

FRONTIER Texas!

625 North First Street ★ Abilene, Texas 79601 ★ Phone: 325.437.2800

FRONTIER TEXAS, INCORPORATED

A meeting of the Frontier Texas, Incorporated Board of Directors, is to be held on Wednesday, July 21, 2021, commencing at 11:30 A.M. in the back meeting room located at 626 N. 1st Street, Abilene, Texas 79601, and also via electronic videoconferencing technology or telephone (please see access details below and on page 2) to consider items on the following agenda.

Signed:



Jeff Salmon, Executive Director, Frontier Texas

AGENDA

Wednesday, July 21, 2021, 11:30 A.M.

Frontier Texas back meeting room, and online via Zoom or phone

<https://us06web.zoom.us/j/83705318092?pwd=TEFoVkrGcXducFdmZ21mYUd4YjYrdz09>

This meeting can also be accessed electronically via the following link:

Passcode: 1881 (phone call-in instructions on page 2)

1. Welcome and Meeting Procedures - Board President
 - a. Roll-call, attendance confirmations
 - b. Public Comment, limit 2 minutes per person
2. Consent Agenda:
 - a. Past Meeting Minutes
 - b. Treasurer's Report – Financial Statement(s)
 - c. Attendance & Marketing Report
3. Venue Tax Report and Possible Action
4. Fundraising Committee Report and Possible Action
5. Board President's Report:
 - a. Ex-Officio Organization Updates
6. Executive Director's Report and Possible Action:
 - a. Operations: facility, finances, fundraising
 - b. Programs: education, events, volunteers
 - c. Marketing: advertising, public relations, gift shop
7. Next meeting date: August 18, 2021 at 11:30am
8. Adjourn

CERTIFICATION

I hereby certify that the above notice of meeting was posted on the bulletin board at the City Hall of

Abilene, Texas, on the 14th day of July 2021 at 3:15pm.


Kaitlin Richardson Deputy City Secretary

NOTICE: Persons with disabilities who would like special assistance or need accommodations to participate in this meeting should contact Frontier Texas at (325) 437-2800 at least forty-eight (48) hours in advance of this meeting.

FRONTIER *Texas!*

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NOTICE REGARDING PUBLIC PARTICIPATION

Texas Governor Greg Abbott has granted a temporary suspension of certain rules to allow for telephone or video conference public meetings in an effort to reduce in-person meetings that assemble large groups of people, due to the COVID-19 (coronavirus) public health emergency.

In an effort to reduce the spread of the virus, this Frontier Texas board meeting is ALSO being hosted electronically for board members and the public.

Topic: Frontier Texas July 2021 Board Meeting Zoom Access
Time: Jul 21, 2021 11:30 AM Central Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/83705318092?pwd=TEFoVkrGcXducFdmZ21mYUd4YjYrdz09>

Meeting ID: 837 0531 8092

Passcode: 1836

One tap mobile

+13462487799,,83705318092#,,,,*1836# US (Houston)

Dial by your location

+1 346 248 7799 US (Houston)

Meeting ID: 837 0531 8092

Passcode: 1836

FRONTIER *Texas!*

BOARD MEETING MINUTES

May 19, 2021

VOTING MEMBERS PRESENT:

Alex Russell
Brent Hill
Caitlin Richards
David Hernandez
Derek Hood
Jessica Adams

Jessica Haile
Logan Bussell
Martez Hawkins
Tim Chandler
Weldon Hurt

EX-OFFICIO MEMBERS PRESENT:

Cameron Wiley
Jeff Salmon
Tammie Virden

Jeff Gore
Nanci Liles

MEMBERS ABSENT:

Audrey Perry
Bera Johnson
Brad Birchum
Lynn Barnett
Sylvia Leal

Kay Richards
Kathy Keane
Mindy Patterson
Rebecca Bridges

GUESTS: None

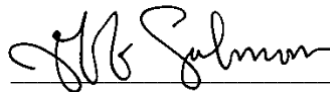
STAFF PRESENT: Patrice Sharbutt

1. **WELCOME AND MEETING PROCEDURES.** Having a quorum of eleven members present via in person, by phone or by Zoom, President Jessica Adams called the Frontier Texas Board meeting to order using the website www.zoom.com to an electronic Board meeting. President Adams asked for any public comments. There being none, she yielded the floor to Accounting Coordinator Patrice Sharbutt, who administered the oath of office for the new and renewing members. President Adams called roll of board members who had RSVP for the board meeting and she went through the procedures for electronic meetings. President Adams welcomed new board members Logan Bussell, Martez Hawkins and Cameron Wiley.
2. **CONSENT AGENDA.** Having a quorum, President Jessica Adams asked any discussions concerning the Consent Agenda. There being none, she asked for a motion to approve the Consent Agenda. Motion was made by Alex Russell and second was by David Hernandez. Consent Agenda was approved.
3. **BY-LAWS COMMITTEE REPORT AND POSSIBLE ACTION.** Executive Director Jeff Salmon reported that no new information at this time.
4. **BOARD PRESIDENT'S REPORT:**
 - a. **Ex-Officio Organization Updates:** Ex-Officio members, Cameron Wiley, Jeff Gore, Nanci Liles and Tammie Virden gave report for their organizations.
5. **EXECUTIVE DIRECTOR'S REPORT AND POSSIBLE ACTION.**
 - a. **Operations:** Executive Director Jeff Salmon reported that finances are stable and that bills have been submitted to insurance for the repairs made after the winter storm in February. Venue Tax numbers are still off from budget, but he is seeing a trend for this number to improve in the coming months.
 - b. **Programs:** Mr. Salmon reported school tours are in full swing and the volunteers are doing a great job. He reminded the board about the upcoming events – the Pine Street Shoot Out reenactment at high noon every Saturday starting May 29 through July 10 and the CALF event on June 11-12.
 - c. **Marketing:** Mr. Salmon shared the continuing billboard promotions with the Abilene Convention & Visitors Bureau. He will begin to move forward with more advertising during the summer months.

6. **NEXT MEETING DATE:** Next meeting date is Wednesday, June 16, 2021 at 11:30 a.m. The format of meeting i.e. in person and/or electronic meeting TBA.
7. **ADJOURNMENT.** There was no further business, the meeting was adjourned.



Compiled by Patrice Sharbutt



Reviewed by Jeff Salmon

Frontier Texas! Inc.
Treasurer's Report Summary
For the month of June and the Nine months ended June 30, 2021

Statement of Financial Position – Balance Sheet as of June 30, 2021

• Current Assets – Cash and inventory	\$	414,188
Facilities & Equipment		2,441,731
Total Assets		3,491,287
• Current Liabilities	\$	133,005

Statement of Activities – Income Statement for the month and period ended June 30, 2021

Revenues		Current Mo	YTD
• Revenues – Admissions	\$	15,833	88,862
Total Attendance		4,261	16,289
Exhibit Attendance		2,433	12,382
Admissions per attendee	\$	6.51	
• General Store Sales	\$	17,012	96,028
Store sales per attendee	\$	6.99	
• Revenues - Venue Tax	\$	46,925	310,788
• Facility Rental	\$	-	1,000
• Grants & Restricted Net	\$	-	2,315
• Fundraising & Unrestricted	\$	1,544	16,921
• Educational Programs Net	\$	-	-

Expenses

- Accounting Services is even budget for the month and above budget for year-to-date.
- Educational Development/Supply is below budget for the month and below budget for year-to-date.
- Office Operations is above budget for the month and below budget for year-to-date.
- Employee Development/Travel is above budget for the month and year-to-date.
- Insurance is below budget for the month and below budget for year-to-date.
- Maintenance is below budget for the month and below budget for year-to-date.
- Cleaning Services are below budget for the month and below budget for year-to-date.
- Utilities is above budget for the month and above budget for year-to-date.
- Advertising/Public Relations is below budget for the month and below budget for year-to-date.
- Salary and Wages are above budget for the month and below budget for year-to-date.
- Non-cash item depreciation of \$20,751 shown independent of other expenses for this and future statements.
- All other expenses very close to or below budget for the current month.

Frontier Texas!
Statement of Financial Position
Comparison of June 30, 2021 and 2020

ASSETS	<u>2021</u>	<u>2020</u>
Current Assets		
Bank Account	\$ 226,327.56	\$ 142,942.70
Depreciation Savings Account	106,612.56	76,530.03
Accounts Receivable	616.00	17.59
Current Portion of Pledges Receivable	0.00	0.00
Inventory Asset	58,001.61	64,530.66
Cash Drawer	881.43	600.00
Undeposited Funds	0.00	432.03
Prepaid Expenses	21,748.38	34,346.85
Total Current Assets	<u>414,187.54</u>	<u>319,399.86</u>
Fixed Assets		
Exhibit Programming and Construction	3,585,819.91	3,585,819.91
Leasehold Improvements	77,502.52	77,502.52
Audio Visual Equipment	109,512.65	109,512.65
Exhibit Redevelopment	1,941,875.71	1,938,174.91
Audio Visual Equip, Visitor Ctr	27,702.92	27,102.93
Office Equipment & Furnishings	111,729.94	111,019.97
Software-Asset	3,546.53	3,546.53
Accumulated Depreciation	-3,415,958.99	-3,166,868.61
Total Fixed Assets	<u>2,441,731.19</u>	<u>2,685,810.81</u>
Other Assets		
Endowment	331,656.07	311,565.60
Print License	3,000.00	3,000.00
Historical Artifacts	20,245.00	20,245.00
Sculptures	273,600.16	273,600.16
Statues	6,866.70	6,866.70
Total Other Assets	<u>635,367.93</u>	<u>615,277.46</u>
TOTAL ASSETS	<u>3,491,286.66</u>	<u>3,620,488.13</u>
LIABILITIES AND NET ASSETS		
Liabilities		
Current Liabilities		
Accounts Payable	38,665.28	36,516.39
Payroll Liabilities	15,516.84	8,971.79
Sales Tax Payable	1,260.36	649.32
Capital Lease	0.00	0.00
Grants/Restricted Donations	77,463.00	67,029.99
Unearned Revenue - Other	100.00	100.00
Total Current Liabilities	<u>133,005.48</u>	<u>113,267.49</u>
Long-Term Liabilities		
Capital Lease	0.00	0.00
Total Long-Term Liabilities	<u>0.00</u>	<u>0.00</u>
Total Liabilities	133,005.48	113,267.49
Net Assets		
Beginning Unrestricted Net Assets	3,553,135.04	3,772,479.23
Temporarily Restricted Net Asset	2,981.00	2,981.00
Net Current Change in Unrestricted Net Assets	-197,834.86	-268,239.59
Total Net Assets	<u>3,358,281.18</u>	<u>3,507,220.64</u>
TOTAL LIABILITIES AND NET ASSETS	<u>3,491,286.66</u>	<u>3,620,488.13</u>

Frontier Texas!, Inc.
Statement of Activities
For the Month Ended
June 30, 2021

	<u>Actual</u>	<u>Budget</u>	<u>Favorable/ (Unfavorable) Variance</u>
Revenues			
Merchandise Sales	\$ 17,011.94	\$ 13,568.00	3,443.94
Less Cost of Goods Sold	9,047.12	7,462.00	1,585.12
Gross Profit	7,964.82	6,106.00	1,858.82
Exhibit Admissions	15,833.25	13,409.00	2,424.25
Total Memberships	80.00	250.00	(170.00)
Venue Tax	46,924.96	42,000.00	4,924.96
Facility Rentals	-	200.00	(200.00)
Grants & Restricted Net	-	-	-
Fundraising & Unrestricted	1,544.11	-	1,544.11
	<u>72,347.14</u>	<u>61,965.00</u>	<u>10,382.14</u>
Expenses			
Accounting Services	-	-	-
Educational Development/Supply	7.49	250.00	242.51
Office Operations	426.47	320.00	(106.47)
Telephone/Internet	670.19	680.00	9.81
Employee Dev/Travel	984.44	100.00	(884.44)
Insurance	2,151.76	2,400.00	248.24
Maintenance	4,110.55	5,200.00	1,089.45
Cleaning Services	1,323.32	1,900.00	576.68
Utilities (Electric & Water)	2,983.94	2,774.00	(209.94)
Rent	-	-	-
Educational Programs Net	-	600.00	600.00
Fundraising Expenses	-	-	-
Merchant Fees	644.79	669.00	24.21
Interest Expense	-	-	-
Advertising/Public Relations	3,741.38	6,000.00	2,258.62
Salaries & Wages	31,425.42	31,377.00	(48.42)
Total Expenses	<u>48,469.75</u>	<u>52,270.00</u>	<u>3,800.25</u>
Net Change in Unrestricted Net Assets			
Before Depreciation	<u>23,877.39</u>	<u>9,695.00</u>	<u>14,182.39</u>
Depreciation	<u>20,750.54</u>	<u>-</u>	<u>(20,750.54)</u>
Net Change in Unrestricted Net Assets	<u><u>3,126.85</u></u>	<u><u>9,695.00</u></u>	<u><u>(6,568.15)</u></u>

Frontier Texas!, Inc.
Statement of Activities
For the Nine Months Ended
June 30, 2021

	<u>Actual</u>	<u>Budget</u>	<u>Favorable/ (Unfavorable) Variance</u>
Revenues			
Merchandise Sales	\$ 96,028.40	\$ 78,242.00	17,786.40
Less Cost of Goods Sold	44,748.50	43,030.00	1,718.50
Gross Profit	51,279.90	35,212.00	16,067.90
Exhibit Admissions	64,118.50	88,862.00	(24,743.50)
Total Memberships	5,800.00	4,720.00	1,080.00
Venue Tax	310,787.95	299,426.00	11,361.95
Facility Rentals	800.00	1,000.00	(200.00)
Grants & Restricted Net	2,314.73	-	2,314.73
Fundraising & Unrestricted	16,983.38	-	16,983.38
	<u>452,084.46</u>	<u>429,220.00</u>	<u>22,864.46</u>
Expenses			
Accounting Services	15,592.00	14,500.00	(1,092.00)
Educational Development/Supply	710.72	2,250.00	1,539.28
Office Operations	2,319.39	2,910.00	590.61
Telephone/Internet	5,880.41	6,120.00	239.59
Employee Dev/Travel	2,911.44	1,200.00	(1,711.44)
Insurance	19,278.82	21,600.00	2,321.18
Maintenance	41,172.35	48,200.00	7,027.65
Cleaning Services	13,567.32	14,500.00	932.68
Utilities (Electric & Water)	25,665.27	25,258.00	(407.27)
Rent	-	1.00	1.00
Educational Programs Net	-	650.00	650.00
Fundraising Expenses	4,584.25	-	(4,584.25)
Merchant Fees	3,221.70	4,143.00	921.30
Interest Expense	-	-	-
Advertising/Public Relations	47,775.63	62,000.00	14,224.37
Salaries & Wages	280,485.16	282,400.33	1,915.17
Total Expenses	<u>463,164.46</u>	<u>485,732.33</u>	<u>22,567.87</u>
Net Change in Unrestricted Net Assets			
Before Depreciation	<u>(11,080.00)</u>	<u>(56,512.33)</u>	<u>45,432.33</u>
Depreciation	<u>186,754.86</u>	<u>-</u>	<u>(186,754.86)</u>
Net Change in Unrestricted Net Assets	<u><u>(197,834.86)</u></u>	<u><u>(56,512.33)</u></u>	<u><u>(141,322.53)</u></u>

Frontier Texas!, Inc.
Statement of Activities
For the Month Ended
Comparison of June 30, 2021 and 2020

	<u>2021</u>	<u>2020</u>
Revenues		
Merchandise Sales	\$ 17,011.94	\$ 8,670.33
Less Cost of Goods Sold	9,047.12	4,333.63
Gross Profit	<u>7,964.82</u>	<u>4,336.70</u>
Exhibit Admissions	15,833.25	7,214.00
Total Memberships	80.00	80.00
Venue Tax	46,924.96	13,786.39
Facility Rentals	-	-
Grants & Restricted Net	-	-
Fundraising & Unrestricted	1,544.11	1,734.16
	<u>72,347.14</u>	<u>27,151.25</u>
Expenses		
Accounting Services	-	-
Educational Development/Supply	7.49	68.34
Office Operations	426.47	490.01
Telephone/Internet	670.19	610.70
Employee Dev/Travel	984.44	350.00
Insurance	2,151.76	2,151.76
Maintenance	4,110.55	5,070.49
Cleaning Services	1,323.32	1,323.32
Utilities (Electric & Water)	2,983.94	2,045.77
Rent	-	-
Educational Programs Net	-	-
Fundraising Expenses	-	-
Merchant Fees	644.79	322.07
Interest Expense	-	-
Advertising/Public Relations	3,741.38	7,429.56
Salaries & Wages	31,425.42	29,381.95
Total Expenses	<u>48,469.75</u>	<u>49,243.97</u>
Net Change in Unrestricted Net Assets Before Depreciation	<u>23,877.39</u>	<u>(22,092.72)</u>
Depreciation	<u>20,750.54</u>	<u>20,750.54</u>
Net Change in Unrestricted Net Assets	<u><u>3,126.85</u></u>	<u><u>(42,843.26)</u></u>

Frontier Texas!, Inc.
Statement of Activities
For the Nine Months Ended
Comparison of June 30, 2021 and 2020

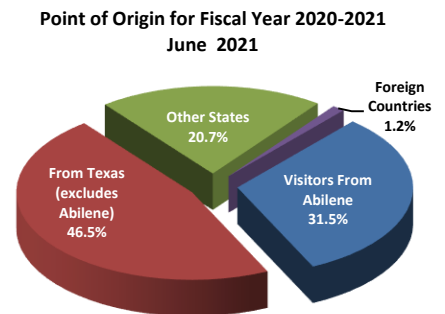
	<u>2021</u>	<u>2020</u>
Revenues		
Merchandise Sales	\$ 96,028.40	\$ 51,446.59
Less Cost of Goods Sold	44,748.50	27,934.53
Gross Profit	<u>51,279.90</u>	<u>23,512.06</u>
Exhibit Admissions	64,118.50	62,069.10
Total Memberships	5,800.00	3,650.00
Venue Tax	310,787.95	313,745.53
Facility Rentals	800.00	2,208.75
Grants & Restricted Net	2,314.73	1,262.58
Fundraising & Unrestricted	<u>16,983.38</u>	<u>3,849.96</u>
	452,084.46	410,297.98
Expenses		
Accounting Services	15,592.00	15,300.00
Educational Development/Supply	710.72	1,309.88
Office Operations	2,319.39	2,648.24
Telephone/Internet	5,880.41	5,647.76
Employee Dev/Travel	2,911.44	2,175.79
Insurance	19,278.82	19,914.16
Maintenance	41,172.35	47,698.01
Cleaning Services	13,567.32	13,556.04
Utilities (Electric & Water)	25,665.27	23,607.87
Rent	-	1.00
Educational Programs Net	-	-
Fundraising Expenses	4,584.25	-
Merchant Fees	3,221.70	2,629.43
Interest Expense	-	-
Advertising/Public Relations	47,775.63	91,346.73
Salaries & Wages	<u>280,485.16</u>	<u>265,947.80</u>
Total Expenses	463,164.46	491,782.71
Net Change in Unrestricted Net Assets		
Before Depreciation	<u>(11,080.00)</u>	<u>(81,484.73)</u>
Depreciation	<u>186,754.86</u>	<u>186,754.86</u>
Net Change in Unrestricted Net Assets	<u><u>(197,834.86)</u></u>	<u><u>(268,239.59)</u></u>

FRONTIER *Texas!*

Attendance-Marketing Report June 2021

ATTENDANCE

	<u>2021</u>	<u>2020</u>
Attendance Total June 2021	4,261	1,265
Attendance Total Fiscal Year-to-Date	16,289	12,998
Exhibit Admissions June 2021	2,433	1,059
Exhibit Admissions Fiscal Year-to-Date	12,382	9,721
Visitor-Center-Only June 2021	1,812	206
Visitor-Center-Only Fiscal Year-to-Date	3,858	3,252
Point of Origin:		
Abilene	27.9%	31.2%
June		
Other Texas	53.9%	45.9%
Other States	17.6%	22.8%
Other Countries	0.6%	0.1%



June 2021- Frontier Texas had visitors from 41 States, 2 US Province and 11 Foreign countries

REVENUES

	<u>2021</u>	<u>2020</u>
Admissions Revenue June 2021	\$15,833	\$ 7,214
Admissions Revenue Year-to-Date	\$64,119	\$62,069
Gift Shop Revenue June 2021	\$17,012	\$ 8,670
Gift Shop Revenue Year-to-Date	\$96,028	\$51,447
Membership Revenue June 2021	\$ 80	\$ 80
Membership Revenue Year-to-Date	\$ 5,800	\$ 3,650
Facility Rentals June 2021	\$ -0-	\$ -0-
Facility Rentals Year-to-Date	\$ 1,000	\$ 2,209

MARKETING

How Did You Hear About Us

