

FRONTIER *Texas!*

BOARD MEETING MINUTES

April 28, 2011

VOTING MEMBERS PRESENT:

Bill Gollihar
Bob Gee
Kyle Frush
Kelly Kinard

Kim Snyder
Peter Lauve
Sue Ball

EX-OFFICIO MEMBERS PRESENT:

Charlie Black
Jeff Gore

Lynn Barnett

MEMBERS ABSENT:

Audrey Perry
Bill Neal
Chuck Statler
Col. James Murray
David Vela
Jay Evans
Jerry Harris

Margaret Hoogstra
Mike Alexander
Nanci Liles
Nicki Harle
Ron Butler

STAFF PRESENT:

Jeff Salmon
Pam Harman

Scott Clowdus

1. **WELCOME AND INTRODUCTIONS.** Having a quorum of the board, Board President Peter Lauve called the meeting to order in the Frontier Texas! Board Room, 625 North First Street, Abilene, Texas. Mr. Lauve presented a group of Political Science students who were sitting in on the meeting.
2. **REVIEW FINANCIAL STATEMENT OF POSITION.** Executive Director, Jeff Salmon presented the March Statement of Financial Position. Mr. Salmon mentioned some of the funds in the checking account may be moved into the Frontier Texas! savings account where it will earn some interest. Mr. Salmon mentioned the number of visitors only seeking travel help is increasing now that the way-finding signage is in place. During a discussion of the March attendance numbers, Director of Operations, Scott Clowdus mentioned that the Spring Break numbers were softer than in previous years, possibly due to the economy and gas prices. In a discussion of the Venue Tax, Mr. Salmon mentioned Nanci Liles from the Abilene Convention & Visitors Bureau believes the April Venue Tax collections may be a record amount due to the firefighters and insurance adjustors staying in Abilene.
3. **CONSENT AGENDA.** There was a motion to accept the Consent Agenda items as presented. The motion was seconded and carried.
4. **COMMITTEE REPORTS AND POSSIBLE ACTION.**
 - a. **Nominations Committee.** Mr. Salmon reported the Committee hoped to have some nominations to present, however that did not come to fruition. Mr. Salmon asked the Board to find some people who are excited to serve with Frontier Texas!. There are three vacant positions that need to be filled.
 - b. **Fundraising Committee.** Committee Co-chair, Kim Snyder reported the committee meets again next week. They have sent out a letter and are working on \$5000, \$3000, and \$1500 level sponsorships. Neal Hughes is being recruited to come on the committee.

5. **EXECUTIVE DIRECTOR'S REPORT.** Mr. Salmon distributed a handout detailing recent Frontier Texas! marketing and events. Mr. Salmon reported the All-Around Performance Horse program did a 30-minute feature on Frontier Texas! and included a tease on the Buffalo Chip Classic. The program plans to come back to film the fundraiser. Kim Snyder suggested alerting the local media about the filming to further promote the Chip. Mr. Salmon reported the heavy school tour time is approaching and related the recent docent trip to Fort Worth. Mr. Salmon is working with Albany on the next Gallery exhibit. There will be an invitation sent out for the opening and Mr. Salmon asked the Board to make attendance of that event a priority. Mr. Salmon has been meeting with the major Foundations as a preliminary step in raising funds for the exhibit change. Mr. Salmon asked that any Board members who are not currently Frontier Texas! members to go ahead and purchase one during the April/May membership drive.
6. **NEXT MEETING DATE.** The next board meeting is scheduled for Thursday, June 23, 2011 at 10 a.m.
7. **ADJOURNMENT.** As there was no further business, the meeting was adjourned.



Reviewed by Jeff Salmon