

FRONTIER *Texas!*

BOARD MEETING MINUTES

December 11, 2007

VOTING MEMBERS PRESENT:

Bill Neal
Billye Proctor Shaw
Bob Gomez
Brandon Polk
Charlie Black

David Vela
Debbie McClure
Mike Alexander
Ross Jones
Sue Ball

EX-OFFICIO MEMBERS PRESENT:

Jerry Harris
Jimmy Parker

Margaret Hoogstra
Nicki Harle

MEMBERS ABSENT:

Chuck Statler
Col. James Hammes
Dr. Marc Orner
Homer Hillis
Lynn Barnett

Nanci Liles
Peter Lauve
Petty Hunter
Ron Butler
Tony McMillan

STAFF PRESENT:

Jeff Salmon
Scott Clowdus

Pamela Wells

1. **WELCOME AND INTRODUCTIONS.** Having a quorum of the board, Board President Charlie Black called the meeting to order in the Frontier Texas! Board Room, 625 North First Street, Abilene, Texas.
2. **CONSENT AGENDA.** Ms. Billye Proctor Shaw made a motion to approve the Consent Agenda as presented. Mr. Bob Gomez seconded the motion. The motion carried. The minutes from the October Board Meeting, the October Statement of Financial Position, Retail Report, Point of Origin Report, and Executive Director's Report will be filed for audit.
3. **FINANCE COMMITTEE BUDGET RECOMMENDATION.** Mr. Brandon Polk presented a recommendation from the Finance Committee. The committee recommends lowering the Salaries & Wages budget by \$330 per month and offsetting it by raising the Employee Benefits budget by \$300 per month and Payroll Tax by \$30. This recommendation did carry.
4. **COMMITTEE/TASK FORCE REPORTS:**
 - a. **EDUCATION.** Mr. Gomez distributed a handout on the committee's last meeting and the programs currently in place. Mr. Gomez presented the committee's ideas for developing new educational programs.
 - b. **PROGRAMS & EVENTS.** Mr. Mike Alexander and Ms. Sue Ball reported a second committee meeting is scheduled for the next day to further discuss possible new events.
 - c. **MARKETING & PR.** Mr. Jeff Salmon gave a report on the committee's progress and strategy for addressing the marketing program. Ms. Debbie McClure added that the committee will be taking one area of interest at a time and focusing to make real progress.
 - d. **GOVERNANCE & LEADERSHIP.** Ms. Proctor Shaw distributed a handout with the proposed Mission Statement and the proposed Strategic Goals for each committee to strive to address. The Mission Statement is coming as a recommendation from the committee and states "the mission of Frontier Texas! is to present a historical experience that attracts, entertains and educates guests with the rich social and cultural heritage of Central West Texas, and further stimulates them to visit other local and regional attractions and venues." The Board voted to accept the Mission Statement with the option to change the phrase "Central West Texas" if it is found to be an inadequate description of the area described and to change "a historical" to "an historical." The Board voted to adopt the Strategic Goals as presented.

- e. **VISITOR/CUSTOMER SERVICE TASK FORCE.** Mr. Polk distributed a handout detailing focus areas the committee addressed in their last meeting. One of those projects will include a “Special Greeter Program.”
- f. **BUILDING & GROUNDS TASK FORCE.** Mr. Black distributed a handout explaining the renovations the committee has been considering for the pavilion and lobby area. Mr. Ross Jones made a motion to approve spending the necessary funds (estimated at \$20,000) for the lobby floor refinishing and furniture and to hire an interior decorator. Mr. Polk seconded the motion and it carried. Mr. Salmon and Mr. Black presented photos of the proposed changes to the pavilion and they were discussed at length. The total cost for the project to be completed could be as high as \$90,000 with an estimated 10 to 15 year life span on the shades. There was a motion to install one segment as a test. The motion was seconded and carried. Mr. Black presented a recommendation from the committee to purchase a storage unit to be placed on the back dock for an estimated \$6750 price tag. The motion carried. The task force will bring the results of the pavilion test project before the full Board at a future meeting.

5. **EXECUTIVE GOALS AND OBJECTIVES.** No report was given.

6. **OTHER BUSINESS.**

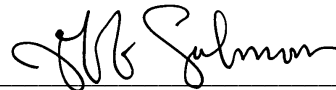
- a. **DISCUSSION OF ROBERSON COLLECTION.** The Roberson Collection will be discussed in the Programs & Events Committee. The Roberson Collection is a gun collection that has been offered for use as an exhibit. However, the owners of the collection have some strict requirements that must be met before they will loan the collection out.
- b. **BRANDING.** The Branding discussions are going forward.

7. **NEXT MEETING DATE.** The next board meeting is scheduled for Thursday, February 28th at 4:00 p.m. in the Frontier Texas! Board Room.

8. **ADJOURNMENT.** As there was no further business, the meeting was adjourned.



Compiled by Pamela Wells



Reviewed by Jeff Salmon