

**Finance/Advancement Committee Minutes**  
**Wednesday, January 18 at 3:30 p.m.**  
**Danville Family YMCA**

Present: Cord Cothren, Chair  
Ryan Barber (ex officio)

Absent: Anne Burnett  
Sherri Jordan  
Nathan Sanford  
Earl Armstrong (VMNH Foundation)  
Jonathan Martin (ex officio)

Finance

Ryan: The museum has received the additional general fund appropriation for the 5% raises and \$1,000 bonuses for staff in FY23.

The museum received \$79,000 in pass-through federal funds from the VA Department of Energy for the solar array installation.

The museum is implementing a search for a full-time Sustainability Technician. The current budget was created before the position was approved, so the funds aren't in the current budget, but the funds will be provided as part of the budget appropriation.

Cord: This new position will be very important as part of the museum's energy savings initiative, and this position and other staff will benefit from the new staff development fund provided by the VMNH Foundation.

Ryan: Utilities are up marginally due to installation of the new roof at the Douglas Ave. facility.

Foundation

Ryan: Staff are implementing the 2022-2023 *Science Outreach Initiative* thanks to VMNH Foundation support of \$25,000 from the Patterson Foundation and \$15,000 in additional partnership support. This initiative includes major science festivals, new exhibits, and need-based scholarships.

Cord: Need-based scholarship support will continue to drive increases in school group visits and outreach.

Ryan: Recent grant support from Patterson Foundation, Sovah Health, Community Foundation Serving Western Virginia, Martinsville-Henry County Tourism.

Pending proposals to Edgar A. Thurman Trust, Monogram Loves Kids Foundation, Boxley, Hooker Furnishings, Community Foundation of the Central Blue Ridge, Carter Bank & Trust and Harvest Foundation.



Implementing new donor database and communication system in April 2023, enhancing donor communications and outreach.

Updating Membership benefits and pricing in spring 2023.

Recent \$11,875 estate gift, bringing the endowment balance as of Dec. 31, 2022 to \$812,592, up 2.8% over the Dec. 31, 2021 balance. The endowment's average annual growth rate for the past 7 years (since FY16) is 29.87%

### Exhibits

Ryan: *Science of Flight* closed January 14. *Dinosaur Discoveries: Ancient Fossils, New Ideas* to be open February 11, 2023 to January 20, 2024, with an opening reception February 10, 2023.

*Masters of the Night* (bats) exhibit to be open February 10, 2024 to January 12, 2025, with an opening reception February 8, 2024.

### Festivals and events

Ryan: Festivals and major events scheduled through October 2024, enabling staff in partnership with the VMNH Foundation to secure grants and partnerships in support of these major festivals. We are working now on 2024 funding partnerships.

January 28 – Bug Festival

April 21-22 – Reptile Festival

July 21-22 – Dino Festival

October 28 – Bonez & Booz

February 10, 2024 – Opening day celebration for the *Masters of the Night* exhibit

April 19-20, 2024 – Reptile Festival

July 26-27, 2024 – Dino Festival

October 26, 2024 – Bonez & Booz

### Other

Ryan: Continued strong growth in admissions and retail revenue, with science festivals serving as a strong driver of visitation and overall revenue.

Finalized hiring of Museum Experiences Manager, with selected candidate to begin February 21.

Partnering with the City of Martinsville to upgrade the museum's wifi hardware and software, with enhanced speed and password-protected access for staff and visiting partners.

Cord: Reiterated that making these improvements to wifi will enhance visitor and partner access.

Ryan: Staff are partnering with MHC Tourism to produce a 20' x 30' outdoor banner for the front of the museum promoting the *Dinosaur Discoveries* exhibit.



The BOT request for \$7,500 in staff professional development funding was approved by the VMNH Foundation Executive Committee on January 18. This funding will be included in the FY24 VMNHF budget.

Cord: The Board of Trustees are pleased to work with the VMNH Foundation to make these staff professional development funds available for training, conferences and other staff support.

Ryan: Overall, staff are partnering with the VMNH Foundation to secure funding support for mission-based programs and initiatives.