

FRONTIER *Texas!*

BOARD MEETING MINUTES March 20, 2019

VOTING MEMBERS PRESENT:

Alex Russell
Audrey Perry
Bill Gollihar
Caitlin Richards
Jason Hall
Jessica Adams
Joe Spano

Mindy Patterson
Randy Burchell
Randy Pool
Tim Chandler
Weldon Hurt

EX-OFFICIO MEMBERS PRESENT:

Brad Birchum

MEMBERS ABSENT:

Donna Long Wolfer
Jack Rentz
Jay Evans
Jeff Gore
Lynn Barnett

Kathy Keane
Nanci Liles
Margaret Hoogstra
Marshall Morris
Sharan Singh

GUESTS PRESENT:

Ryan Gibson

Rowan Meyer


STAFF PRESENT:

Jeff Salmon
Chris Allen
Pam Thomas

Patrice Sharbutt
Rebecca Ressler

- 1. WELCOME AND INTRODUCTIONS.** Having a quorum of twelve members present, Board President Randy Burchell called the meeting to order in the Frontier Texas Board Room, 625 North First Street, Abilene, Texas. Board President Randy Burchell welcomed Ryan Gibson and Rowen Meyer, of Condley and Company.
- 2. CONSENT AGENDA.** Having a quorum, Board President Randy Burchell asked for a motion to approve. Motion was made by Jessica Adams, second by Randy Pool. Consent Agenda was approved with no changes.
- 3. FISCAL YEAR 2017-2018 AUDIT PRESENTATION.** Mr. Ryan Gibson from Condley and Company presented the Financial Statements and Independent Auditors' Report for September 30, 2018. The opinion was an unqualified opinion. He also gave the Report to Board of Directors to the Board. Motion to accept the audit and report as presented was made by Brad Birchum and second by Jessica Adams. Motion passed.
- 4. BOARD NOMINATIONS AND POSSIBLE ACTION.** President Burchell presented the nominations of new board members – David Hernandez, Bera Johnson, Sylvia Leal and Derek Hood. Motion was made to accept the nominations by Jessica Adams, seconded by Randy Pool. The motion passed.
- 5. EXECUTIVE DIRECTOR'S REPORT AND POSSIBLE ACTION.** Executive Director Jeff Salmon gave a hand-out to the Board – Executive Director's Report for January-March 2019. He invited staff to give their reports to the board. (See Attached report). On the back side of the report was information about the upcoming Volunteer trip, April 24, 2019. He extended an invitation to board members to come and join the fun.
- 6. NEXT MEETING DATE.** Next meeting date is Wednesday April 17, 2019 at 10:00 a.m.

7. **ADJOURNMENT.** There was no further business, the meeting was adjourned.



Compiled by Patrice Sharbutt



Reviewed by Jeff Salmon

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LEGENDS. HISTORY. ADVENTURE.

Executive Director's Report January-March 2019

A. Facility/Operations

- Continue work on major repair projects: eliminate roof leaks, fire suppression system, exhibit electronics.
- Creating a new "Facility Grants" program to boost facility usage.
- Upgraded computer used for video editing to allow more efficient workflow.

B. Programs/Events

- Created new "What's My Fate Exhibit," now to adding biographical profiles, event later in spring.
- Planned Volunteer Appreciation Trip to San Angelo & Paint Rock for Wednesday, April 24th.
- Continue planning museum events including "Saturday Shootouts" for summer.
- Continue to host the Taylor County Historical Commission monthly meetings.

C. Education

- The museum hosted a record number of school tours for February, booked heavily for through May.
- Docent-led tours continue to be well staffed by our trained volunteers.
- Cowboy themed Summer Camps planned for June.
- Planning participation again for CALF festival in June.

D. Public Relations Highlights

- Randy Burchell and I met with Rochelle Johnson and Gary Galbraith RE Expo Center relationship.
- Starting 2019 Annual Report (magazine format) to be mailed to supporters, Chamber and officials in May. The 2018 report won a Dallas Advertising "Addy" Award for publication design for nonprofit organizations.
- Continue to represent Frontier Texas on: Abilene CVB board, Taylor County Historical Commission, Texas Forts Trail board, Texas Heritage Trails LLC board and the Abilene Downtown Association.

E. Marketing/Promotions (Advertising)

- Prepared for participation in Community Foundation's Abilene Gives on May 7th.
- Created new strategies, messaging and imaging for digital advertising.
- Continue working with Texas Forts Trail to promote regional attractions.
- Continue to use social media to actively engage constituents/enthusiasts:
 - Facebook: Currently 26,276 followers, vs. 19,329 one year ago.
 - Instagram: Currently 1,000+ followers.
- Continuing cooperative marketing with the Abilene Convention & Visitors Bureau including targeted online advertising.