



MAY ATTENDANCE

	FY2025	FY2024	FY2023	FY2022
EVENTS/PROGRAMS	65			
OUTREACH	195			
VOLUNTEER VISITS	10			
MUSEUM BUSINESS	-			
MAY TOTALS	270	3,553	3,051	2,926
FISCAL YEAR-TO-DATE TOTALS	10,980	38,472	33,197	35,730

MAY REVENUES

	FY2025	FY2024	FY2023	FY2022
MEMBERSHIP	580			
STORE	-			
MAY TOTALS	580	16,945	18,504	18,382
FISCAL YEAR-TO-DATE TOTALS	61,712	172,191	200,817	155,018

Please note: Tables were updated in February 2025 to reflect the museum's current closure and categories are those that will be in use during the museum rebuild.

MARCH PROGRAMMING

EVENTS/PROGRAMS/OUTREACH	OCCURRENCES for MONTH	ATTENDEES	PARTNERSHIPS/SUPPORT
Fundraiser Presentation	1	195	RMAC Foundation
Second Saturday	1	65	RMAC Foundation and Roswell Public Library
TOTALS	1	260	

MEMBERS



366

current active
memberships

524

current active
membersFOR
MONTH

-

new memberships

11

renewals

YEAR
to DATE

16

new memberships

105

renewals

VOLUNTEERS

FOR
MONTH

15

volunteer hours

10

volunteer visits

YEAR
to DATE

2148.5

volunteer hours

474

volunteer visits

5,899 FACEBOOK
FOLLOWERS1,781 INSTAGRAM
FOLLOWERS

658 E-NEWSLETTER SUBSCRIBERS

ACTIVITIES & HIGHLIGHTS

CURRENT STATUS & CONSERVATION

The Museum is currently closed due to the flood with collection recovery and rebuilding estimated at 3-4 years.

- An estimate for appraisal services for the fine art collection has been submitted to insurance for review.
- Museum staff continue to talk to prospective conservators for the Goddard Collection and other unique collection items, such as the Luis Jimenez sculpture, *End of the Trail*, for conservation services.
- The Conservation Center's site visit report from their visit at the end of April/beginning of May to review the collection items that remained in Roswell and were above the floodline. Initial findings included warped stretcher bars and taunt painting canvas due to humidity exposure, as well as silt adhesion on surfaces that may need conservation services for cleaning.
- Artwork was returned to lenders in May that required minor cleaning, which was performed by museum staff under the direction of TCC conservators.
- TCC continuing to carry out condition assessments of the 5,300 damaged objects at their Chicago facility. The first batch of proposals is expected in early June. The resulting proposals will outline recommended conservation treatments, costs and timelines to treat individual items.

MUSEUM MIX & MINGLE

Museum staff gave a free public presentation at a "mix and mingle," and membership promotion event at The Liberty on Saturday, May 31, from 6-8:30 pm. Modeled after the annual Members Open House, after the presentation, which focused on the impact of the flood and related recovery efforts, staff answered questions and had an educational display showcasing examples of conservation techniques related to flood affected objects. The event was sponsored in part by The Liberty with additional support provided by the RMAC Foundation. 65 people were in attendance and the presentation was posted on the Museum's Facebook page.

MUSEUM RECOVERY MERCHANDISE

"It's Your Art" Museum Recovery Campaign stickers are now available for members and for distribution at promotional events. Designed by Nicky Ovitt, an Albuquerque-based illustrator, the stickers and future items aim to celebrate the Museum's history and spread awareness about its recovery progress. The tagline, "It's Your Art," represents that the collection is held in the public trust for the benefit of the community. The project is sponsored by the RMAC Foundation.



SPRING FUNDRAISER

The RMAC Foundation held their annual spring fundraiser on May 17 at The Liberty in support of the Museum's recovery efforts. The theme of the event was Flamenco Fiesta with Cuban-inspired food and entertainment and a live auction. The event was at capacity with 204 tickets sold.

SANTA FE RECOVERY VISIT

The Department of Cultural Affairs helped coordinate an opportunity for Museum staff to visit Santa Fe in late May to meet with DCA staff who aided with the Museum's early recovery efforts, as well as behind-the-scenes tours of museums who have undergone or are preparing for major construction, including the Vlam Contemporary, School for Advanced Research, and the O'Keeffe Museum.

During the visit, staff met with the O'Keeffe Museum's in-house conservator Dale Kronkright to review conservation and reframing of *Ram's Skull with Brown Leaves*, the Roswell Museum's 1936 painting by Georgia O'Keeffe that survived the flood, with the frame just barely coming in contact with flood waters. Kronkright had examined the Museum's O'Keeffe painting around 2009 before he went to work full-time for the O'Keeffe Museum and as such had prior experience with the work.

Planned conservation measures include minor cleaning and addressing slight cracking in the paint that is common for a painting of this age. The new frame is a donation by the O'Keeffe Museum Board and was developed by the O'Keeffe Museum for use on the artist's paintings in their collection. It has since been applied to O'Keeffe paintings in other significant public collections such as The Whitney, SFMOMA, Denver Art Museum, San Diego Museum of Art. The frame will provide a specialized microclimate encasement with humidity controls and protection from water for an extended period. The frame is also in keeping with the style O'Keeffe would have used in the 1930s. The work came to the Roswell Museum in 1957 with a metal strip frame that was likely put on by O'Keeffe's framer in the 1950s. The 1950s frame was layered inside of a more ornate frame added by the Roswell Museum as a protective measure in the 1980s. The painting is on loan to the O'Keeffe Museum for safekeeping until the Roswell Museum reopens.

The conservation and research conducted by the O'Keeffe Museum on *Ram's Skull with Brown Leaves* is planned to be documented and made available online at a future date. The Roswell Museum and City of Roswell are grateful for the donation of services and support provided by the O'Keeffe Museum.

MUSEUM POP-UPS

The Museum will present an outreach booth at the Mainstreet Roswell Farmers Markets this summer, starting on July 12, with future plans to be at the Roswell Championship Air Races, Museum Day Roswell and other local events.

NMAM CONFERENCE

The Museum will be hosting the annual conference for the New Mexico Association of Museums on November 3-5. The New Mexico Association of Museums provides statewide support to New Mexico's museums, museum professionals, and associated groups through professional development, advocacy, communication, and collaboration.