

# FRONTIER *Texas!*

## BOARD MEETING MINUTES

May 15, 2019

### VOTING MEMBERS PRESENT:

Bera Johnson  
Caitlin Richards  
David Hernandez  
Donna Long Wolfer  
Jessica Adams

Marshall Morris  
Mindy Patterson  
Randy Burchell  
Sylvia Leal

### EX-OFFICIO MEMBERS PRESENT:

Brad Birchum  
Kathy Keane

Jay Evans

### MEMBERS ABSENT:

Alex Russell  
Audrey Perry  
Jack Rentz  
Jason Hall  
Jeff Gore

Lynn Barnett  
Margaret Hoogstra  
Nanci Liles  
Tim Chandler  
Weldon Hurt

GUESTS PRESENT: Kelly Messer

### STAFF PRESENT:

Jeff Salmon  
Chris Allen

Patrice Sharbutt  
Rebecca Ressler

- 1. WELCOME AND INTRODUCTIONS.** Having a quorum of nine 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 Kelly Messer, Assistant City Attorney.
- 2. CONSENT AGENDA.** Having a quorum, Board President Randy Burchell asked for a motion to approve. The Board Minutes from April 17, 2019 had one correction. The correction was noted and change was made. Motion to accept the Consent Agenda with correction to Minutes from April 17, 2019 was made by Caitlyn Richards, second by Marshall Morris. Consent Agenda was approved with changes.
- 3. FUNDRAISING COMMITTEE AND POSSIBLE ACTION.** Executive Director Jeff Salmon gave the Board a handout "Fundraising Planning 2019 & Beyond." See attached "Fundraising Planning 2019 & Beyond." He discussed the items on the handout. He reminded the Board of the 2016-2024 Strategic Plan for fundraising and goals the Board had approved. A discussion began about the annual fundraising event which is scheduled for September 2019. Mr. Salmon informed the Board that the fundraising event Belt Sander is scheduled September 17, 2019 and a committee was needed to be organized. Mr. Marshall Morris suggested that the next Board meeting (June 19, 2019) be a working meeting to have Board members work as a team to call/email possible. No motion and no official action were taken. Next Mr. Salmon brought to the Board's attention the need to increase the endowment and the need to a significant endowment fundraising. No action was taken.
- 4. EXECUTIVE DIRECTOR'S REPORT AND POSSIBLE ACTION.** Executive Director Jeff Salmon gave his report that the finances are in good shape; Frontier Texas had participated in Abilene Gives; the success of the Volunteer trip on April 25<sup>th</sup> in spite of the rain. Due to the rain, the trip to Paint Rock is rescheduled for June 21, 2019. He invited staff to give their reports to the board. Operations Manager Chris Allen reported on the continued repairs to roof and the focus on the east side. He reported on the success of the rental to Abilene Young Professionals. Customer Service Manager Rebecca Ressler informed the board of the continued growing presence on social media and increase of gift shop sales from prior year. See attached Executive Director's Report May 2019.

5. **NEXT MEETING DATE.** Next meeting date is Wednesday August 21, 2019 at 10:00 a.m.

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



**Compiled by Patrice Sharbutt**



**Reviewed by Jeff Salmon**

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## Fundraising Planning 2019 & Beyond

### The 2016-2024 Strategic Plan (issues related to fundraising):

Organizational Sustainability Vision: Improve our position as a community-based, community-relevant, sustainable, and essential organization. This “community” includes towns and groups throughout a region within one hour of our facility.

1. **Strategy:** Frontier Texas will maintain financial stability, sustainability and seek growth.
  - a. **Tactic:** Continue to host at least one annual fundraiser for the organization.
    - i. **Measure:** Net \$30,000 from the event(s) each year.
    - ii. **Measure:** Expand the number of people/businesses that contribute to the event(s) each year.
  - b. **Tactic:** Establish an operating endowment to offset the heavy reliance on venue taxes.
    - i. **Measure:** Place a minimum of \$200,000 in an endowment managed by the Community Foundation of Abilene by the end of 2018. ✓
    - ii. **Measure:** Increase the endowment annually through a board-driven endowment development campaign to replace at least 25% of the annual venue tax funds by 2024.
  - c. **Tactic:** Create a committee to direct the process of establishing a new venue tax initiative to be in place for 2024 when the current term sunsets.
    - i. **Measure:** Have initial committee plan established by the end of 2018.
    - ii. **Measure:** Create political action committee to raise funds and lead public support for venue tax ballot initiative by the end of 2019.
    - iii. **Measure:** Have detailed plan reviewed by City and State officials by the end of 2019.
    - iv. **Measure:** Hold election and have new venue tax approved by voters by the end 2023.
2. **Strategy:** Continue to increase the general public commitment to Frontier Texas in Abilene and throughout the region.
  - a. **Tactic:** Develop a “Friends of Frontier Texas” group to build support for the organization.
    - i. **Measure:** Create a board-driven task-force to outline “friends” goals and timeline by May 2017.
    - ii. **Measure:** Recruit at least 25 members to an initial “friends” group by October 2017.

### The Fiscal Year 2018-2019 Budget

Budgeted Fundraising Revenues = \$33,000 with Budgeted Fundraising Expenses = \$3,000

### Director’s Suggestions for Fundraising

- Host **Belt Sander Racing State Championship** on Tuesday, September 17<sup>th</sup>.
  - Maintain goal to net \$30,000.
  - Engage entire board more actively in the fundraiser.
  - Use event to better show how our organization positively impacts the community.
- Create an **Operating Endowment Fundraising Committee:**
  - Goal for 2020 = \$100,000
  - Goal for 2021 = \$100,000
  - Goal for 2022 = \$100,000
  - Goal for 2023 = \$500,000
  - **Goal for total in endowment in 2024 = \$1,000,000 + returns**
- Create more opportunities for **free access to exhibits and programs** to encourage endowment donors:
  - Initiate “*Blue Star Museum*” program for military members and families.
  - Initiate “*Abilene Frontier Ambassadors*” program for local residents.
  - Goal for 2019 = serve 2,000 people in free experiences.
  - Goal for 2020 = serve 8,000 people in free experiences.

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## Executive Director's Report May 2019

### A. Facility/Operations/Finances

- 7-Month Finances: Revenues +\$29,957.72 (above budget), Expenses: -\$42,491 (under budget).
- Cash On-Hand: Checking \$120,360, Savings \$91,154, Endowment \$200,000 contributed.
- Participated in Community Foundation's Abilene Gives on May 7<sup>th</sup> raising \$1,810 from 22 different donors.
- Continue work on major repair projects: eliminating roof leaks, fire suppression system, electronics.
- Creating a new nonprofit "Facility Grants" program to boost facility usage.

### B. Programs/Events

- Hosted Volunteer Appreciation Trip to Fort Chadbourne & San Angelo April 24<sup>th</sup>.  
Planning (make up) trip to Paint Rock for June 21<sup>st</sup>, no bus.
- Hosted Tribute Film Festival on May 4<sup>th</sup> as part of Big Day Downtown.
- Hosted Cowboy Poetry Event at the Western Heritage Classic on May 9<sup>th</sup>.
- Continue developing "What's My Fate Exhibit" adding biographical profiles.
- Continue planning museum events including "Saturday Shootouts" for summer/fall.
- Serving as Taylor County Historical Commission as chairman. Speaker at the Soil Collection Commemoration of Grover C. Everett on April 27<sup>th</sup>.
- Continue supporting West Texas Genealogy Society as member.

### C. Education

- The museum is heavily booked for docent-guided school tours heavily for through May.
- Ready to host petting zoo and readings for CALF festival June 6-8<sup>th</sup>.
- Cowboy themed Summer Camps planned for June.
- Planning teacher training for summer.

### D. Public Relations Highlights

- Co-hosted Chamber of Commerce's Abilene Young Professionals event for May.
- Continue 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 the Texas Association of Museums "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)

- Continue to use social media to actively engage constituents/enthusiasts:
  - Facebook: Currently 26,769 followers.
  - Instagram: Currently 1,015 followers.
- Continuing cooperative marketing with the Abilene Convention & Visitors Bureau including billboards and targeted online advertising.
- Continue working with Texas Forts Trail to promote regional attractions.