made to the staff of the museum system on April 16th.

After gathering collective feedback, the mission was determined to be too history focused with the use of past, present and future. She said feedback also noted the mission should be “for” Indiana versus “about” Indiana and the mission statement didn’t really provide any differentiator for the museum.

Feedback on the vision statement determined that it didn’t recognize what is unique about the museum.

The values remained the same, except for the addition of stewardship, which is a key part of the museum’s responsibilities. Wording also was added to define accountability to the residents of Indiana and that that the museum operates in the public trust.

After considering the collective feedback, conducting additional research, discussing and debating with the Leadership Team, a decision was made to revise the proposed mission and vision statements and values.

The new proposed mission statement is: “A catalyst for informal lifelong learning connecting the stories of real people, places and things.”

The new proposed vision statement is: “We are a leader in informal lifelong learning that is recognized, sought-after and celebrated regionally, nationally and globally.”

Proposed values include: Inclusion, integrity (with the additional definition of accountability), transparency and the addition of the value of stewardship

The leadership team also defined four strategic priorities for the Indiana State Museum and Historic Sites, including:

1. Engage and serve an expanded and diverse audience through transformative experiences: Collections. Exhibits. Programs.
2. Translate/transform our Historic Sites from buildings/tours to experiences/legacies.
3. Sustainability
4. Brand awareness and reputation management.

Moving forward, Amy Ahlersmeyer plans to gather feedback from the board, re-engage the staff through focus groups, and engage staff through a visioning exercise while gathering and considering feedback from staff.

The Indiana State Museum and Historic Sites Board of Directors ended the public portion of the board meeting and entered into executive session 2:30 p.m. The next regular meeting of the Board of Directors is scheduled for Sept. 4, 2019.