

THE WESTMORELAND MUSEUM of AMERICAN ART

The Westmoreland Museum of America Art
Board of Trustees Meeting Minutes
January 26, 2021, 10:00 a.m.

Present: Mrs. Helene Conway-Long, Mr. Nathan Boxx, Mrs. Laura Gutnick, Mrs. Anne Kraybill, Mr. Albert Novak, Mr. Martin O'Brien, Dr. Tuesday Stanley, Mrs. Ellen Swank, Mr., Stephen Yslas, Mrs. Eileen Kopelman, Mrs. Laura Fisher, Mr. Jim Broadhurst

Emeritus Members: The Honorable Charles Loughran, and Mr. Don Korb

Absent: Mr. John Boyle, Mr. Armour Mellon, Pam Kroh

Guests: Mrs. Lisa Stipp, Mrs. Suzanne Wright, Ms. Rhonda Madden, and Mr. Arthur Scully and Lizzy Helmsen from Carter joined the meeting for the duration for their presentation.

Mrs. Ellen Swank, President of the Board called the meeting to order at 10:00 a.m.

Approval of Minutes- Mrs. Ellen Swank, President

Mrs. Swank called for questions and corrections to the minutes of the previous meeting. Mrs. Eileen Kopelman motioned to accept the minutes for the October 26, 2020 Board meeting. Mrs. Laura Fisher seconded the motion. The motion carried.

Directors Report- Mrs. Anne Kraybill, The Richard M. Scaife Director/CEO

Mrs. Kraybill shared a series of outputs with her presentation. She stated that the Smithsonian's African American Art in the 20th Century, which are able to keep for over a year, is now closed and on its way to Wichita. Our upcoming exhibition, *Pattern Makers*, was created in collaboration with Dr. Alex Taylor from the University of Pittsburgh. He engaged his graduated students to help curate from the permanent collection in storage. It opens February 6 to members, and February 7th to the public on the museums official reopening since November's shut down.

Mrs. Kraybill announced that coming up next quarter the new Artist-in-Residence will be Gavin Benjamin. He was born in Guyana, South America and grow up in Brooklynn, New York. He settled here in Pittsburgh and set up a studio at Radiant Hall. He has a background in commercial Photography and fashion. Mr. Benjamin will use the small paneled room as a backdrop and reach out to the African American community in Greensburg and Westmoreland county to be subjects of a new portrait series. He should be starting at the end of March and carry out a four-month residency.

Mrs. Kraybill continued her report with outputs on Attendance, Media Engagement, and Advancement Highlights. She touched on Advancement Highlights started with the DCED Marketing and Tourism Grant that the Museum received an invitation to submit an additional 300,000 grant. Mrs. Kraybill suggested that the board reach out to Senator Kim Ward and Representative Eric Nelson to thanks them for their support and to congratulate them on the recent election. Overall Mrs. Kraybill feels that we have strong operating support. Restricted

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funding is helping us fulfill our mission. The Museum is operating at full tilt, and the staff has done a good job rising to the occasion. She noted that we have applied for the next round of PPP and the application is in.

Mr. Yslas asked for an explanation on the Eden Hall Foundation Stock gift. Mrs. Kraybill stated that Mrs. Sylvia Fields is partnering with a few cultural organizations that the foundations want to invest in over Covid. We put in an application for \$150,000 of general operating support for restricted projects.

Governance Report- Mr. Stephen Yslas, Chair

Mr. Yslas reported the board has been seeking new candidates because there are currently fifteen members, and up to twenty- one seats to fill. He noted the Board plans to fill four of these spots and keep two available for later. He would like the board to keep this as an ongoing discussion, and asks members to please bring forward any suitable candidates.

Mr. Yslas announced that Ms. Patriece Thompson is the latest candidate to be nominated to join the Board. Ms. Thompson comes from a recommendation through Mrs. Laura Fisher. She is an Investor Relations Manager employed at Allegheny Conference on Community Development. Mr. Yslas motioned to elect Patriece Thompson to the Board in July, 2021 at the Board of Trustees Meeting. Dr. Tuesday Stanley motioned to accept this motion. Mrs. Swank seconded the motion. The motion was passed.

Mrs. Laura Fisher asked a question about the re-granting program that the museum is undertaking, and questioned if it would be a good source to find potential board candidates. She feels that since it puts us in touch with other local communities, it could be another possible source for potential candidates. Ms. Rhonda Madden answered by stating that the project is new and they just started to develop these relationships, but she agrees that this would be a good idea to approach. Ms. Madden said that she will bring any developments on this matter to Mrs. Kraybill.

Dr. Stanley asked how many seats become empty next year with rotations, and if a member leaves in the middle of a term do they fill the remaining time on the term or start a new term, Mrs. Kraybill stated that they do not have many rotations off in the coming year. She reminded the Board that terms are three, three-year terms. Mrs. Kraybill answered that they would start a new term. Mr. Yslas agreed the Governance Committee should look at the Board terms and consider the rotation profile.

Collections Committee Report- Mr. Marty O' Brien, Chair & Ms. Barbara Jones, Chief Curator

Mr. O'Brien presented the Collections Committee Report, which included a series of outputs of proposed gifts, approved loans, and extended loans to the Westmoreland. Mr. O'Brien noted that he feels strongly about purchasing the Gerrit Beneker that is on extended loan. Mrs. Kraybill stated that Mr. Doug Evans is planning to put this into the group of appraisals for more documentation and consideration.

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Mr. O'Brien spoke of the Tadasky work he arranged to have in the gallery and reports that he arranged to have two additional paintings brought along. Mrs. Kraybill thanked Mr. O'Brien for including these artworks in his shipping arrangements.

Mr. O'Brien noted that Covid has had an impacted on the planned review of the collection. This review will help point out works that may or may not be applicable and relevant to the collection. Mr. Doug Evans has started the process. Mr. O'Brien feels that this will help in considering where the collections strengths are. He is hoping to be able to give a more adequate report in July.

Mr. O'Brien would like to bring to the attention of the Board some documents that he feels all members should have access to and review. He noted these documents as the Westmoreland's Permanent Collection Protocol and Focus, the Association of Art Museum Directors, and the American Alliance of Museums has a direct care of collection, which has Guide lines, Ethics and Recommendations. Lastly, he noted a wish list that was developed by Ms. Jones.

Mr. Broadhurst commented that he feels the documents could be looked at and time devoted to one at a time during several Board Meetings. He feels they should be distributed to the Board members and consider using them in the new board member's packets. Ms. Barbara Jones noted that she can send these out to everyone.

Mr. O'Brien motioned to accept the Collections Committee Report. Mr. Broadhurst seconded the motion. The motion carried.

Mrs. Barbara Jones shared with the Board that she plans to retire in 2022. She has no firm schedule at this point but they are working on a succession plan, and noted the museum hopes to time a new hire so there is some overlap.

Finance and Investment Committee Report- Mr. Nathan Boxx, Secretary and Treasurer, and Mrs. Suzanne Wright, Chief Financial Officer

Mr. Boxx stated the Executive and Finance Committee met last week and noted the presentations conducted by BNY Mellon & First Commonwealth on the endowment funds. He reported pleasant results with the endowments up year over year. Copies of the performance reports are available. Mr. Boxx mentioned one thing that changed with BNY Mellon was the change in the distribution percentage for the IMA Endowment for purchases of art. This will be increased because of the performance of the fund.

Mr. Boxx stated the 990 draft was reviewed and accepted as draft at the Executive and Finance & Committee meeting. Mrs. Laura Fisher asked about seeing the 990 draft. Mrs. Wright stated that it will be put on the portal in draft for board members to review as requested.

Mr. Boxx continued his report with the Statement of Activities, RFP revisions, the Bequeath, Investment Policy Revisions, and the RFP revisions

Mr. Boxx commented the Bequeath, which 1.9 million dollars will continue to be discussed and reported on at the April meeting. The Finance Committee will make a recommendation for how much should be put in the endowment fund.

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Mrs. Wright noted that they are expecting about 2.5 million dollars from The McCune Foundation as they sunset their foundation and probably occur in the Fall of 2021. These funds and the bequeath will be part of a larger strategy from the RFP process. Mrs. Swank motioned to accept the Finance and Committee Report, Mr. Jim Broadhurst seconded the motion. The motion passed.

Development Committee Report: Mr. Jim Broadhurst & Ms. Rhonda Madden, Director of Advancement

Mr. Broadhurst stated that he has no new business to report. Ms. Madden noted the Feasibly Study interviews have all been completed, with the possibility of Mr. Arthur Scully still meeting with Mr. Michael & Aimee Kakos. They then introduced Arthur Scully and Lizzy Helmsen from Carter that presented a high level PowerPoint output titled: Campaign Planning Study, Final Report.

The Westmoreland retained Carter to conduct a planning study for a capitol campaign of \$13.3 Million. The study assessed donor interest in three campaign elements: Endowing Three Leadership Positions, Strengthening the Permanent Collection: Challenge Match, and Expanding the WMAA's Reach through an Audience development and Visitor Engagement Fund.

The study results have been sent as an attachment to all Board members to review.

Ms. Madden stated that she will set up a few Development Committee Meetings before the Board meets in April. Ms. Madden stated she appreciated Mr. Novak and Mrs. Conway-Long for their time on the phone with herself and Anne.

Mrs. Swank asked of Carter would continue this campaign to help. Mr. Novak stated that traditionally you move forward with the firm you had conduct the initial study with if the contract numbers and good. He feels good at what they gave us and that there is now a foundation to move forward for consideration.

Old Business Mrs. Swank stated that there is no old business to report.

New Business

Mrs. Kraybill announced that VallotKarp will conduct a Diversity, Equity, Access and Inclusion Training at the next Board meeting in April. She noted that they will first interview a select few Board members in advance to develop their customized training. The training will last about 90 minutes.

With no further business, Mr. Al Novak motioned to adjourn the meeting. Mr. Broadhurst seconded the motion. The Motion was passed. The meeting was adjourned at 11:53 a.m.

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