

**Museum Advisory Board Meeting  
January 20, 2022 4:00pm  
Greeley History Museum**

Meeting digitally recorded; transcribed by Samantha Foyle

**Call to Order:** 4:00 PM

**Roll Call:**

Members Present- Adrian Sdano, Daina Bustillos, Emma Pena-McCleave, Floris Mikkelson, Gary Alexander, George Junne, Laura Reeser, Michael Weiland,

Staff Present- Holly Berg, Jason Evenson, Samantha Foyle, Geoff Havens, Sarah Lester, Katie Ross, Sarah Saxe

Members absent – Joseph Lesko

**Approval of December 2021 Museum Advisory Board Meeting Minutes:** Motion to approve by Floris Mikkelson, seconded by Emma Pena-McCleave. Motion passed unanimously.

**Approval of December 2021 Funding Team Meeting Minutes:** Motion to approve by Floris Mikkelson, seconded by George Junne. Motion passed unanimously.

**Culture, Parks and Recreation Department Report** (Kelly Snook): Working on a request for qualifications document for our Community Needs assessment for CPRD. Which will be compared with our previous Department assessment conducted in earlier 2021. We hope to compare this with our current organizational structure. Streamline communication internally with CPRD as well as externally with other departments such as IT and Facilities. Museum Advisory Board Review will be conducted in 2023.

**Culture Division Report** (Jason Evenson): Waiting to hear on developments from our new budget system for 2022.

**Museums Report** (Sarah Saxe): Greeley History Museum's attendance in 2021 was at 35% of 2019 numbers keeping in mind we were not open the 1<sup>st</sup> quarter of 2021. Centennial Village attendance in 2021 was at 18% of 2019 which was mainly effected by not hosting several events such as History Fest. Revenues were higher at both locations due to increased admissions price at GHM, the Store fared well, and we received donations. In 2022 looking forward to hosting a whole calendar of events; at Centennial Village starting with Baby Animal Day and History Fest in the spring and fall. Miranda Todd officially transitioned to the Research Center as the Archives Assistant. Museum at Twilight for December and January remained steady with 18 in attendance for January. The next Museum at Twilight will be Thursday February 10<sup>th</sup>. We wanted to recognize Sarah Lester for all her help with 2020 and 2021 training and operations; as she heads back into her Assistant Curator Role.

**Friends of the Greeley Museums Report** (Laura Reeser): Officially expanded PayPal account to take donations for the Capital Campaign. The Friends Annual meeting will be February 10<sup>th</sup>. Funding renovations for the Ice House at Centennial Village.

**Public/Board Input - Committee Reports:**

- Funding Team (Daina/Flo/Emma/George/Mike/Gary) – Reaching out for Donations for the Capital Campaign Project.
- Experiences Team (Mike/George) – Discussed the potential exhibit for the building we are raising funds for, no concrete decisions at this time as it depends on funds raised. An external exhibit design company will be hired for this exhibit we have themes in mind with technology and hands on capability. Website reach for our 3 virtual exhibits in 2021 was 1,961 people. Social Media accounts in 2021 has a total reach of 86,550 people. Keeping posts from 9 – 11 per month keeps up with the algorithm with our content appearing on people screens 90,802 times in 2021. This was the first time we tracked out Social Media reach and look forward to see our reach going forward. Exhibits hired a new Senior Museum Aid Adriana Trujillo. Faces of Dearfield exhibit opened today which will tie into the Black and White in Black in White opening in February 17; contains art work of Julie Vaught who painted faces from the photographs. Katie Ross has updated the Inventory for the Stevens House including 684 items with 161 items that were missing from that list. Current maintenance going on at Centennial Village consists of reconstructing the Ice House, painting the inside of the Church, redoing the floor of the Fire House, several HVAC Replacements, painting and porch repairs of the White-Plumb House and painting the Montfort House and Meeker. Virtual Museum to You for District 6 is in progress with resource modules ready to go.
- Acquisitions Committee (Adrian/Joe) – No deaccessions at this time. 8 items were declined with no connection to Greeley or Weld. Level 1 approvals for Weld Chamber of Commerce Reports, School District Report, and 1975 Greeley Chapter of Germans from Russia musical record with 18 Psalms. Level 3 approval was for cowboy boots worn by Rattlesnake Kate. Level 4 approval for a three page, typed biography written by Jane G. Adams on William Riley Adams (1861 -1942), half is on his early life and half on his life in Greeley. 58 black and white digitized images on loan from UNC.
- Community Engagement Team (Flo/Mike/George/Emma/Gary) – Currently on hold at this point.

**New Business:**

- For Approval: Historic Media Reproduction Policy (Katie): Motion to approve by Floris Mikkelsen, seconded by Emma Pena-McCleave. Motion passed unanimously

- For Approval: Historic Media Reproduction Deed of Gift (Katie): Motion to approve by Floris Mikkelsen, seconded by Daina Bustillos. Motion passed unanimously

**Old Business:**

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**Next Meeting:** Thursday, February 17, 2022, 4:00 p.m., Greeley History Museums

**Adjourn:** Mike adjourned meeting at 4:55pm