

**ALAMO TRUST, INC. BOARD OF DIRECTORS
MEETING MINUTES
January 17, 2024**

TIME AND PLACE OF MEETING

A meeting of the Board of Directors (the “Board”) of Alamo Trust, Inc., a Texas nonprofit corporation (the “Corporation”), was held in The Historic Menger Hotel Renaissance Room, located at 204 Alamo Plaza, San Antonio, Texas 78205, on Thursday, January 17, 2024 at 9:30 a.m., local time, pursuant to a meeting notice duly given to all of the members of the Board in accordance with Section 3.07 of the Third Amended and Restated Bylaws of the Corporation.

ATTENDEES

The following directors attended the meeting:

Welcome Wilson, Jr., Chairman
Hope Andrade, Treasurer
Charlie Amato

The following directors attended the meeting via video conference:

Adrian Piloto, Texas General Land Office (GLO) Advisory Director (Non-Voting)

Francisco Cigarroa and Peter J. Holt were not present at the meeting.

At the invitation of the Board, the following also attended the meeting: from the Corporation, Kate Rogers, Kate Carey, Jill DeYoung, Jonathan Huhn, Sheila Mayfield, Alex Rivard, Daniela Serna, Lisa Tapp, and Tyler Taylor; from the Texas General Land Office, Jeff Gordon, General Counsel; and from the Corporation’s consultants from VantageCFO, Ray DeLaughter; from Crowe, Kevin Smith and Melanie Alpers; from WestEast Design Group, Tim Baisdon.

It was confirmed that all participants in the meeting could hear and be heard by all other participants in the meeting.

QUORUM AND CALL TO ORDER

Welcome Wilson, Jr., Chairman of the Board (the “Chairman”), called the meeting to order at 9:35 a.m. Based on the number of directors in attendance at the meeting, it was determined that a quorum was present and that the meeting could proceed.

APPROVAL OF PRIOR MEETING MINUTES

The first order of business before the meeting was the review of the minutes of the Board meeting held on Thursday, October 19, 2023 (the “Minutes”). The Minutes were reviewed, which were in the form of the drafts previously submitted to the Board. Upon motion duly made by Hope Andrade and seconded by Charlie Amato, the Board unanimously approved the Minutes.

PUBLIC COMMENT SESSION

The meeting was then opened to public comment. The Chairman determined that no members of the public were in attendance and that no members of the public had requested to make comments at the meeting. Accordingly, no public comments were offered to the Board.

BUSINESS CONDUCTED AT THE MEETING

Executive Director's Report

Kate Rogers, Executive Director of the Corporation, provided reports on the Corporation including information on Marketing, Development, 1724 Gala, upcoming cultivation events, Communications, Operations and Facilities, Information Technology, Security, Volunteers, Conservation, Archaeology, Human Resources and new hires and hires we are seeking, Employee Engagement efforts, Senior Leadership Team (SLT) work, Accounting, Alamo Plan updates and staff moves. She mentioned that the Education and Collections will present to this Board later in the meeting.

Treasurer's Report

Lisa Tapp, CFO of the Corporation presented Financial Reports related to the Corporation for September through December 2023, including a Statement of Activities by Grant (Source of Funds) for September to December 2023. Lisa presented an Operations Budget vs. Actuals for September to December 2023, as well as a Statement of Position by Grant (Source of Funds) for the end of December 2023. She also provided the Consolidated Financial Statements for Corporation and Remember the Alamo Foundation (RTAF) for September through December 2023, including a Consolidated Statement of Activities for September to December 2023 and Consolidated Statement of Financial Position as of December 31, 2023. She reported the 2023 audit is ready for an approval vote later in the meeting and discussed Alamo Plan accounting efforts in partnership with Ray DeLaughter of VantageCFO.

ACTION ITEM: Approval of 2023 Audit

Kevin Smith and Melanie Alpers of Crowe LLP (public accounting/audit firm) presented the final 2023 audit statements. It was noted that these statements presented an unmodified opinion with no material weaknesses.

Upon motion duly made by Hope Andrade and seconded by Charlie Amato, the Board unanimously approved the 2023 audit.

ATI PRESENTATION: MARKETING 2023 YEAR END REPORT

Sheila Mayfield, Chief Marketing Officer presented a Marketing Recap for the Calendar Year 2023. She provided an annual comparison of Church Attendance and Experience Sales (2022 v. 2023), Exhibit Count comparison between Church, Alamo Exhibit and Overall Paid attendance, Exhibit Capture v. Total Paid capture percentage/rate, Top Ten Sales Days of 2023, Locations of ticket purchasers in the U.S., Gift Shop/Private Events/Souvenir Photos sales and Donations/Memberships compared annually (2022 v. 2023), along with Locations of members in the U.S. and the world. She shared information on our social media efforts (followers, impressions and engagement) including Facebook, Instagram, Twitter, and LinkedIn.

EXECUTIVE SESSION

The Board agreed that no executive session was needed at today's meeting.

CONSULTANT PRESENTATION: EDUCATION CENTER UPDATES – DESIGN (WESTEAST DESIGN GROUP)

Tim Baisdon of WestEast Design Group presented an update on the architectural design of the Alamo Education Center, including architect floor plans, detailed interior views and the terrace rooftop. We are partnering with PreK4SA to finish the build out of these spaces.

ATI PRESENTATION: EDUCATION CENTER UPDATES – PROGRAMMING

Kate Carey, Vice President of Education and Interpretation, along with Alex Rivard, Director of Education presented an Alamo Education Overview and Update that included information on the Alamo Education team and department priorities. They discussed the upcoming Texas Cavaliers Education Center building along with its flexible learning spaces. Alex covered in further detail the latest on Alamo field trips, including Discovery, as well as other additional educational programming. He also commented on their Professional Development and Summer Institute efforts and shared an update on their continued progress of curriculum alignment to the upcoming Alamo Visitor Center and Museum. Lastly, the Board had the opportunity to view two videos of our Education team doing outreach education involving boat building and cookie excavation initiatives as related to STEAM at the Alamo.

ATI PRESENTATION: COLLECTIONS UPDATES

Tyler Taylor, Vice President of Collections, Curation, Conservation, and Archaeology presented on Upcoming Acquisitions for her department. These include collections with Spanish Colonial and Mexican artifacts, as well as Texas, Cowboy, and Plains Indian artifacts and documents that will be housed at the galleries of the upcoming Alamo Visitor Center and Museum.

OLD BUSINESS

None.

NEW BUSINESS

None.

ADJOURNMENT

There being no further business to come before the meeting, upon motion duly made by Hope Andrade, and seconded by Charlie Amato this meeting of the Board adjourned at 11:39 a.m. local time.

Hope Andrade, as acting Secretary of the Meeting