

MUSEUM OF SCIENCE & INDUSTRY, INC.
BOARD MEETING MINUTES
Tuesday, April 17, 2018 at 12:00pm
MOSI, Schiff Family Boardroom
PRESIDING OFFICER: ROBERT THOMAS, CHAIR

Board Members Present: Ashley Carl, Bret Feldman, Karrie Hebert, Al Higginbotham, Patti Jurinski, Matt Lazzara, Lori Nissen, Larry Plank, Dennis Rogero (phone), Robert Thomas

Board Members Absent: Kimberly Madison, Michael Morris, Mike Schultz

MOSI Staff Members in attendance: Vicki Ahrens, Briget Hart, Rob Lamke, Julian Mackenzie, Janet White, Kenyetta White-Johnson (recording)

The meeting was called to order at 12:00pm by Board Chair, Robert Thomas.

Public Comments- There were no members of the public present at the meeting.

Consent Agenda- No corrections or changes were noted on the February 20, 2018 Board of Directors Meeting Minutes.

Al Higginbotham made a motion to approve the minutes from the February 20, 2018 Board of Directors meeting. The motion was seconded by Bret Feldman and approved by the Board of Directors.

Governance Report- During the February 2018 Board of Directors meeting the vote to approve the proposed changes to the Bylaws was postponed, in order to allow board members time to review the proposed changes. During today's meeting, Patti Jurinski, Governance Committee Chair, gave an overview of the recommended changes, as follows:

- The Governance Committee is recommending that committee meetings take place on the same day and immediately prior to the Board of Directors meetings. This change will reduce pressure on MOSI staff to plan for multiple meetings each month.
- The Governance Committee is recommending the following changes to the MOSI Bylaws
 - Simplify language to reflect the current, right-sized MOSI
 - Minimize the need for future revisions
 - Adjust to meet Chapter 286 requirements
 - Adjust the language regarding expectations of board members
 - No compensation (was previously open-ended in bylaws)
 - Added attendance requirement to show that a board member can have no more than (2) unexcused absences. A board member must notify the board chair of an absence prior to the meeting if there is a scheduling conflict and they are unable to attend the board meeting.

Al Higginbotham made motion to approve the changes to the bylaws. The motion was seconded by Lori Nissen and approved by the Board of Directors

Active Shooter defense

Rob Lamke reported to the board that he attended a session hosted by the Tampa Chamber of Commerce, and has been educating MOSI staff regarding safety. Robert Thomas reported that he will be meeting with Sherriff Chronister, and is hoping to schedule the Sherriff or one of his deputies to come to MOSI and conduct a venue walk-thru.

Department Updates

Vicki Ahrens provided an update on the Decommissioning of the old MOSI building.

- The second excess property sale was held on March 21, 2018. The gross revenue was \$16,295.95, with a net to MOSI after expenses and commission of \$14,166.35. The total proceeds generated to date are \$27,902.24.
- Many large items (e.g. Alvin Submarine model, Disasterville exhibit components, The Amazing You components, High Wire Bike) were sold during the second auction and most have been removed from the building. Woodworking and other tools from the exhibits show were also sold during this auction.
- A third excess property auction focusing on audio/visual and computer equipment is planned for late May.
- Clean-out continues on a daily basis—items categorized as keep or sell, or thrown out if no further use for resale value.
- The dragline bucket located at the ease end of the Center for Learning was successfully removed as part of our partnership with Scrap King.
- Document storage/destruction continues per the Board-approved Retention Policy. More than 25 boxes of materials were shredded in March.
- The Center for Learning is about 95% empty. Remaining items are being held for Summer Camps, and will be removed at the conclusion of camps.
- Major progress has been made in the West Wing, including the large 1st floor north storage area.

Operations Update

Rob Lamke gave an update of March Happenings in the Operations Department

Marketing

- MOSI Participated in two community events during the month of March, which included the Pasco Learning & Activity Centers for Enrichment annual conference at Riverridge High School and the CW44 Kids Rock Science Event
- We continue to receive positive interactions via social media. By replying to all posts, we often create a positive interaction for other guests to also see.
- Marketing Campaigns- MOSI had significant market exposure from March 5th –March 25th, covering 3 counties during Spring Break. Our marketing campaign was augmented by Reeves Automotive Group.
- Attendance Results- FY2018 Quarter Highlights: MOSI received 15,646 Full-pay guests. Full-pay tickets alone were \$66,512 over the total GA revenue goal.

- Experience Revenue Goal- MOSI experienced a strong finish for the Ropes Course on a very aggressive goal. Seeing about 15%-20% capture ratio of overall attendance. 5%-8% over the industry average.
- Changes to the Exhibit Path- Brought back the Autonomous Vehicle. We are currently investigating what it would take to make it operational again. Julian has a meeting scheduled in June with Florida Polytechnic University. They have a very successful AV program. Ashley reported that HCC also has an AV program.

Education Update

Janet White provided an update on the Education Department.

- Group General Admission- 7,845 guests
- Group program participants- 7,220
- That is a 92% rate of groups participating in a group program
- Spring Break registration- 31 participants (March 12th -16th)
- Summer Camp registration is currently open on the Siriusware website, as well as, partnership with HCC and Tampa JCC
- Classroom Programs and Assemblies- About 6,115 participants in Polk, Hernando, Leon and Pasco Counties.
- Scout programs- Girl Scouts 178 participants; Boy Scouts 844 participants
- Camp-Ins- Super Shocking Cub Scouts 84 participant, Mission: Moonbase 109 participants, Let it Glow Girl Scouts 30 participants, Cupcake Wars 120 participants
- Community Partnership Events- Girls ROV Camp, STEM Day at the Capitol, Hillsborough Day at the Capitol, Monthly Skywatch at MOSI, Digital Literacy Task Force, MOSI Partnership School, Tampa Bay STEM Network, Kids Rock Science CW44
- Second Quarter Numbers- Revenue \$174,377-- Budget 152,155; YTD Revenue \$241,635—Budget \$211,799

March and YTD Financials

Julian Mackenzie gave an overview of the March and YTD Financials.

- Revenues- March Revenues totaled \$534,212, which is \$209,951 or 65% above budget. This includes the \$165,071 reimbursement of reconfiguration expenses that were expected earlier in the year. Without this reimbursement, March revenues were \$44,879 above budget due to attendance, leasing, planetarium and other revenues all exceeding budget. Membership revenues were below budget by \$10,076. It would appear this is part due to guests simply buying admission tickets and not purchasing an annual membership. March revenues also include \$14,000, that was generated from the excess property sale.
- Year-to-date revenues amounted to \$2,019,857. This is \$446,811 or 28% above budget. All categories except for Outreach and Ropes Course revenues are over budget. Public support revenues include higher than budgeted reimbursement for the reconfiguration of MOSI. Other income includes \$27,000 of excess property sale income. Without these two items, YTD revenues are \$276,058 above budget.

- Expenses- March expenses totaled \$253, 220. This was \$20, 620 or 9% above budget. The major overage was the payroll expenses. This is primarily due to the extra staff required for the decommissioning of the old building. The overage in Dues, Memberships and subscriptions is a timing difference. Professional services reflect the outsourcing of the Development and grant writing activities following the resignation of the grant writer. Financial expenses represent credit card fees on revenues that were overlooked in the budget.
- Year-to-date expenses amounted to \$1,058,752. This was \$126, 349 or 8% below budget. Most of the variance represents \$150k in budgeted expenses that were capitalized rather than directly written off.
- The operating surplus before depreciation for March 2018 was \$280, 992 compared to a budgeted surplus of \$91, 661. The result for the first 6 months of FY 2018 was an operating surplus of \$511, 104 positive variance, about 29% is represented by \$150k in budgeted expenses that were capitalized rather than directly written off.
- Operating cash at March 31st, was \$272, 153
- Much of Accounts Receivable are due from public support. Coca Cola pledges receivable of \$20,000 short term and \$20,000 long-term will be written off, as the terms of the agreements with them were changed significantly as part of the downsizing.
- \$56, 644 in Accounts Payable Trade includes \$15, 000 to Louis Betz, with who MOSI is re-negotiating.
- The balance owed to other operating vendors is 90% current to 30 days aged.

~~Next Meeting, Tuesday, May 15, 2018 at 12:00pm at MOSI in the Schiff Family Boardroom.~~

Next Meeting, Tuesday, June 19, 2018 at 12:00pm at MOSI in the 2nd Floor Boardroom.