



## Meeting Notice & Agenda

Date: June 15, 2012

To: The Maritime Aquarium Authority and Board of Trustees

CC: Erin Halsey, City Clerk

From: Donna King, Chairwoman, The Maritime Aquarium Authority  
Sanders Davies, Chairman, The Maritime Aquarium Board of Trustees

RE: **June 20, 2012 Meeting Notice and Agenda**

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The regular meeting of The Maritime Aquarium Board of Trustees and The Maritime Authority will take place on **Wednesday, June 20, 2012** at 5:30 p.m. in The Hinnant Room (**third floor classroom**) at The Maritime Aquarium, 10 North Water St., Norwalk.

### AGENDA

- I. Approval of Minutes - Wednesday, March 21, 2012
- II. Committee on Trustees Report
  - Election of James Hurlock and Stanley Lee **VOTE**
- III. Finance Committee Report
  - FY 2013 operating budget **VOTE**
  - FY 2013 capital budget **VOTE**
- IV. Development Report
  - Red Apple report
  - Campaign Steering report
  - RVO Campaign update
- V. RVO project report
- VI. Building Committee Report
- IX. **President's Report**
- XI. Other business
- XII. Adjournment



**MINUTES  
TMA BOARD & AUTHORITY  
MARCH 21, 2012**

- AUTHORITY:** Donna King, Chair; David Watts; John Igneri; Andy Conroy; Elizabeth Gibbs.
- TRUSTEES:** Sanders Davies, Chairman; Emil Albanese (conference call); Jim Barker; Irene Dixon; Charles Hinnant; Fred Lione; Kelly Considine; Michael Sgoutas; Richard Hokin.
- STAFF:** Jennifer Herring, President; Chris Loynd; Sam Ross; Dave Truedson; Jamie Alonzo.

The meeting was called to order at 5:45 p.m. by Mr. Davies, who noted that there was not a quorum of the Trustees present.

**APPROVAL OF MINUTES – WEDNESDAY, DECEMBER 14, 2011**

**AUTHORITY MOTION:**

- \*\* **MR. IGNIERI MOVED TO APPROVE THE MINUTES AS DISTRIBUTED.**  
\*\* **MOTION PASSED UNANIMOUSLY.**

**DEVELOPMENT REPORT**

**RED APPLE REPORT**

Mr. Ross read the following report:

*Cirque de la Mer/Red Apple Awards*

This year's Red Apple Awards presentation, Cirque de la Mer: The Rite of Spring, is April 26th. As many of you know, we are honoring Wendy and Richard Hokin and Ann and Sandy Davies.

To date, we are on target to match and hopefully exceed last year's record-breaking revenue of \$811,000. Currently, we are at \$503,850 in commitments with the invitation just going out at the end of last week (3/15).

The silent and live auctions are coming together and we are excited to say that our Live Auction currently consists of 5 packages valued at upwards of \$60,000 total – this far exceeds the value of

previous live auctions and hope that the revenue that night reflects this.

If you haven't already, we hope all of you will pledge to contribute and if you have access to a unique experience or item that you would like to donate to the silent auction, please let us know.

Ms. King asked how the numbers look this year vs. previous years. Mr. Ross said there was \$450,000 in the budget three years ago and his estimation is that they will make \$800,000 this year.

### **RVO CAMPAIGN UPDATE**

Mr. Barker read the following report:

Fundraising is progressing on the new vessel. The campaign now stands at \$1,135,000 toward the \$2,570,000 in commitments needed to start construction. We recently received a \$500,000 gift from George and Carol Bauer. This is another gift that shows the value of shark tank dinners and Trustee-hosted events that introduce us to new people. George met Per Heidenreich, who is leading the fundraising, at a shark tank dinner.

Another \$500,000 gift has been requested, and looks very promising. Our goal is to complete the campaign by next November. We have a seal watching cruise scheduled for March 24<sup>th</sup> with several good prospects aboard.

InCat Crowther of Australia is progressing on the design, which should be finished in June, or thereabouts. We are starting to investigate shipyards. I have personally bid a similar project in boatyards in New England and the Gulf. Bids from the Gulf were less than half of those in New England.

Mr. Davies said at the opening of the Newman's Own Hall, there were renderings of what the vessel might look like.

### **CAMPAIGN STEERING REPORT**

Mr. Hokin read the following report:

As you will see from the report in your packets, we are within \$140,000 of meeting the campaign goal. However, the full success of the campaign is dependent on meeting the Trustee challenge set forth by myself and several other challengers. To do so, the Trustee goal must be fully met. We have \$400,000 to go. Since we began the campaign in 2008, there have been a number of Trustees who have joined the Board and have not yet been asked for campaign gifts. Over the next few months, expect to be asked and become part of the momentum that is sweeping the Aquarium into a new era of effectiveness and vibrancy.

Some outstanding needs... dedicated support for the kind of adult programming Sam Ross is bringing to the Aquarium; funding for a new otter exhibit and a shad exhibit to replace the current otters; funding for the IMAX renovation, so we can do more than just the basics; and funding for the ideas Jamie Alonzo is beginning to develop as he shapes the education program.

Because the original campaign included only about half the cost of a new research vessel, we have decided to break that campaign out and show it separately, so your report looks a little different from what it once did.

Mr. Ross said in the current financial environment, doing this much in private funding is absolutely incredible. The Trustees should give themselves a hand.

### **BUILDING COMMITTEE REPORT**

Mr. Lione read the following report:

Newman's Own Hall and the Hokin Family Sound Voyage opened to great acclaim on February 17<sup>th</sup>. The sharks and rays gallery is almost complete. It will be open on schedule on April 14<sup>th</sup> in time for spring break. After spring break, the back half of the Sound and Beyond will be finished and the tropical traveler's tank near the turtles will arrive and be installed. The entire aquarium portion of the project will be complete by the end of June. It continues to be within the Board-approved budget of \$4.1 million.

The IMAX portion, budgeted at \$400,000, is now in contract drawings and will start construction the day after Labor Day.

My wife Nancy and I are chairing the IMAX Seat Naming Campaign. It officially launched at the February 27<sup>th</sup> event. To date we have financial commitments for 7 seats, totaling \$3,500. Our goal is to conclude this campaign and sell all 309 seats by September 30, 2012 when the theater renovation is near completion. We encourage each Trustee to purchase at least one seat in their name, the name of their company, children, grandchildren, etc. This is a \$500 tax-deductible contribution to the Aquarium and you become a part of TMA history.

### **EXHIBIT COMMITTEE REPORT**

Ms. Considine read the following report:

The Committee met on March 7<sup>th</sup> to review in detail the remaining steps in the RefurbFISHment. They are quite intricate and interdependent. Jack Schneider talked about how he plans to exhibit the egg cases – using fiber optic filaments to backlight them so the living embryos are really visible. He is actively planning for the move of the sharks and rays into their new tank, which is scheduled for the last week of March.

Judith Bacal showed us some new ideas for sprucing up the second-floor boat model gallery and the marine lab. I believe you can already see the results on the second floor.

Some elements for the summer include a sandbox dig outdoors and the return of the white alligator.

The committee would like to acknowledge the staff exhibit team, consisting of Judith, Jack and Dave Truedson, led by Jennifer, who together have made this renovation happen. It is a huge undertaking, and it has been executed to a very high standard of quality. To give you an idea of the before and after, Judith prepared a short presentation just before she left on vacation.

Ms. Herring presented a slide show to the group.

### **FINANCE COMMITTEE REPORT**

David Watts, a new member of the Authority, was welcomed by Mr. Davies.

Mr. Hokin read his report:

The Finance Committee met on Monday. We reviewed the February financials, which are in your packet. Attendance for the month was within 2% of budget. Recreational attendance slightly exceeded budget, and drove healthy revenues for the month. At the end of the eight-month period, we are carrying a \$32K deficit, considerably better than budget.

We also reviewed spending on the construction project. With the major construction finished, it appears that the non-IMAX portion will come in at or under the \$4.1 million budget. IMAX construction will commence in September.

### **COMMITTEE ON TRUSTEES REPORT**

Mr. Hinnant read the following report:

The committee met yesterday. We discussed several potential candidates. While we do not have anyone to nominate for election at this meeting, we expect to have two or three candidates to present to you at the June meeting.

We also discussed the retreat scheduled for Wednesday, June 6<sup>th</sup>. Please mark your calendars, if you have not already, and plan to come to discuss the future direction of the Aquarium. It will be a chance to talk about how to build on the momentum of this year of renewal and set the agenda for the next several years.

Mr. Davies encourages all Trustees to attend the Board Retreat at Woodway.

### **EDUCATION COMMITTEE REPORT**

Ms. Herring read the following report:

The Committee has delayed its next meeting until April 11<sup>th</sup>, to coincide with the reprise of Fish School, scheduled for that evening. We hope all the members will come to both the meeting and the event, and meet some of the teachers we are educating about our school programs.

Tonight's report really belongs to Jamie Alonzo. He has now been in the Director of Education position for three and a half months, and has already accomplished quite a lot in terms of reaching out to partners in the local community, attracting government grant monies, strategic planning with his staff and getting acquainted with the complex program for which he is responsible.

Ms. Herring introduced Jamie Alonzo, Education Director, who made a power point presentation showcasing the Education Department.

Mr. Davies said this was one of the best depictions of everything TMA does on the education front.

Mr. Sgoutas said he was excited about the idea of addressing adult students.

Mr. Hokin said in other cultures, science has a greater priority. Mr. Alonzo responded that he attributes it to the American media, in which science is not depicted as “cool”.

Seaport Association representative Irene Dixon said the association oversees an island that TMA can take advantage of for its education programs; Mr. Alonzo said he would love to talk to her about this.

### **PRESIDENT’S REPORT**

Jennifer Herring reported on three recent events. On February 27<sup>th</sup>, Richard and Wendy Hokin and Rob and Kit Rohn hosted a dinner to inaugurate the FINtastic RefurbFISHment. On March 4<sup>th</sup>, Rob and Kit Rohn hosted an event with the National Wildlife Refuge Association. On March 11<sup>th</sup>, Audrey and Ken Weil hosted a lecture for current and prospective friends by Dr. David Gallo regarding the exploration of the Titanic.

Ms. Herring said these events are important for introducing new donors to the Aquarium. She urged other Board members to bring potential donors and arrange to host.

On the State front, Senator Bob Duff is working very hard with the Appropriations Committee on an alternative to the cuts proposed in the Governor’s budget. In addition to the line item grant, there are cooperative marketing funds available that we will apply for as soon as the guidelines are issued.

We have been experimenting with new products in the IMAX. We played the *Rocky Horror Picture Show* last Halloween, which was well-attended despite a snow storm. Two weeks ago, we showed the *Wizard of Oz* on the giant screen and it was a sell-out. Based on this success, an extravaganza is planned for October 27<sup>th</sup> and 28<sup>th</sup> to relaunch the IMAX, which will feature the *Marvel Superhero Green* show, the *Rocky Horror Picture Show*, *Willie Wonka and the Chocolate Factory* and *Young Frankenstein*, with an appearance by Gene Wilder.

### **VOLUNTEER REPORT**

Ms. Herring introduced Trustee Michael Sgoutas, who gave the following report on the Volunteer Program:

A new training class of 40 candidates began on March 9. In addition to this class, we are piloting one-on-one training during the day. This is designed primarily for adult volunteer candidates. Volunteer applications are now being taken for the summer training classes scheduled for June 26 - 28.

Overnight programs and birthday parties continue to sell well. In addition, TMA will be represented at the Girls Scout of America 100<sup>th</sup> Anniversary celebration on May 19<sup>th</sup>. This event has a projected

attendance of 5,000 scouts and leaders and will be a great opportunity to market our overnight and birthday party programs.

Our current volunteer manual is being changed. We will have one manual that is to be used by all departments for natural history, interpretive, and husbandry information to make it more complete, consistent, courteous, concise, and correct. Two long-time volunteers have been delegated to this task and are making great progress.

All volunteers have been very excited by the FINtastic RefurbFISHment process and are looking

forward to further progress – particularly the Ray and Shark Touch Tank.

**OTHER BUSINESS**

There was no further business.

**ADJOURNMENT**

**AUTHORITY MOTION:**

**\*\* MR. CONROY MOVED TO ADJOURN.  
\*\* MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 6:45 p.m.

Respectfully submitted,

Cheryl Telesco  
Telesco Secretarial Services