

Board of Trustees – Monthly Meeting Minutes

Date: November 18, 2025
Time: 4:00 pm
Location: The Clarksville-Montgomery County Museum
d.b.a. Customs House Museum & Cultural Center
Averitt Board Room

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The Clarksville-Montgomery County Museum held the four hundred and ninety-fifth (495) meeting Of the Board of Trustees on November 18, 2025, in the Averitt Board Room of the Museum.

Board Members Present: Dan Black (Chair), Larry Richardson, John Halliburton, Brendalyn Player, Jodi Issacs, Darwin Eldridge, Joe Creek, Carolyn Ferrell, Sheena Dixon, Nick Nicholson, Jane Olson, Amelia Magette, Deanna McLaughlin, Allison Clouser (Guild)

Board Members Absent: Armi Rhodes

Staff: Frank Lott, Executive Director, Vicki Parker, Office Manager, Channing Grimes, Membership, Volunteer & Development

I. **Roll Call:** See Present and Absent

II. **Introduction of New Staff**

- Daniela Thomas, Marketing & Publications Designer
- Demetrius Hnarakis, Marketing & Media Associate

III. **Minutes of October 21, 2025, meeting was presented for review.**

Motion to approve October 21, 2025, minutes:
Motion to 2nd:
All Approved

Larry Richardson
Nick Nicholson

IV. **Officer's Report**

A. **Treasurer's Report:** Darwin Eldridge presented the balance sheet, income statement, and statement of cash flows for October 2025. The Museum's total assets at the end of the month equaled \$2,483,592.28, liabilities equaled \$87,163.57 and equity (net position) equaled \$2,396,428.71. Total assets dropped primarily due to accumulated depreciation. The Museum's non-donor restricted assets amounted to \$541,890.86, while its donor restricted assets amounted to \$77,082.21. Total cash was higher than the prior year and equaled \$515,836.55. Most of the Museum's cash now consists of general operating funds, due to improved revenue generation from fundraising events, admissions, and membership. The Museum's receivable balance increased compared to the prior year to \$46,975.88, which consists primarily of pledges for Flying High, *Second & Commerce* Magazine, and remodeling the Explorer's Landing and Model Train areas. Compared to this point in the prior fiscal year, the Museum's short-term and long-term liquidity is stronger due to continued fundraising activities, grants, earned revenue, and maintaining low levels of short-term and long-term liabilities when comparing historically.

Revenue for the month equaled \$120,419.69 and expenses equaled \$164,140.39, which provided a net income of -\$43,720.70. The year-to-date net income is -\$69,058.67. The prior year's net income was \$83,798.26. It is important to note there are non-cash items also affecting net income related to depreciation in the amount of \$85,007.24. The revenue is primarily being driven by Flying High, Admissions and Membership renewals. Overall, when compared to this point in the prior fiscal year, the Museum's financials indicate improved cash position due to fundraising events, admissions, and support from the Customs House Foundation and City of Clarksville. The Statement of Cash Flows shows a \$10,078.46 increase in cash compared to the end of FY2025.

The Finance Committee approved the October Financials during the November 18, 2025, Finance meeting.

Motion to approve Financials as presented:
Motion to approve:
All Approved

Nick Nicholson
Darwin Eldridge

B. Executive Director – Frank Lott reported:

1. SEMC Conference, Montgomery, Alabama

- a. Conference was held in Montgomery, Alabama. Channing Grimes, Terri Jordan, Matthew Sarnelli, and Frank Lott were in attendance. The conference included over 700 other museum professionals along with a Tradeshow floor and networking.
- b. Channing Grimes was a presenter for a second year. The presentation topics were "Clicks to Contribution" and "Celebrating Your Milestones."
- c. The museum received multiple awards at the SEMC annual conference.

2. TAM Conference will be in March 2026.

- 3. Historic Clarksville –** The third edition of the Historic Clarksville book will be available December, 2025. Presentation of the books to forty-seven sponsors will be December 2 from 5:00 PM – 7:00 PM in the museum auditorium. Book Sales will begin on December 4 during Noel Night.

C. Chairman's Report – Dan Black thanked Larry Richardson for his time as Chairman.

V. Committee Reports

A. Finance Committee: Darwin Eldridge reported:

1. Vicki Parker has been investigating investment growth opportunities data. Updated information will be provided in December.

B. Building Committee: Frank Lott and Nick Nicholson reported:

1. **1898 Roof Replacement –** The roof replacement will require 425 days to complete. The project will begin in January 2026. The slate roof material recommendation from the contractor will work. The roofing company will mock-up a board sample to ensure slate will work with lighting used to light the roof at night prior to beginning.

C. Collections/Exhibits Committee: No Report

D. Marketing/Membership Committee: Brendalyn Player reported:

1. **Membership In October,** we had 37 new members and 42 renewals. Total household membership was 1,278 and total individual memberships were 2,259.
2. **Marketing Department –** The marketing department team is doing a great job. Short videos of our exhibits are now being shown on social media through reels.

3. **Second & Commerce** – History on the Rocks scheduled at Beachaven (Downtown) on December 11.

- E. **Nominating Committee** – Dan Black reported:
Board members approved in October 2025 meeting will begin in January 2026. They are:

Sam Jones, Legends Bank	County Representative
Marydith Young	City Representative

The Committee will research and select someone to replace Kell Black's position that has not been filled.

- F. **Strategic Plan Committee** – Dan Black reported:
The Committee met multiple times over the past several weeks to review progress and applicability of the Strategic Plan. In our review we focused on the actions or "Action Steps" for the plan. We provided feedback to the Board Chairman and Executive Director for areas where excellent progress has been made or exceeding the "Key Performance Indicators (KPI)." In other areas, where needed, some "action steps" were recommended by the committee as a next step to continue movement in fulfilling KPI.

The committee does recommend two (2) updates/changes to the Plan.

1. Under the Strategic Pillar "Exhibits and Programs"
 - a. Critical Success Factor – Establish a balance of Exhibit subject area matter.
 - 1) KPI – Remove #1
 - #1 reads – Determine a board-approved balance of exhibit subject area.
 - The committee found this to be very restrictive to the planning of exhibits and daily operations; and involves the board in a level of daily workflow and activity beyond what is appropriate.
2. Under the Strategic Pillar "Sustainability"
 - a. Remove the Critical Success Factor – Incorporate Diversity, Equity, Accessibility, and Inclusion (DEAI) into all aspects of the Museum.
 - b. Also remove the associated KPI numbers 1 and 2 as well as the associated "Action Steps"

The recommendation is made based on information requested from and provided by the City of Clarksville on DEI policies.

Information provided by City of Clarksville Human Resources "Pursuant to HB0923, the city does not have any DEI programs or policies."

Motion to approve amending the current Strategic Plan
Motion to 2nd:
All Approved

Dan Black
Jane Olson

- G. **Guild Committee:** Allison Clouser reported:
1. Art In Bloom – The event is scheduled for March 27, 2026. The Guild is working with thirteen Florists to confirm commitments.
 2. Flying High 2026 – Channing Grimes reported the museum is evaluating multiple venues to ensure we are following the City Purchasing Rules. More information will follow next month.

VI. **Old Business:** No Report

Valentine

- VII. **New Business:** Carolyn Ferrell Reported:
A. ~~John~~ Sevier Monument moved to the Riverview Cemetery. There were about forty guests from Clarksville and five direct descendants.
- VIII. **Announcements:**
A. Jane Olson reported – Art demonstrations with Exhibits of local artists.
B. Frank Lott reported – Secretary of State, Tre Hargett and Senator Bill Powers will be at the museum on December 3, 2025, for a tour of the museum.
- IX. **Public Comment:** No Comments
- X. **Adjourn:** The meeting adjourned at 5:00 PM.



Dan Black, Chairman



Jane Olson, Secretary