

BOARD OF DIRECTORS MEETING AGENDA

**THE JOHN AND MABLE RINGLING MUSEUM OF ART
FOUNDATION, INC.**

**September 28, 2001
10:00 a.m.**

THE BOARD OF DIRECTORS

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**THE JOHN AND MABLE RINGLING MUSEUM OF ART
FOUNDATION, INC.**

2001 – 2002 Board Meeting Schedule

Friday, September 28, 2001	Sarasota
Friday, January 11, 2002	Sarasota
Friday, April 5, 2002	Sarasota/Tallahassee
Friday, June 28, 2002	Sarasota

**THE JOHN AND MABLE RINGLING MUSEUM OF ART FOUNDATION, INC.
BOARD OF DIRECTORS**

Officers/Executive Committee

Members:

Term

Carolyn G. Johnson, *Chair*
3348 Old Oak Drive
Sarasota, FL 34239

2000 - 2005

Vernon G. Buchanan, *Vice Chair*
707 South Washington Blvd.
Sarasota, FL 34236

2000 - 2004

David A. Straz, Jr., *Treasurer*
Southern Exchange Bank
4401 W. Kennedy Blvd., Suite 150
Tampa, FL 33609

2000 - 2002

Peter A. Vogt, *Secretary*
483 Sherbrooke Court
Venice, FL 34293

2000 - 2002

Directors:

David S. Band
Abel, Band, Russell, Collier, Pitchford & Gordon
240 Pineapple Avenue
Sarasota, FL 34236

2000 - 2002

Robert G. Blalock
Blalock, Landers, Walters & Vogler, PA
802 11th Street W.
Bradenton, FL 34206

2000 - 2002

Alice Bott
6269 Midnight Pass Road
Sarasota, FL 34242

2000 - 2003

Marlow W. Cook
444 N. Washington Drive
Sarasota, FL 34236

2000 - 2005

Terms expire on June 30 of listed year

Revised 7/1/01

Eleanor Merritt-Darlington 3692 Walden Pond Drive Sarasota, FL 34240	2000 – 2003
Betty Doss 11 Tidy Island Bradenton, FL 34210	2000 - 2004
Robert J. Geniesse Box 516 Boca Grande, FL 33921	2001 - 2005
Arnold L. Greenfield 3194 Via Avitar Cocoanut Grove, FL 33133	2001 - 2005
Kay Culbreath Heller 2308 Wyoming Avenue Washington, DC 20008	2000 – 2004
Dorothy C. Jenkins 456 Lone Palm Drive Lakeland, FL 33815	2000 - 2005
Christine L. Jennings Sarasota Bank 2 North Tamiami Trail, Suite 100 Sarasota, FL 34236	2000 - 2002
Robert M. Johnson Wilson, Johnson and Jaffer, P.A. Sarasota, FL 34236	2000 – 2003
Simon Portnoy 1520 Ringling Blvd. Sarasota, FL 34236	2000 – 2005
Robert G. Roskamp Sarasota Bay Club 783 S. Orange Avenue, Suite 210 Sarasota, FL 34236	2000 – 2004
John E. Sandefur 129 Seagull Lane Sarasota, FL 34236	2001 – 2005

Howard C. Tibbals
435 L' Ambiance Drive, K205
Longboat Key, FL 34228

2000 – 2004

**Non-Voting Ex-Officio
Members of the Board:**

Rhea Andrews
5265 Gulf of Mexico Drive #310
Longboat Key, FL 34228

2000 - 2002

Dorothy N. Brewer
P. O. Box 187
Palmetto, FL 34221

2001 - 2002

Sylvia Knight
5801 Bay Shore Road
Sarasota, FL 34243

2001 - 2002

THE BOARD OF DIRECTORS
THE JOHN AND MABLE RINGLING MUSEUM OF ART FOUNDATION, INC.

OFFICERS OF THE BOARD

Carolyn G. Johnson – *Chair*
Vernon G. Buchanan - *Vice Chair*
David A. Straz, Jr. - *Treasurer*
Peter A. Vogt - *Secretary*

BOARD COMMITTEES – 2001/ 2002

Budget and Finance, Audit, and Investment Advisory

David A. Straz, Jr., *Chair*
Simon Portnoy
Arnold Greenfield
Lyn Cooley, *Staff Liaison*

Collections, Exhibitions, and Programs

Eleanor Merritt-Darlington, *Chair*
Rhea S. Andrews
Alice Bott
Kay Culbreath Heller
Betty Doss
Robert J. Geniesse
Dorothy C. Jenkins
Howard Tibbals
Peter A. Vogt
Dr. Aaron DeGroft, *Staff Liaison*

Development

Robert G. Roskamp, *Chair*
Rhea Andrews
Alice Bott
Bob Johnson
Carolyn Johnson
Howard Tibbals
Sandra Krawetz, *Staff Liaison*

Executive Committee

Carolyn G. Johnson, *Chair*
Vernon G. Buchanan, *Vice Chair*
David A. Straz, Jr., *Treasurer*
Peter A. Vogt, *Secretary*
Marlow W. Cook
Eleanor Merritt Darlington
Betty Doss
Robert G. Roskamp
Dr. John Wetenhall, *Staff Liaison*

Facilities

Vernon G. Buchanan, *Chair*
Rhea Andrews
Alice Bott
Arnold Greenfield
Simon Portnoy
John Sandefur
Lyn Cooley, *Staff Liaison*

Nominations

Christine L. Jennings, *Chair*
Kay Culbreath Heller
Bob Johnson
Marlow Cook
Dr. John Wetenhall, *Staff Liaison*

Special and Ad Hoc Committees

Medieval Faire Evaluation

David Band, *Chair*
Dorothy Brewer
Carolyn Johnson
Sylvia Knight
Lyn Cooley, *Staff Liaison*

Board Training

Dorothy C. Jenkins, *Chair*
Alice Bott
Christine L. Jennings
Carolyn, Johnson
Robert J. Roskamp
Dr. John Wetenhall, *Staff Liaison*

Legislative Advisory

Bob Johnson, *Chair*
Arnold Greenfield
Simon Portnoy
Dr. John Wetenhall, *Staff Liaison*

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**THE BOARD OF DIRECTORS
THE JOHN & MABLE RINGLING MUSEUM OF ART FOUNDATION, INC.**

**MEETING OF THE BOARD OF DIRECTORS
AGENDA**

SEPTEMBER 28, 2001

10:00 A.M.

- I. Call to Order

- II. Approval of Minutes of the June 22, 2001 meeting of the Foundation Board of Directors – **Exhibit I**

- III. Committee Updates
 - A. Board Training
 - B. Budget and Finance
 - C. Medieval Fair
 - D. Collections, Exhibitions and Programs
 - 1. Approved acquisitions – **Exhibit II**
 - 2. Approved loans – **Exhibit III**
 - E. Volunteer Advisory Council
 - F. Docent Advisory Council
 - G. Members Council

- IV. Committee Reports
 - A. Nominations

 - B. Facilities
 - 1. Project schedule
 - 2. Ca' d'Zan

 - C. Master Plan
 - 1. Introduction of architectural team
John Toppe, Harvard Jolly
Yan Weymouth, HOK
 - D. Development – **Exhibit IV**
 - E. Executive
 - 1. Approval of recommended adjustments to fee structure – **Exhibit V**

- V. Chairman's report
 - 1. Approval of Goals for FY 2001-2005 – **Exhibit VI**

- VI Director's report
 - 1. New exhibitions
- VII. President's report
- VIII. Old Business
- IX. New Business
- X. Public Comment
- XI. Adjournment

Note: The order of business may be changed during the day.

**THE BOARD OF DIRECTORS
THE JOHN AND MABLE RINGLING MUSEUM OF ART FOUNDATION, INC.**

**MINUTES
June 22, 2001**

DIRECTORS PRESENT:

Carolyn G. Johnson, *Vice Chair*
Dorothy C. Jenkins, *Secretary*
James S. Barnett, *Treasurer*
Rhea Andrews
David S. Band
Dorothy N. Brewer
Vern Buchanan
Alice Bott
Marlow W. Cook
Betty Doss
Eleanor Merritt-Darlington

Robert J. Geniesse
Arnold L. Greenfield
Christine L. Jennings
Robert M. Johnson
Peter A. Vogt
Simon Portnoy
Robert G. Roskamp
John E. Sandefur
Howard C. Tibbals

ABSENT:

David A. Straz, Jr.
Kay Culbreath Heller
Allyn Gallup
Robert G. Blalock

MUSEUM STAFF PRESENT:

Dr. John Wetenhall
Dr. Arland Christ-Janer
Dr. Aaron DeGroft
Sandy Krawetz
Nikki Garshelis
Debi Schalch
Carol Tayman

Barbara Linick

VISITORS & GUESTS:

Sandy D'Alemberte, President FSU
Jerry Draper, *FSU*
Jill Chamberlin, *FSU*
Perry Crowell, *FSU*
Lyn Cooley, *FSU*
Paula Fortunas, *FSU*

Randy Talbot, *FSU*
Joseph Garcia
Charlie Huisking, *Sarasota Herald
Tribune*
Connie Holcomb
Doug Stone

CALL TO ORDER

Mrs. Johnson determined that a quorum was present and called the meeting of the Board of Directors to order at 10:05 a.m.

Mrs. Johnson introduced and welcomed the Museum's new Executive Director, Dr. John Wetenhall to the annual meeting of the Museum Foundation's Board of Directors. Mrs. Johnson introduced five new members of the Board: Robert Geniesse of Boca Grande, Arnold Greenfield of Cocoanut Grove, John Sandefur of Longboat Key, Dorothy Brewer, Docent and Chairman of the Museum's Volunteer Advisory Council, and Sylvia Knight, Docent and President of the Ringling's Members' Council.

CONSENT AGENDA

Mrs. Johnson entertained a motion to approve the Consent Agenda. Mr. Buchanan moved and Mr. Roskamp seconded the motion:

THAT the Board approves all items listed in the consent agenda as follows:

Approval of Minutes of the March 12, 2001 Meeting of the Board of Directors;

Approval of Minutes of the October 20, 2000 meeting of the Investment Advisory Committee;

Approval of Minutes of the November 9, 2000 meeting of the Medieval Fair Evaluation Committee;

Approval of Board and Executive Committee meeting schedules for FY 2001-2001; and

Approval of loan request to the Appleton Museum of Art for the period July 7 through September 2001.

Motion passed unanimously.

CHAIRMAN'S REPORT

Mrs. Johnson read a note from Dr. Wetenhall thanking her for the board's efforts during the legislative appropriations process. Mrs. Johnson also extended her thanks to the legislators, Board members, and members of the community for their support on behalf of the Museum.

Mrs. Johnson reported that plans are being made to convene a meeting of the Facilities Committee in July to begin work with the architects at FSU and to advance progress on the Master Plan. She stated that the Long Range Planning committee will meet to discuss the Board's goals and will also call a meeting of the Development Committee whose focus will be to define specific targets for the Board to concentrate on for the upcoming year.

Mrs. Johnson reported that she would be canvassing board members for their areas of interest in serving on the standing, ad hoc, and special board committees. She also reported that Mrs. Kay Heller would serve as the Museum Board representative with the Museum Trustees Association located in Washington, D.C.

DIRECTOR'S REPORT

Dr. Wetenhall stated that he was delighted to be a part of the Ringling Museum at such an exciting time and spoke briefly on his future vision and plans for the Museum. He highlighted quality, visitor services, and speed and efficiency, as the core values for achieving excellence within the institution.

NOMINATIONS COMMITTEE

Ms. Jennings reported that the committee met on April 12 to nominate officers for the new year and also to reappoint current foundation directors for a new term. After discussion Ms. Jennings moved and Mr. Cook seconded the motion:

That the Board approves the following slate of officers as presented:

Carolyn G. Johnson, Chair
Vernon G. Buchanan, Vice Chair
David A. Straz, Jr., treasurer
Peter A. Vogt, Secretary

Motion passed unanimously.

After further discussion, Ms. Jennings moved and Mr. Buchanan seconded the motion:

THAT the Board approves the reappointment of Carolyn Johnson, Dorothy Jenkins, Marlow Cook and Simon Portnoy for a 4 year term;

That David Band be reappointed for a one year term; and

THAT James Barnett has declined reappointment.

Motion passed unanimously.

Ms. Jennings further encouraged Board members to recommend names of potential new Board members for consideration by the Nominations Committee.

MASTER PLAN RECAP

Mrs. Johnson gave a brief synopsis of the FSU community meeting held on June 21. FSU President D'Alemberte stated that comments from community members will be taken into consideration and a final plan will be presented to the city for purposes of discussing the development agreement. Mrs. Johnson indicated that she recently met

with City Managers David Sollenberger and Jane Robinson and was informed that Jane Robinson has been assigned by the City as point person to expedite the plans.

BOARD TRAINING COMMITTEE

Mrs. Jenkins reported that the committee met on June 5, 2001 and defined the purpose of the committee. She reported that the Board Development Committee would address orientation for new board members and annual board member performance reviews. She stated that a working manual would be prepared for all Board members and updated periodically.

BUDGET AND FINANCE

Ms. Cooley explained and highlighted the operating budget for FY 2001–2002. Ms. Cooley further discussed the Museum's deferred maintenance and construction budget as of June 15, 2001.

Ms. Cooley reported that the FSU Auxiliary Service Board voted, at their last meeting, to carry the Museum's negative cash balances at no cost, rather than rely upon the Museum's continuing use of a line of credit. After lengthy discussion, Mr. Johnson moved and Mr. Cook seconded the motion:

THAT the Board recommends that the Ringling Museum Foundation budget be adopted and recommended to FSU President as presented.

Motion passed unanimously.

Mr. Band raised a question pertaining to future use of the facilities and whether the Administrative Code could be changed to reflect a wider range of rental prospects. It was concluded that a legal opinion by staff must be done to determine if a new rule is feasible and how it would be accomplished through the Administrative Procedures Act. After discussion, Mr. Band moved and Mr. Sandefur seconded the motion:

THAT a committee be appointed to determine a broader use of the services and facilities of the Museum to the public.

Motion passed unanimously.

MEDIEVAL FAIRE

Mr. Band reported that the Medieval Fair Committee was appointed and met in November 2000. The focus was to outline the major issues concerning the Medieval Fair. The Committee then recommended that a meeting be scheduled with Mid America. Mid America has submitted a letter outlining their proposal for continuance of the Medieval Fair. After several months of discussions with Mid America and community members it was determined by the committee to recommend that the Board continue the Medieval Fair, however not on the Museum grounds.

Mrs. Johnson opened the meeting for public comment. Mr. Joseph Garcia, a member of a Medieval Fair support group, addressed the board and urged the Board to consider moving the Fair to another location and allow his volunteer group to operate the Fair instead of Mid America.

Mrs. Johnson indicated that the Executive Committee took the position that the Fair not be held on the Museum grounds. It was the feeling and recommendation of the Executive Committee that the loss of airport parking and the beginning of construction on the grounds were important factors in arriving at this determination.

After discussion, Mr. Roskamp moved and Mr. Johnson seconded the motion:

THAT the Board agrees to continue sponsorship of the Medieval Fair at an alternate location if a mutually beneficial agreement can be made; and

FURTHER empowers the Medieval Fair Committee to negotiate the best position possible.

Motion passed unanimously.

Mr. Johnson moved and Mr. Cook seconded the motion:

THAT if the Medieval Fair Committee reports before September, the Executive Committee is empowered to enter into an agreement on behalf of the Board to carry out the intent of the preceding motion.

Motion passed unanimously.

MARKETING AND DEVELOPMENT

Mrs. Krawetz presented highlights of the Marketing and Development department.

CURATORIAL

Dr. DeGroft discussed upcoming exhibitions and programs and plans for the reopening of Ca' d'zan. Dr. DeGroft gave a status report on Ca' d'Zan restoration.

OLD BUSINESS

None to report

NEW BUSINESS

Mr. Roskamp reported on growing community interest in seeking new revenue sources for the arts and social services of the community. He said that this initiative is gaining momentum and is being supported by county government, city officials and state legislators. He said that this could provide stabilization funds for all the arts. It

should be coming to the forefront in the next several months and encourages all Board members to enthusiastically support this effort.

Mr. Cook suggested that the Museum consider lobbying the Florida delegation to consider a first day issue stamp for the Tibbals Learning Center. He suggested that this could be accomplished by holding a statewide competition for the design of the stamp. The Board concurred that it was an idea worth pursuing. Mrs. Johnson empowered Mr. Cook to initiate discussions.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 12:45 p.m.


Carolyn G. Johnson, Vice Chair

Date: 9/28/01

Acquisition/donation Approved:

1. *Constructivism: Color, Line, and Spatial Relationships*; and
2. *Relationships: Space, Line, and Texture*
by Arland Christ Janer,
donated by Dr. Arland Christ Janer of Sarasota, Florida.

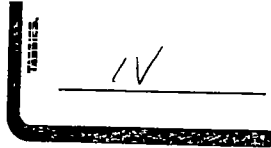
Loans Approved: ·

Selection of works from the collection (25 paintings/16 photographs)
to the Governor's Mansion, Tallahassee for the loan period of one year.

Shell by Marsden Hartley to the Museum of Fine Arts,
St. Petersburg for the loan period of one year.

Documentation/Manipulation: 20th century photographs,
December 8, 2001-February 10, 2002
Museum of Arts and Sciences, Daytona, Florida.

Development Committee



The Development Committee of The John and Mable Ringling Museum of Art met on September 13, 2001. The Committee unanimously recommends the following to the Board of Directors at its September 28th meeting:

1. So that we the Development Committee of the Board of Directors of The John and Mable Ringling Museum of Art understand and accept the duties and responsibilities and privilege of serving on this Board, we endorse and will support the following mission statement:

“The Development Committee along with the full Board of The John and Mable Ringling Museum of Art is dedicated to assist and enable FSU and the staff to make it a world-class museum that provides visitors an enjoyable, educational, and memorable experience each time they visit. To achieve that goal, the Development Committee and the full Board will work with FSU to create the means to properly maintain, improve, and grow the programs, buildings, collections and grounds.”

2. The Development Committee, after discussion with FSU and the Museum Staff, recommends to the Board of Directors that we adopt and support the following:

The Board of Directors approves and will support a plan to proceed immediately to raise the financial resources to plan and construct a “Welcome Center” that will include, in addition to the usual and necessary amenities, reconstruction of the Historic Asolo, a gift shop, and a restaurant. We believe that this building will:

- a. Introduce and educate the visitor on the history of the museum and the many experiences to be enjoyed on the campus
- b. Increase desired and valuable gallery space now occupied by the gift shop
- c. Increase revenue opportunities
- d. Maximize the opportunity for matching state funding
- e. Expand the hours of use
- f. Increase the efficiency of operation
- g. Make the Ringling Museum a friendlier and more enjoyable experience to visit.

The Development Committee recommends that the Board supports the plan to raise \$5 million, which when matched by the State, and in addition to the \$1.9 million in hand for the Asolo Theater restoration, will enable construction cost estimated at \$8 million and provide \$4 million for endowment.

John and Mable Ringling Museum of Art
Recommended adjustments to fee structure
September 2001

- 1) Recommend that effective October 2001, the Museum raise its fee structure: Adults \$10, Seniors \$9, Students \$5 (out of state students are currently charged as adults). When the Ca' d'Zan opens, these rates would be adjusted proportionally: Adults \$15, Seniors \$12, Students \$7. Two months per year, May and September, Florida residents would be offered admission at the senior rate.
- 2) Recommend that membership fees be adjusted: Individuals \$50, Dual/Family \$75, Contributing \$150 (see schedule). All current members would be offered a limited opportunity to renew their membership at existing rates.
- 3) Recommend that the day of free admission to the art galleries be moved from Saturdays to Mondays, effective October 2001.
- 4) Recommend that the rental fee structure for Museum facilities be adjusted according to the schedule provided, and that the museum receive a percentage of outside vendor fees.

John and Mable Ringling Museum of Art
 Recommended adjustments to fee structures
 September-01

Admissions	Current	Oct. 2001	Ca' d'Zan Opening
Adult	\$ 9.00	\$ 10.00	\$ 15.00
Senior	\$ 8.00	\$ 9.00	\$ 12.00
Student (non-FL)	\$ 9.00	\$ 5.00	\$ 7.00
Group Tours	\$ 8.50	\$ 8.50	\$ 9.50

Florida Residents: Admitted at Senior Discount May & Sept

Membership	Current	Dec. 2001
Individual	\$ 30	\$ 50
Dual Family	\$ 50	\$ 75
Contributing	\$ 100	\$ 150

Rentals	Current	Proposed
Rose Garden	\$ 250	\$ 500
Ca' d'Zan Terrace	\$ 500	2000
Banyan Café	\$ 600	1000
Circus Museum: day	NA	2000
Circus Museum: evening	NA	3000
Courtyard & Loggia		
mid-week (6-10PM)	\$ 2,500	2500
mid-week (6-12:30AM)	\$ 2,500	5000
off season 1-400	NA	5000
weekend 1-200 people	\$ 2,500	7500
weekend 200-400 people	\$ 5,000	7500
weekend 400+ people	\$ 10,000	10000

Goals for FY 2001-2005

1. Complete and prioritize a facilities and landscape Master Plan for the entire museum complex by 2002.
2. Assist staff in the development of an Organizational Master Plan to be adopted in 2002.
3. Complete the appointment, orientation and training of Direct-Support Organization Board members in 2002.
4. Reopen Ca' d'Zan in March of 2002 and complete conservation and fully interpret Ca' d'Zan and its collections by 2002.
5. Complete deferred maintenance and systems replacement on all other buildings by 2003.
6. Begin the construction of the Tibbals Learning Center in 2002 and reinstall and interpret the Circus Museum and its collections by 2004.
7. Initiate in 2001 a Development Campaign for a "Welcome Center/Historic Asolo Theater", as the first phase in a campaign to realize the long-range goals of the Master Plan.
8. Raise funds and break ground for a new Library/Archives/Education Center by December 2004.