

Indiana State Museum and Historic Sites Corporation

Board of Directors Meeting Minutes

December 14, 2022

Board members present: William Browne Jr., board chair; Andrew Briggs, treasurer; Thao Nguyen, vice chair; Gary Anderson; Melissa Caito; Charles Cammack; Fred Cate; David Go; De'Amon Harges; Nancy Jordan; Angila Retherford; Judy Singleton; Mary Walker; and Mike Zick

Board members absent: Linda Conti; Jordan Gathers; John Weschler, and Liz Witte

Advisory board members present: Andy Dahlem

Staff present: Cathy Ferree, president and CEO; Amy Ahlersmeyer, chief marketing officer; David Daum, chief financial officer; Susannah Koerber, chief curator and research officer; Brian Mancuso, chief officer of engagement; Robin Penny, executive assistant; and Karrie Zuccarello, interim chief development officer

State-appointed representative present: Rep. David Abbott

Partners present: Meredith Lizza, Governor's Office

Guests present: Keesha Dixon, Asante Art Institute of Indianapolis

Bill Browne, board chair, called the meeting to order at 12:08 p.m.

Consent Agenda

The consent agenda consisted of the September 14, 2022 board minutes; Artifact Deaccession Report; Investment Policy, and Split Rock Studios Contract for Ancient Seas.

ACTION: The board approved the consent agenda as presented.

President's Report

FY 2023 Dashboard, as of August 30, 2022

Total ISMHS attendance was at 51,728 (up 30.55% over November 2021), paid daily ISMHS attendance was at 31,700 (up 14.2% over November 2021), school tour attendance was at 9,227 (up 208.91% over November 2021), member visits were at 5,376 (up 31.25% over November 2021), and membership households were at 3,020 (up 19.37% over November 2021). Paid attendance is better than budgeted and school groups are returning to pre-pandemic levels.

2023 and 2024 Experience and Engagement Strategy and Calendars

ISMHS' mission is to serve as a catalyst for informal lifelong learning that connects the stories of real people, places and things. Two of our strategic priorities are to engage and serve an expanded and diverse audience through transformative experiences: collections, exhibits and programs, and to translate/transform our historic sites from buildings/tours to experiences/legacies.

Brian Mancuso, chief officer of engagement, and Amy Ahlersmeyer, chief marketing officer, shared ISMHS' experience and engagement strategy and calendars for 2023 and 2024. The 2023 calendar includes the following experiences at the Indiana State Museum: three free days; youth camps; events including GeoFest, Pinewood Derby, Family Fright Night, Tinkerfest and Family New Year's Eve; in the South Gallery, Vintage Vision: Cars of the 1920s; in the Ni Source Gallery, Influencing Lincoln: The Pursuit of Black Freedom; in the Ford Gallery, Inspired by the Dunes: Paintings by Frank V. Dudley and the 99th Hoosier Salon; and Celebration Crossing over the holidays. The 2023 calendar has exhibits with longer run times to allow staff to focus on two major permanent projects that are in production for 2024 – an upgraded Ancient Seas experience at the Indiana State Museum and transformed Angel Mounds State Historic Site indoor and outdoor experiences.

Our engagement strategy for 2023 is guided by the following data:

- Visitors to the Indiana State Museum included: over 60% from households with no children ages 17 or younger, those that attended the Indianapolis 500 and the Indianapolis Motor Speedway Museum, and those that visit art museums.
- 27,000-30,000 individuals live in the Regional Center (16th St. to the north, I-70/I-65 to the east, I-70 to the south, and White River up to 16 Tech to the west) and that prior to the pandemic, 150,000 people commuted to/from downtown for work with about 70% of commuters returning at some level (2-5 days per week).
- ISMHS membership includes 5,208 adult members, 929 households without children, and 1,691 households in Marion County.
- General attendance at the Indiana State Museum in FY22 (excluding members and K-12 visits) was 77% adults and to date in FY23 has been 81% adults.

Marketing opportunities for the Indiana State Museum with the 2023 calendar will focus on residents and workers from downtown Indianapolis, adult members, cross-promotion with the Indianapolis Motor Speedway Museum, and continued marketing to families specific to Celebration Crossing and early childhood and youth programming, including camps. The Indiana State Museum also has operational opportunities with the addition of Thursday evening hours coupled with Thursday night cross-promotions with downtown restaurants and other downtown venues.

Board members shared a desire to continue to monitor the percentage of adult guests, especially as downtown Indianapolis begins to transform from being traditionally office-occupied with commuters to mixed use residential/hotels/offices.

The 2024 calendar includes the following experiences at the Indiana State Museum: three free days; youth camps; events including GeoFest, Pinewood Derby, Family Fright Night, Tinkerfest and Family New Year's Eve; in the South Gallery, Towers of Tomorrow and After Dark; in the Ni Source Gallery, Simmermaker Coverlet Collection and ISM Hoosier Salon Collection; in the Ford Gallery, North of 24: The Abstract Tradition and the 100th Hoosier Salon; and Celebration Crossing over the holidays. The re-opening of Ancient Seas which has been a standing gallery since the museum's opening, will debut in April of 2024. The upgraded exhibit will focus on fossils that have been collected over the past 20 years and will tell the story of the entire forest. The transformed indoor and outdoor experiences at Angel Mounds State Historic Site will open

in September of 2024 and will showcase religious aspects of the site and the addition of modern Native American voices.

Marketing for 2024 will capitalize on the museum's three art shows, the Ancient Seas upgrade, the transformed indoor and outdoor experiences at Angel Mounds State Historic Site, along with continued marketing to families around Celebration Crossing and early childhood and youth programming.

Mission Moment

Culbertson Mansion State Historic Site Preservation Project

Susannah Koerber, chief curator and research officer, shared details and photos of the fireplace restorations at Culbertson Mansion. The fireplaces had begun to sink into the floor over time due to the weight of the fireplaces and the mirrors that hung above them, as well as holes being cut in the floors to install modern ductwork. As the fireplaces began to sink, they also began to separate. The fireplace restoration project included repairing the fireplaces, designing new hanging systems for the mirrors, removing the mirror glass (which had begun to leak mercury) and replacing with brighter and lighter materials, restoring the room to its original design, and adding basement level supports. This project showcases the efforts of the facilities, historic preservation, and site staff working together over decades.

Investment Committee Report

Gary Anderson, Investment Committee chair, provided an overview of the ISMHS endowment. The investment account value as of October 31, 2022 is \$4,562,524. ISMHS' portfolio has cash and equivalents at 1.3%, equities at 60.9%, fixed income at 19.3%, and alternative assets at 18.6%. The investment committee is focused on preserving our asset value and reducing our exposure. Recovery of lost asset value is anticipated to take 18 months. While our endowment overall has weathered stronger than many of our peers and our active managers have done well, our returns have been eroded by a couple of managers that we are monitoring.

Finance and Budget Update

FY 2022 Audited Financial Statements

David Daum, chief financial officer, shared the FY 2022 audited financial statements. ISMHS received a clean audit with no material weaknesses.

ACTION: The board approved the FY 2022 audited financial statements as presented.

FY 2023 Financials Update through November 30, 2022

As of November 30, 2022, total assets are at \$20.4 million, total liabilities are at \$3.94 million resulting in total net assets of \$16.5 million. Additionally, total revenues are \$4.9 million and total expenses are \$4.72 million resulting in an increase in net position of \$177,549.

ACTION: The board approved the FY 2023 financials through November 30, 2022 as presented.

Governance

By-laws Amendments

Melissa Caito, Governance chair, proposed amendments to the Indiana State Museum Foundation by-laws that included changing the use of "corporation" to "foundation" to provide

consistency with state statute wording; changing all instances of “museum” to “ISMHS”; in Section 5.2, clarifying that “each member” of the board rather than “the board” has a vote; in Section 5.6, defining that meeting notices can be given through electronic communication and that notice of meetings may be waived through electronic communication; in Section 5.7, defining how action can be taken outside of a meeting; and in Section 5.8, defining that individuals may participate in a meeting remotely by any communication where all attendees are able to hear each other.

ACTION: The board approved the by-laws amendments as presented.

Whistleblower Policy – Rewritten

The current Whistleblower Policy was last approved by the board in 2009. The policy has been fully rewritten to succinctly explain the purpose of the policy, appropriate information to report, how to file a report and what to expect once a report is made. The policy also defines how ISMHS will communicate the policy.

ACTION: The board approved the Whistleblower Policy as presented.

Records Retention Policy – Rewritten

The current Records Retention Policy was last approved by the board in 2009. The policy has been fully rewritten to reflect current best practices and Indiana state mandates in records retention.

ACTION: The board approved the Records Retention Policy as presented.

Development Report

Karrie Zuccarello, interim chief development officer, shared the following highlights from the Giving USA Annual Report on Philanthropy for the year 2021.

- \$484.85 billion was contributed to philanthropy with 67% by individuals.
- Giving by foundations has increased significantly due to individual giving through organizational vehicles and pandemic recovery.
- Foundations are giving more trust-based philanthropy which is not as involved and more accessible to younger and smaller nonprofits.
- Giving through bequests has increased. Bequests are the least predictable source of giving, but an important source with the aging Baby Boomer generation.
- Corporate giving increased and is narrowly focused with cause-giving almost exclusively.
- Religion and education are the top recipients of contributions at 27% and 14% respectively. Arts, culture and humanities are at 5%.

ISMHS is currently in the interviewing process for the chief development officer with second round interviews scheduled for January.

Karrie asked the board for their personal financial support, to introduce prospective donors to ISMHS through site visits and in holiday gift giving, and to participate in peer screening.

Adjourn

The meeting was adjourned. Board members entered into executive session.

Minutes recorded by: Robin Penny, executive assistant, Indiana State Museum and Historic Sites

Minutes submitted by: Liz Witte, secretary

Upcoming Board Meetings

March 8, 2023

June 14, 2023

September 13, 2023

December 13, 2023