

Approved Minutes
Science Museum of Virginia
Quarterly Board of Trustees Meeting
2500 West Broad Street
Richmond, VA 23220

April 23, 2009
3:00 p.m.

Present: Liz Blue, Roger Boeve, Jim O'Brien, Al Pollard (teleconference), Vickie Miller Snead, Rick Solana, Jim Starkey (Chairman), Jacquelyn Madry-Taylor (teleconference), Barbara Thalhimer

Staff: Richard Conti, Nina Johnson,

Others: Jake A. Belue, Assistant Attorney General, The Honorable Thomas R. Morris, Ken Wilson

Chairman Starkey called the meeting to order at 3:05 p.m.

Approval of Minutes

Chairman Starkey called for a motion to approve the January 22, 2009, minutes. Upon motion made by Mr. Boeve and seconded by Ms. Snead the minutes were unanimously approved as distributed.

Finance Committee Report

Mr. Boeve reported on FY09 financial performance:

- Operations: 1st half of fiscal year
 - Revenue: overall at 100% of revised budget
 - Expense: overall 94% of budget

Mr. Boeve stated the Joint Finance Committee has not reviewed the preliminary FY10 budget.

Mr. Conti stated the budget is under a lot of pressure on state side and business side. Increasing advertisement and a blockbuster summer with SHARKS will have a positive impact on revenues.

Chairman Starkey commended SMV staff for their diligence and hard work on working within the reduced budget. Mr. Starkey stated that some of the changes that occurred were:

- Reduction of nine personnel
- Closed on Monday
- Reorganization of each department
- Cross training in each department

Secretary Morris commented on the great media coverage SMV has received.

Board Nominations

Science Museum of Virginia Foundation:

- Mary Ellen Pauli Smith – active in the community and employed with Worldstrides
- Pete Alcorn – President & CEO, Kjellstrom & Lee Construction
- Dr. Pamela Leigh-Mack – Dean of the Virginia State University School of Engineering
- Shu Dasgupta – Vice President of Operations, CSI
- Ken Ampy – CEO, Astrya
- Tammy Jackson – Consultant with Performance Advantage

Chairman Starkey made a motion to approve the SMV Foundation candidates for the Board of Directors. The motion was seconded by Dr. O'Brien and unanimously carried.

Danville Science Center:

- Danny L. Jones – Commonwealth Pharmacy, Partner
- Steven J. Clark – C & C Tool and Supply Company, Partner
- Charles S. Harris – Vice President for Student Services, Averett University
- Nancy Kaylor

Chairman Starkey made a motion to approve the DSC Foundation candidates for the Board of Directors. The motion was seconded by Mr. Boeve and unanimously carried.

Director's Report

Mr. Conti reported on the "SHARKS" Summer 2009 opening June 25th:

- Films: *SHARKS and Coral Reef* (also available in Spanish)
- Exhibits in the Atrium and vicinity also outdoor exhibits
- Graphic panels and displays
- 100 ton Sand Shark Sculpture
- Special key note speaker – Celine Cousteau
- SHARKS Summer 2009 is linked to Scooperbowl this year

Danville Science Center Digital Dome project:

- \$3.5M project
- The Digital dome will add to the community and lessen the pressure of having a traveling exhibit all year
- The City of Danville is supportive of the project
- The project is at 10% design level – expect completion in 2012

Virginia Aviation Museum:

- General Assembly requested a report on the viability of merging VAM with Air & Space Museum
- The merger will be discussed at the May 5th Strategic Planning meeting
- Dr. Madry-Taylor stated that if there is anything NASA can do to partnership with Air & Space Museum or the Science Museum, she would be glad to help.

Strategic Planning

Dr. Solana stated the Strategic Planning Committee is on the final draft of:

- Mission – who we are and what we do
- Vision – what we want to be – where we're going
- Values -- how are we going to accomplish our Mission

Mr. Conti stated that the work plan for the museum has to be comprehensible, inclusive and something usable. The Strategic Planning Committee is thinking about:

- Focusing on local stories that have global impact
- Thematic spine (definition)
- Serve the family with multiple entry points
- Show inspiration
- Museum's are the most trusted institution
- Serve under privilege better
- Partnerships
- Be a community gathering place

Secretary Morris stated that innovation and competition should be two words added in the framework of Values.

The board suggested the following for the Strategic Planning Committee to consider:

- How are we going to accomplish our Values
- Research using the acreage behind the museum
- Involving our satellite sites
- Secretary Morris suggested researching renovation of the Boulevard
- Have other entities help such as Bio Tech Park
- Partner with public radio and TV
- Advertise with Times Dispatch every Tuesday in their Discovery page
- Collaboration with CMoR on special events such as Scooperbowl
- Display graduates from science pictures with quotes

Dr. Solana stated that the next process is to focus on what's going to get SMV from this point to SMV's vision. Need to identify strategic goals and initiatives.

Executive Session – 4:35 p.m.

Chairman Starkey moved to go into a closed meeting pursuant to Section 2.2-3711(A)(1) and 2.2-3711(A)(7) of the Code of Virginia to discuss Personnel and Actual litigation with consultation of legal counsel on a specific matter.

Board of Trustees come out of closed session: 5:20 p.m.

Whereas, the Board of Trustees has convened a closed session on this date pursuant to an affirmative recorded vote and in accordance with the Virginia Freedom of Information Act; and

Whereas, 2.23712(D) of the Code of Virginia requires certification by the Board that the closed meeting was conducted in accordance with the Code;

Now therefore, be it resolved that the Board of Trustees hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Board

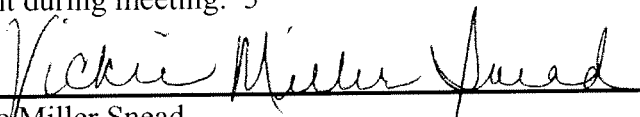
Vote:

Aye: 9

Nay: 0

Absent during vote: 5

Absent during meeting: 5



Vickie Miller Snead
Secretary of the Board

New Business

Chairman Starkey encouraged board members to make their annual pledge ending the year with 100% support.

Reminder: Kugel Ball in October

Adjournment

With no further business, Chairman Starkey adjourned the meeting at 5:30 p.m.
Next meeting: June 25, 2009