

The Westmoreland Museum of America Art

Board of Trustees Meeting

July 27<sup>th</sup>, 2021

10:00 a.m.

Present: Mrs. Helene Conway-Long, Mr. Nathan Boxx, Mrs. Anne Kraybill, Mr. Albert Novak, Mr. Martin O'Brien, Mrs. Ellen Swank, Mr. Stephen Yslas, Mrs. Eileen Kopelman, Mr. James Broadhurst

On Zoom: Mr. Armour Mellon, Mrs. Laura Fisher, Dr. Tuesday Stanley. Ms. Patriece Thompson

Emeritus Members: Mrs. Diana Jannetta

Absent: Mr. John Boyle, Mrs. Pam Kroh, Mrs. Laura Gutnick,

Guests: Mrs. Lisa Stipp, Mrs. Suzanne Wright, Ms. Rhonda Madden. Mr. Gavin Benjamin, Ms. Akilah Hartgrove, Ms. Shelby Barthelemy, Ms. Kelli Slogan joined the meeting for the duration for their presentation.

Mrs. Helene Conway-Long, President of the Board called the meeting to order at 10:00 a.m.

Approval of Minutes- Mrs. Helene Conway Long, President

Mrs. Conway-Long called for questions and corrections to the minutes of the previous meeting. Mr. Stephen Yslas motioned to accept the minutes for the April 27<sup>th</sup> 2021 Board meeting. Mrs. Swank seconded the motion. The motion carried.

Mrs. Conway Long reported that the Executive and Finance Committee met Tuesday, July 20<sup>th</sup>, and the matters discussed at that meeting will be presented today. She then introduced the newest board member, Ms. Patriece Thompson. Ms. Thompson introduced herself to the Board. She noted that she is originally from Greensburg, and is a Hempfield High School graduate. Ms. Thompson noted that she is honored to serve on the board.

Governance Committee Report, Mr. Stephan Yslas, Chair

Mr. Yslas stated that the Governance Committee met and discussed the Board's situation in respect to making Mrs. Conway- Long President of the Board , and the resulting need for a Vice President. He noted that Mrs. Conway-Long was asked to be Vice President for a year prior to succeeding Mrs. Ellen Swank as President in June of 2020. Mr. Yslas stated that the Board finds itself at a time where it needs to recruit new leadership during this transition period. He stated that the Executive and Governance Committee has asked him to serve as Vice President and Chair of Governance. He responded that he is pleased to do so, but noted that he has no plans to continue onto the the role of President of the Board. He then excused himself for a a discussion/vote by the rest of the Board. sion.

Mrs. Fisher stated that she thinks it is great that Mr. Yslas is willing to step up into the role and supports him. Mrs. Conway-Long feels that Mr. Yslas bring a unique perspective to the Board, and would be well suited as Vice President. Mr. Broadhurst questions the time he would serve and if he would then become President. Mrs. Kraybill noted that he has no plans to serve as

President, and that the role has been filled often in the past from members that have not previously served as Vice President.

Mr. Yslas was asked to return to the room. Mrs. Conway-Long stated that the Board was unanimous in its agreement for Mr. Yslas to assume a dual role as Vice President of the Board and Chair of the Governance Committee. Mrs. Kraybill mentioned that he would serve up to a three-year term to help create a bridge as the Board recruits new trustees. Mrs. Conway-Long motioned to have Mr. Yslas serve as Vice President of the Board and remain on as Chair of the Governance Committee. Mr. Novak seconded the motion. The motion carried.

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

Mrs. Kraybill shared her Directors report with a series of outputs for her presentation.

In Mrs. Kraybill's updates, she noted that Mr. Patrick Bochy, formally School Programs Manager, has moved on to a new position of Director of Guest Services at the West Overton Museum. She then stated that the Westmoreland had a very successful virtual intern program with three interns. Moving forward, the intern program will remain as a hybrid program (virtual and in-person), because it creates the opportunity for a wider applicant pool from across the nation.

In Exhibitions, Mrs. Kraybill spoke about the *Border Cantos* exhibition currently on view, Doug Cooper drawing of *Convergence of the Three Rivers* on view in the McKenna Gallery, and *Sheila Cuellar-Shaffer: Creation of Chaos* in the Robertshaw Gallery.

Mrs. Kraybill noted that the Museum has started some in person programs and had the first in person program, a Pride Festival event in June with 250 people in attendance. The *Border Cantos* in person dinner is coming up in September, followed by Doris Lee exhibition Members Opening.

She then indicated that attendance numbers are on the rise. Mr. Boxx asked for numbers from second and third quarter of 2019 pre-Covid vs now. Mrs. Kraybill stated that she will put this numbers together. She then spoke about the national COVES (Collaboration of Ongoing Visitor Studies) audience interception surveying project that is funded through the ArtBridges Foundation.

Virtual Intern Presentations - Ms. Akilah Hartgrove, Exhibitions and Public Programs Marketing Intern, Ms. Shelby Barthelemy, Fundraising Research and Data Analysis Intern, and Ms. Kelli Slogan, Curatorial and Collections Intern, each presented to a brief overview of their internships.

Artist-in-Residence - Mr. Gavin Benjamin, Artist-in-Residence, presented a series of photographs from his work that he created during his residency at The Westmoreland and shared plans for the future including a catalog and an exhibition in the Robertshaw Gallery.

Collections Committee Report - Mr. Marty O' Brien, Chair & Ms. Barbara Jones, Chief Curator presented the Collections Committee Report, which included a series of proposed gifts, approved loans, and extended loans to the Westmoreland.

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

Mrs. Suzanne Wright stated that she would be giving the report today because Mr. Boxx had to leave the meeting early and sends his apologies. Mrs. Wright will give the update and financial commentary.

She started the report with the 2021 fiscal year highlights. Mrs. Wright referred to the 6/30/21 financials and stated that the books have not been closed yet. They will be working through mid-August, with the auditors coming in September. Mrs. Wright noted that the overall message for the past fiscal year was that it a good year financially on an operating & restricted standpoint. Overall, one of our best years and puts the Westmoreland in a very strong cash position.

Mrs. Wright stated that one highlight was the second PPP loan of \$334,700 received in February 2021, which was used for salaries for the second half of the year. She then stated that PNC has updated us that they will start an invitation for forgiveness for that loan in August 2021. Mrs. Wright reminded the board that the museum was forgiven for the first PPP loan.

Mrs. Wright stated that The Westmoreland was notified that the Employee Retention Tax Credit for the 2020 calendar year was sent to the IRS for processing and we should receive the rebate of approximately \$178,000 September or October 2021. They are currently in the process of applying for 2021 employee retention credit for the 2021 calendar year. It is expected that the CY 2021 amount would be close to that of amount of CY 2021 but it is unknown at this time and not included in the FY 21-22 Budget.

Mrs. Wright also reported that over \$600,000 in positive variance in overall cash activity is a result of COVID-19 related grants. She noted that the Advancement team have been staying on top of all the COVID-19 related grants for which we are eligible. The foundation community has been good to us as well during this period. Mrs. Wright had no significant updates on operating grants for third quarter presentation. She reported that memberships fell short of the Budget, and earned income is below expectation. She noted that this was due to anticipating rental income in spring, but because of the surge in the delta variant, rentals were not as robust as budgeted. The big components for earned revenue was the shop revenues. The shop exceeded the goal by about \$13,000, due to some online shopping and outside shop events.

Mrs. Wright noted positive variances to Budget for operating expenses. The composition of this was Outside Services that included contracts for IT services, and custodial services. The museum chose to contract out for these services instead of replacing the internal staff. The Westmoreland had significant restricted funded that covered operating expenses this year. She noted that there is currently about six months of cash reserves, not including the \$400,000 of emergency reserves from the Thompson bequeath.

Mrs. Wright points out that it is important to note \$115,000 was spent on purchases of art through the Jamison Lynch Endowment, The Westmoreland Society, and also the Committee for The Westmoreland. She also noted that \$34,000 in plant and technology improvements were made on new furnaces and AC units at 206 rentals, and new umbrella system and new audio equipment for the community room.

Mr. O'Brien asked the why the \$400k reserve from the bequeath is in money market funds and has asked the board to reevaluate how that money is invested. Mrs. Wright stated that she could revisit other investment products.

Mrs. Kraybill noted the lack of time, and asked the board to look at the six-year forecast and to review the fundraising plan for the next Board meeting. She pointed out at the next Board meeting they will really spend time discussing the Board's role at helping advance individual giving, building the endowment, and fundraising. She noted that Ms. Madden and Mr. Broadhurst would lead the Board through this discussion.

Mrs. Conway-Long announced that the next Board of Trustees meeting is October 26<sup>th</sup>, and with no further business, called the meeting adjourned at 12:05 pm.