

FRONTIER *Texas!*

BOARD MEETING MINUTES

April 17, 2019

VOTING MEMBERS PRESENT:

Audrey Perry
Caitlin Richards
Donna Long Wolfer
Jessica Adams
Marshall Morris

Mindy Patterson
Randy Burchell
Weldon Hurt

EX-OFFICIO MEMBERS PRESENT:

Brad Birchum
Margaret Hoogstra

Nanci Liles

MEMBERS ABSENT:

Alex Russell
Jack Rentz
Jason Hall
Jay Evans

Kathy Keane
Jeff Gore
Lynn Barnett
Tim Chandler

GUESTS PRESENT:

Bera Johnson
David Hernandez

Kelly Messer
Sylvia Leal

STAFF PRESENT:

Jeff Salmon
Chris Allen

Patrice Sharbutt
Rebecca Ressler

- 1. WELCOME AND INTRODUCTIONS.** Having a quorum of eight 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 to new Board members Bera Johnson, David Hernandez and Sylvia Leal as well as Kelly Messer, Assistant City Attorney.
- 2. CONSENT AGENDA.** Having a quorum, Board President Randy Burchell asked for a motion to approve. Motion was made by Jessica Adams, second by Caitlyn Richards. Consent Agenda was approved with no changes.
- 3. ANNUAL PROGRAMS REVIEW AND POSSIBLE ACTION.** Executive Director Jeff Salmon presented the Program and Event calendar for 2019. He mentioned an event to consider – Saturday Shootout. The board seemed favorable to move forward with this event. No motion was needed to move forward since money to be used would come from the advertising budget.
- 4. EXECUTIVE DIRECTOR'S REPORT AND POSSIBLE ACTION.** Executive Director Jeff Salmon informed the board of the upcoming events – volunteer trip, Big Day Downtown, May 4th, Tribute Film Festival and Abilene Gives. He invited staff to give their reports to the board. (See Attached report). Operations Manager Chris Allen reported on the repairs to roof and new patches are working. Customer Service Manager Rebecca Ressler informed the board about the increase presence on social media. See attached Executive Director's Report April 2019. Executive Director Jeff closed the meeting by informing the board that the Frontier Texas 2018 Annual Report had won the Texas Association of Museums, Mitchell A. Wilder Publication Design Award – Gold Award: Newsletters, Brochures, and Announcements; and also the Mitchel A. Wilder Publication Design Award – Best of Show 2019.

6. **NEXT MEETING DATE.** Next meeting date is Wednesday May 15, 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

Executive Director's Report April 2019

A. Facility/Operations

- Continue work on major repair projects: eliminate roof leaks, fire suppression system, exhibit electronics.
- Passed the annual fire inspection for another year.
- Hosted facility rentals for Kennedy Financial Group, and Justice of the Peace and Constables Association.
- Preparing to co-host the Chamber of Commerce's Abilene Young Professionals event for May 2nd.
- Creating a new nonprofit "Facility Grants" program to boost facility usage.

B. Programs/Events

- Volunteer Appreciation Trip to San Angelo & Paint Rock for Wednesday, April 24th.
- Hosting Tribute Film Festival on May 4th as part of Big Day Downtown, reception and film at 7pm.
- Hosting Cowboy Poetry Event at the Western Heritage Classic on Thursday, May 9th.
- Hosted the Texas Old Missions and Forts Restoration Association and became a member.
- Continue developing "What's My Fate Exhibit" adding biographical profiles.
- Continue planning museum events including "Saturday Shootouts" for summer/fall.
- Continue to host the Taylor County Historical Commission monthly meetings, speaking at April 27th event.
- Established membership in West Texas Genealogy Society and monthly attending meetings.

C. Education

- The museum is heavily booked for docent-guided school tours heavily for through May.
- Cowboy themed Summer Camps planned for June.
- Planning participation again for CALF festival in June.

D. Public Relations Highlights

- Working on the 2019 Annual Report (magazine format) to be mailed to supporters, Chamber and officials in May. The 2018 report won a Dallas "Addy" Award and two awards from the Texas Association of Museums including the "Best of Show Award" at the state museum convention in El Paso.
- 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.
- Updated 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 26,457 followers, vs. 23,869 one year ago.
 - Instagram: Currently 1,003 followers.
- Continuing cooperative marketing with the Abilene Convention & Visitors Bureau including billboards and targeted online advertising.

2019 VOLUNTEER APPRECIATION TRIP

San Angelo, Texas

Wednesday, April 24

Fort Chadbourne, Bronte, Texas

Providing safe stopover for the Butterfield Overland Mail Company stagecoach four times a week, Fort Chadbourne helped to secure Anglo movement westward in an environment hostile to settlement efforts. We will tour the fort in carts to see the restoration and reconstruction of major buildings of the fort.

Fort Concho, San Angelo, Texas

Was established as an Army outpost in 1867 and served to protect the West Texas settlements. Once home to the famed Buffalo Soldiers, Fort Concho is considered the nations' best-preserved Indian Wars fort.

Miss Hattie's Bordello Museum, San Angelo, Texas

The ladies of Miss Hattie's entertained San Angelo's gentlemen for fifty years, before the bordello was closed in 1946 by the Texas Rangers.

We will be having lunch at Miss Hattie's Restaurant and Saloon

Eggemeyer's General Store, San Angelo, Texas

For the shoppers in our group, we can't miss this interesting shopping experience with so many unique items.

International Water Lily Garden, San Angelo, Texas

This will be a brief stop to look at some of this brilliant display of lilies from around the world.

San Angelo Museum of Fine Arts

Home to a renowned permanent collection and diverse traveling exhibitions.

Paint Rock Indian Pictographs, Paint Rock, Texas

Most of the pictographs are thought to be 200 to 500 years old and many are remarkably well preserved. Most of the paintings were made by nomadic bands of hunters and gatherers, there is evidence that some groups occupied the site for considerable time.

Trip Itinerary:

7:15 – 7:30	load bus
7:30	depart Frontier Texas & travel to Bronte, Texas
8:30 – 9:30	tour Fort Chadbourne
9:30 – 10:30	travel to San Angelo
10:30 – 11:30	tour Fort Concho
11:30 – 11:45	travel to restaurant
11:45 – 1:15	lunch at Miss Hattie's Restaurant
1:15 – 1:45	shop at Eggemeyers General Store
1:45 – 2:00	quick stop to see International Water Lily Garden
2:15 – 3:15	San Angelo Museum of Fine Arts
3:15 – 4:00	travel to Paint Rock
4:00 – 5:00	visit Paint Rock Pictographs
5:00 – 6:20	travel to Abilene
6:25	arrive at Frontier Texas