# MINUTES

**Trustees Present**

Kevin Hyde (Chair), Sharon Wamble-King (Vice Chair), Tom Bryan, Jenna DuPilka, Annie Egan, Stephen Joost, Wilfredo Gonzalez, and Paul McElroy

**Trustees Absent**

Doug Burnett, Adam Hollingsworth, Oscar Munoz

## Item 1 Call to Order

Chair Hyde called the workshop to order at 9 a.m.

## Item 2 Public Comments

Chair Hyde offered those in attendance an opportunity for public comments. There were no comments from the public.

## Item 3 Presentation and Discussion on Museum of Contemporary Art Jacksonville (MOCA)

Chair Hyde thanked everyone for coming to MOCA for the Board’s meeting. He introduced Trustee Wamble-King, also a Trustee representative to the MOCA Board, to provide a little history on MOCA. Trustee Wamble-King explained to the Board that during the last legislative session, the legislature made changes in state law that signify an expectation of greater oversight by university boards of trustees of their direct support organizations (DSOs). When this was discussed in the spring, Board members expressed an interest in becoming more familiar with our DSOs in order to better fulfill their fiduciary duty. This morning we are going to start our orientation about the University’s DSOs with MOCA.

Trustee Wamble-King introduced Caitlin Doherty, executive director of MOCA, to present on the collaboration between MOCA and UNF.

Ms. Doherty thanked everyone for coming today. Below is a summary of her presentation:

Introduction

* MOCA serves a multi-layered community – local, regional, national and international – from across all age demographics from early childhood to seniors.
* This presentation will focus on MOCA’s relationship to UNF – what we have already achieved and what we look forward to in the years ahead.

**UNF and MOCA Missions**

* The UNF and MOCA missions are naturally aligned
* Focused on student success and enrichment
* In service of our broader community

**MOCA is uniquely UNF**

* University Affiliated Art Museums:
* Universities and museums are natural collaborators and can be mutually beneficial
* Historical context
* Examples around the USA e.g. Hammer Museum UCLA, Harn Museum UF, Broad Art Museum MSU
* MOCA Jacksonville
* A Cultural Institute of UNF
* 2009 became a Direct Support Organization of UNF
* Programmatic and cultural enrichment opportunities for students and faculty
* Scholarly use of MOCA’s permanent collection
* MOCA is a separate 501(c)3 non-profit organization, with an annual operating budget of approx. $3M
* 2019 is the 10-year anniversary of this relationship and is an opportune time to reflect upon the return on investment to date, as well as opportunities for future growth aligned with the priorities of UNF. Item 3 Presentation and
* Reportable Gift Revenue:
* MOCA works very closely with Ann McCullen and UDAE regarding development strategy, implementation and reporting.
* The table presented summarizes the reportable gift revenue over the past 5 years by MOCA to UNF (NB these figures are supplied by UDAE/the UNF Foundation)
* Over the past 5 years MOCA has ranked either 3rd or 1st each year in terms of unit ranking i.e. has consistently been amongst the highest contributors to UNF when compared to other colleges, departments or units across campus.

**Reportable Gift Revenue – Fiscal Year to Date 2019**

* At the end of December 2018, MOCA was ranked 1 out of 11 units across campus in terms of its reportable gift income.
* MOCA contributed almost $2.1 of the total $7.3M across the university.
* This reflects the recent successful sale of the Joan Mitchel *IVA* artwork by the City of Jacksonville which resulted in a contribution of $1.404M to the UNF Foundation Endowment to support the care, maintenance and acquisition of works in MOCA’s permanent collection.
* MOCA’s Art Collection:
* MOCA is an actively collecting museum, with a collection which focuses predominantly on art from the 1960s to the present day, providing an historic framework for the study and understanding of the art of our time.
* MOCA’s collection is currently valued at $8.65M.
* Since 2009 (i.e. since MOCA became part of UNF), MOCA’s collection has grown with 157 works gifted to the museum, and 25 works purchased from fundraising initiatives and/or through funds collected from Collector’s Circle Membership Fees.
* These 157 works are valued at over $5.69M, and have significantly increased the overall value of MOCA’s collection.
* The chart provided breaks down this collecting activity. Particularly noteworthy is the year 2016 when Maria Cox made a very significant gift to the museum of works with a combined value of over $5M.

**2017-2018 UNF Engagement**

* Beyond the ROI in terms of financial contributions, MOCA also contributes strongly to the student, faculty, staff and community life of the university.
* In the last academic year 2017-2018 MOCA engaged in the following:
  + 5 UNF exhibitions presented by faculty and/or students, and tied to particular curriculum, in the named UNF Gallery at MOCA
  + 103 faculty visits for research, study and curriculum development
  + 6 UNF private events (e.g. Alumni Association, faculty orientation etc.) with 545 guests
  + 505 attendees at UNF public programs
  + 2078 total UNF visitors
  + 958 student visitors for study, research, classes and relaxation
* Dr. Debra Murphy will present some of these engagements in more detail a little later in the presentation.

**2018-2019 UNF Engagement**

* This academic year MOCA has already engaged in many wonderful transformational learning opportunities that emphasize student engagement; learning opportunities outside of the formal class room; internship opportunities; and paid work experience. Examples include –
  + Pop up exhibitions such as the Public Art Maquettes exhibition which has resulted in the work of 3 students being selected and funded to be created into full public art works and installed in Hemming Plaza
  + Movies on the House (MOTH) Film Series – an interdisciplinary, cross- campus film series screened at UNF and MOCA
  + Class visits from classes across various departments to visit MOCA’s exhibitions, study our collection and utilize our classroom and theatre spaces.
  + Connections to other universities including, for example, Princeton due to the recent tour of the Frank Stella exhibition
  + Paid musical performance opportunities for UNF Music Students at all exhibition opening events and private events
  + UNF private events Downtown
  + UNF Guilds having stalls monthly at Art Walk where they have exposure to 1000-2000 art buying members of the public Downtown
  + Art Ambassadors are students who are employed in visitor engagement roles as student docents and front of house staff
  + UNF Student Artist in Residence Program – a competitive program open to seniors in the Art and Design Dept. who have the opportunity to be given a studio space and mentorship at MOCA, resulting in an exhibition of their new work.

**UNF Student Artist in Residence – Mark Lester**

* MOCA is particularly proud of the career enhancing opportunity provided to UNF students through the Student Artist in Residence Program.
* This year’s student was Mark Lester and Mark was invited to share his experiences with the Board.

**UNF Art and Design Dept. – Dr. Debra Murphy**

* Dr. Murphy, Chair of the Art and Design Department and MOCA Board Member presented on the diverse, vibrant and valuable engagement the MOCA has had with her students, faculty and staff.

**Cross-campus Collaboration – Dr. Adam Rosenblatt**

* As well as collaborating with the Art and Design Department, MOCA is also committed to collaborating across campus, and providing opportunities for unique partnerships outside of the classroom.
* Dr. Rosenblatt, Assistant Professor of Biology, shared his recent experience of presenting along with other UNF colleagues on a panel discussing climate change, a public program presented during the *Gideon Mendel: Drowning World* exhibition at MOCA.

**Future Opportunities**

* We look forward to building upon these many achievements, all the time in

line with and promoting UNF’s priorities and metrics

* MOCA is perfectly positioned to link gown and town, both conceptually and physically, and act as a bridge linking the campus with our Downtown, and fuel Downtown revitalization initiatives.
* MOCA can also focus on and contribute to the recruitment and retention of students, as well as research and scholarship opportunities e.g. tied to the Norman Fisher Collection
* And MOCA can help to redefine the future of learning itself – and participate in a conversation around the world e.g. recent Global Symposium on the Future of Arts Education at the Central Academy of Fine Arts in Beijing, China
* MOCA can lead new digital learning opportunities

**The Future – Dr. Scott Brown**

* Dr. Scott Brown, Professor of Art History, MOCA Board Member and MOCA Education Committee Chair spoke about the important role that MOCA’s education programs play within our community and the significant pipeline that these programs provide in student recruitment

Finally, a video (filmed by a UNF Film studies intern in MOCA’s Communications Dept.) was shared in which a UNF Printmaking Student shared her transformation experience of having exhibited and presented at MOCA, and how this was something she had dreamed of doing since she started attending summer camps at MOCA as a kindergartener.

Ms. Doherty thanked the Board for their time and opened the floor for questions. Trustee Gonzalez asked about the $1.4 million artwork of Joan Mitchell that was sold by the City of Jacksonville. Ms. Doherty commented that MOCA received 50% of the proceeds.

Trustee Joost thanked Ms. Doherty for the collaboration and for a better understanding on how MOCA supports itself.

Trustee Egan asked about the branding of UNF for MOCA. Ms. Doherty commented that UNF is always on the logos.

Vice President Shari Shuman stated that the net position has gone from five million to eight million from the donations and artwork. Operating standpoint overall does exceptionally well because of the major donations coming in.

Trustee Bryan asked about the opportunity for our nursing students to engage at MOCA. Ms. Doherty said she has begun collaboration with the museum, the University, and the hospitals. It is an area we should investigate.

Interim Provost Pam Chally commented a possibility for developing a master in art management, which would lead to a great internship opportunity.

Trustee Gonzalez asked if we provide transportation for our students from UNF to MOCA. Ms. Doherty said that students generally carpool. Trustee Gonzalez recommended that we provide bus service with art displays on the bus. Vice President Shuman commented that we will look into transportation for our students.

## Item 4 Adjournment

Chair Hyde thanked Ms. Doherty and MOCA Board for their time and presentation. He asked the Board to join the MOCA Board members downstairs for lunch. After lunch, one of the Student Ambassadors, will give us a tour of MOCA.