

Minutes of the Joint Meeting of the Finance (F) Committee and Strategic Planning (SP) Committee of the Board of Trustees of the Virginia Museum of Natural History

Meeting: August 17, 2007, 3 PM,
VMNH, 21 Starling Avenue, Martinsville

Attending: Trustees - Briggs Andrews (Chair-SP), Novel Martin (Chair-F), Pam Armstrong (F), Conover Hunt (SP), Mervyn King (F), James Murray (SP); VMNH Foundation Representative Jim Barnett (SP); Museum Staff - Tim Gette, Gloria Niblett, Nick Fraser, Cindy Gray.

Absent: Trustees - Bud Oakey (SP), Kimble Reynolds (SP), Sammy Redd (F)

The committee discussed the Museum's Strategic Planning, Service Area Planning, and Zero-Based Budget. Information on these plans was provided to committee members.

- To reach the agency's attendance goal of 70,000 in FY2008 the Museum will have to average 5,000 visitors a month. Attendance for July was 5,760.
- In developing the Strategic Plan for the next two years the Museum is planning on having 6 family festivals per year.
- Projected income for non-general 02 Funds for FY2008 is \$677, 723.
- An unfunded state mandate was issued to all state agencies to use VITA. The FY2008 cost for the Museum will be \$197,000. The Secretary of Natural Resources is working to seek funding for the Museum to cover this expense.
- An admissions rate comparison was done with other museums in both Virginia and North Carolina, indicating that VMNH prices are below the average. Mr. Gette will ask for the Board's approval on an admissions price increase of \$2 for adults (from \$7 to \$9) and for seniors and college students (from \$6 to \$8), effective October 1.

The meeting adjourned at 4:15 p.m.