

Indiana State Museum and Historic Sites Corporation

Board of Directors Meeting Minutes

December 13, 2023

Board members present: Bill Browne, board chair; Thao Nguyen, vice chair; Andrew Briggs, treasurer; Liz Witte, secretary; Charles Cammack; Fred Cate; Andy Conner; Amber Finley; David Go; De'Amon Harges; Pete Nagel; Angila Retherford; Marc Samardzija; Judy Singleton and John Wechsler

Board members absent: Melissa Caito; Jordan Gathers; Nancy Jordan; Mary Walker and Mike Zick

Advisory board members present: Greg Pemberton and Robin Winston

State-appointed representatives present: Dan Bortner, Department of Natural Resources and Meredith Lizza, Governor's Office

Staff present: Cathy Ferree, president and CEO; David Daum, chief financial officer; Mary Figueroa, curator of history; Tanya Hand, chief development officer; Susannah Koerber, chief curator and research officer; Robin Penny, executive assistant and Eric Todd, chief operating officer

Bill Browne called the meeting to order.

Consent Agenda

The consent agenda consisted of the September 13, 2023 board minutes and the Artifact Deaccession Report.

ACTION: The board approved the consent agenda as presented.

Ratification of Vote

On December 11, 2023, the board electronically approved to deny the request made by Link Ludington for a petition of review regarding his no-trespassing status of ISMHS.

ACTION: The board ratified the electronic vote to deny the request made by Link Ludington for a petition of review.

President's Report

FY 2023 Dashboard, as of November 30, 2023

Total ISMHS attendance was at 48,819 (down .03% over November 2022), paid daily ISMHS attendance was at 26,565 (down 10.88% over November 2022), school tour attendance was at 8,945 (down 3.06% over November 2022), member visits were at 5,425 (up .91% over November 2022), and membership households were at 3,127 (up 3.54% over November 2022). Anticipated school attendance will likely be over goal in December. December is historically our busiest month for attendance and for new memberships.

President's Report

2020-2023 Strategic Plan Update: Brand Awareness and Reputation Management, Sustainability

The last in a series of updates on the 2020-2023 Strategic Plan, this presentation focused on the strategic priorities of brand awareness, reputation management and stability. Highlights included the change from site-specific branding to system-wide consistent branding including exterior signage, printed material, staff uniforms, digital communications and site merchandise; implementing consistent operating hours and admission pricing system wide; establishing community partner guidelines; developing and launching a new website; changing to a more robust e-news platform; utilizing visitor and market data through Placer.ai; implementing two new donor engagement platforms – Classy and Turtl; creating a more robust membership system including a switch to digital membership cards; hosting donor cultivation events; and focusing on activities that showcase our relevancy.

2024 Experience and Engagement Strategy and Calendar

Brian Mancuso and Tanya Hand shared plans for 2024 that included the following.

- Senior Art Curator Reception on January 11
- Towers of Tomorrow with LEGO Bricks opening in January with a member event on January 19
- Woven Together opening in February with a member event and community service project
- IN the Abstract opening in March with a possible donor event
- Solarbration VIP Eclipse event on April 8
- Ancient Seas opening with a sneak preview on April 24
- Good Night Forest opening in May with a member and donor event on June 4
- Hoosier Art Salon and Stories from the Salon opening in August
- Angel Mounds State Historic Site opening in Fall
- TAY/gate events scheduled for November 1-3

Mission Moment

Mary Figueroa showcased Katie Pourcho's 2020 Teacher of the Year dresses made by the students of Danville North Elementary including the Indiana Teacher of the Year video, pictures of the dresses and a display of one of the dresses in the room. Many of these artifacts are on display at the museum in the Global Indiana gallery.

Development

Tanya Hand shared national giving highlights. Giving Tuesday donations were up slightly in 2023 at \$3.1 billion with 10% fewer people participating. Less than half of Americans gave to charity in 2022 compared with more than two-thirds in 2000. Americans with a net worth of more than \$1 million or annual income over \$200,000 are giving 19% more than before the pandemic.

ISMHS has secured the following donors by giving society: 42 Stone; 25 Steel; 40 Icon; four Star; three 19th Star; one Ray; and one Torch.

Board members participated in a small group exercise where they discussed their elevator pitch – how they share the mission of ISMHS with others.

Investment Committee

Investment Committee Report

Andy Conner, Investment Committee chair, provided an overview of the ISMHS endowment. The value of our portfolio was \$5,018,901 as of September 30, 2023. The total account has a year-to-date net return of 4.1% as of September 30, 2023. We are a bit off from our targets and

have done some rebalancing. Our cash is invested in government money market and is earning 4%.

Finance and Budget Update

FY 2023 Audited Financial Statements

David Daum, chief financial officer, shared the FY 2023 audited financial statements. ISMHS received a clean audit with no material weaknesses.

ACTION: The board approved the FY 2023 audited financial statements as presented.

FY 2024 Financials Update through November 30, 2023

As of November 30, 2023, total revenues are \$5.99 million and total expenses are \$6.03 million resulting in a decrease in net position of \$35,342.

ACTION: The board approved the FY 2024 financials through November 30, 2023 as presented.

Adjourn

The meeting was adjourned.

Minutes recorded by: Robin Penny, executive assistant

Minutes submitted by: Liz Witte, secretary

Upcoming Board Meetings

March 13, 2024