

Indiana State Museum and Historic Sites Corporation

Board of Directors Meeting Minutes

September 11, 2024

Board members present: Bill Browne, board chair; Nancy Jordan, vice chair; Liz Witte, treasurer; Melissa Caito, secretary; Charles Cammack; Fred Cate; Andy Conner; Amber Finley; David Go; De'Amon Harges; Judge Gina Jones; Pete Nagel; Angila Retherford; Marc Samardzija; Judy Singleton; Mary Walker; John Wechsler and Mike Zick

Advisory board members present: Greg Pemberton

State-appointed representatives present: Senator Andrea Hunley and Meredith Lizza, Governor's Office

Staff present: Cathy Ferree, president and CEO; David Daum, chief financial officer; Tanya Hand, chief development officer; Susannah Koerber, chief curator and research officer; Brian Mancuso, chief officer of engagement; Judy Palermo, chief marketing officer; Robin Penny, executive assistant; Joseph Pinnell, chief people officer; and Eric Todd, chief operating officer

Bill Browne called the meeting to order.

Melissa Caito welcomed Judge Gina Jones to the board.

Consent Agenda

The consent agenda consisted of the June 12, 2024 board minutes.

ACTION: The board approved the consent agenda as presented.

President's Report

Fiscal Year-end Dashboard

Fiscal year-end June 30, 2024 attendance numbers were: total ISMHS attendance was at 164,094 (up 13.1% over June 2023), paid daily ISMHS attendance was at 72,924 (up 5.1% over June 2023), school tour attendance was at 42,369 (up 13.2% over June 2023), member visits were at 17,125 (up 10.1% over June 2023).

Dashboard

Year-to-date August 31, 2024 attendance numbers were: total ISMHS attendance was at 16,776 (up 7.4% over August 2023), paid daily ISMHS attendance was at 12,306 (up 5.9% over August 2023), school tour attendance was at 124 (down 54.9% over August 2023), member visits were at 2,627 (up 24.6% over August 2023). School tour attendance being down is due to timing. The increase in member visits is due to the Good Night Forest experience.

VIP Admission Passes

VIP Admission Passes to all ISMHS locations were distributed to board members to use in their role as ISMHS ambassadors. Passes will be mailed to board members that were not in attendance on-site. Additional passes can be requested through Robin Penny at rpenny@indianamuseum.org.

Strategic Framework

2024-2027 Strategic Framework Discussion

ISMHS participated in the nationwide 2024 Annual Survey of Museum-Goers conducted by Wilkening Consulting and American Alliance of Museums (AAM). The survey is an opportunity to learn from visitors as we create our new strategic framework. Judy Palermo and Eric Todd shared the following survey findings from marketing and operations perspectives.

- ISMHS has a higher-than-average repeat visitation rate of 2-3 times per year, making membership a greater value to those visitors.
- People visit ISMHS for personal learning, learning for their children, they are interested in something at the museum, and curiosity.
- When asked “what the museum does well”, ISMHS ranked high in engaging exhibits and visitors enjoying special events. ISMHS ranked lower than we had wanted in staff making visitors feel welcome.
- Visitors want museums to offer them a deeper understanding of topics, show new perspectives, and offer respite and beauty.
- Visitors would like to use their imaginations to travel to the past, be immersed in beauty, and learn personal stories that build empathy and compassion.
- Visitors shared that they find hope in nature, history, people helping others, and art.
- Visitors shared that an ideal museum visit includes being inspired, feeling awed, feeling a sense of wonder, time to play with family and friends, and factual experiences that are immersive and invite critical thinking.

As additional research into how and why people visit museums, the board will be given an article by John Falk, author of *The Value of Museums: Enhancing Societal Well-Being* as preparation for the December board meeting.

2020-2024 Strategic Plan Extension

In September 2023, the board approved the 2020-2023 Strategic Plan to extend through June 30, 2024. A draft of the new strategic framework is anticipated to be presented for board review at the March 2025 meeting and for approval at the June 2025 meeting. Cathy Ferree sought approval to extend the current strategic plan through June 2025.

ACTION: The board approved the extension of the 2020-2024 Strategic Plan through June 2025.

Mission Moment

Mike Linderman, southwest regional director, and Michele Greenan, director of archeology, shared a brief history and a glimpse into the new visitor experience of Angel Mounds State Historic Site. The site is 575 acres along the Ohio River including 11 mounds, the visitor center and an outdoor recreation area with hiking and mountain bike trails. With the assistance of Indiana University, our research has revealed the mounds were status symbols with the higher the mound you lived on, the more important you were in the community; and the mounds were originally square shaped and have parallel alignment with one another, with their alignment showcased on the summer and winter solstices. To help create the new visitor experience at Angel Mounds, Michele spent time with federally recognized tribes, including their knowledge bearers, elders, historians, potters, artists and others. The stories told and the art created by the native tribes will help ensure relevancy in the new Angel Mounds experience. The reopening of Angel Mounds State Historic Site will be on November 14 with a private breakfast for the tribes and a lunch program with the tribes, Governor’s Office, partners and special guests.

Development

In FY 2024, development secured \$970,593 with sponsorships at \$86,750, grants at \$451,093, individuals at \$245,243, board at \$137,181, in-kind at \$8,008 and events at \$42,318.

As of August 30, 2024, \$290,247 (22%) has been raised of the \$1,341,500 annual goal. Upcoming events include Corporate Mingle on Sept. 11; Stump Award and Staff/Volunteer Luncheon on Sept. 23; TAY/gate on Nov. 1, 2 and 3; Angel Mounds Reopening Reception on Nov. 14; Sippin' with Santa and Starry Night on Dec. 7; Happy Birthday Indiana Campaign on Dec. 11; and Member Preview Exhibits on Jan. 24, 2025.

Investment Committee

Investment Committee Report

Andy Conner, Investment Committee chair, provided an overview of the ISMHS endowment. The value of our portfolio was \$5,423,215 as of August 6, 2024. We are performing well among our peers with similar asset size. ISMHS asset allocations are within target ranges with cash and equivalents at .8%; equities at 70.7%; fixed income at 18.7%; and alternative assets at 9.8%.

Finance and Budget Update

FY 2024 Year-end Financials

David Daum shared the FY 2024 year-end financials. As of June 30, 2024, total assets are \$17.73 million; total liabilities are \$4.46 million and total net assets are \$13.27 million. Total revenues are \$15.17 million; and total expenses are \$15.01 million resulting in an increase in net position of \$161,544 (an increase of \$13,935 if you reverse the annual net pension liability of \$147,609).

ACTION: The board approved the FY 2024 year-end financials as presented.

FY 2025 Financials Update through August 31, 2024

As of August 31, 2024, total assets are \$18 million and total liabilities are at \$4.12 million resulting in total net assets of \$13.88 million. Total revenues are \$3.12 million and total expenses are \$2.68 million resulting in an increase in net position of \$447,562.

ACTION: The board approved the FY 2024 financials through August 31, 2024 as presented.

FY 2025-2027 Biennium Budget Request

David Daum shared the FY 2025-2027 Biennium Budget Request. The budget request is divided into the categories of general appropriation, preventive maintenance, state match, and capital repairs and rehabilitation. The general appropriation request, which covers mainly payroll and benefits, is \$27,369,189 (an increase of \$4,952,182 over the prior biennium budget). The preventive maintenance request is \$1,639,017, an increase of \$284,456. The state match is \$1 million annually; ISMHS has received the match since 2014. The capital repairs and rehabilitation request is \$5,868,400, an increase of \$3,851,000. The total biennium budget request is \$36,876,606, an increase of \$9,087,638 from the prior biennium budget request.

ACTION: The board approved the FY 2025-2027 biennium budget request as presented.

FY 2025 State Match Capital Spending Request

Eric Todd presented the proposed FY 2025 \$1 million state match capital spending request for board approval. The request includes enhancements to the welcome centers at Corydon Capitol State Historic Site (SHS) and Culbertson Mansion SHS at \$145,500; T.C. Steele SHS fencing surrounding Selma Steele's perennial garden at \$30,000; Lanier Mansion SHS four-wheel drive tractor with front loader at \$20,000; interpretive content in outdoor public spaces at \$75,000; New Harmony SHS cultural landscape report at \$100,000; collections stewardship enhancements including storage, digitization, and tracking system upgrades at \$400,000; Indiana State Museum (ISM) updates to the website and communication production equipment at \$130,000; ISM audio/visual equipment, café tables and chairs, and event pipe and drape at \$85,000; and ISM redesign of Heritage Corner on second floor of exhibition space at \$15,000.

ACTION: The board approved the FY 2025 state match capital spending request as presented.

Adjourn

The meeting was adjourned.

Minutes recorded by: Robin Penny, executive assistant

Minutes submitted by: Melissa Caito, secretary

Upcoming Board Meetings

December 11, 2024

March 12, 2025

June 11, 2025

September 10, 2025

December 10, 2025