

**Museum Advisory Board Meeting
February 17, 2022 4:00pm
Greeley History Museum**

Meeting to be digitally recorded; transcribed by Samantha Foyle

Roll Call: Adrian Sdano, Daina Bustillos, Emma Pena-McCleave, Floris Mikkelsen, Gary Alexander, George Junne, Joseph Lesko, Laura Reeser, Michael Weiland

Approval of January 20, 2022 Museum Advisory Board Meeting Minutes

Approval of January 11, 2022 Funding Team Minutes

Approval of January 31, 2022 Funding Team Minutes

Culture, Parks and Recreation Department Report (Kelly Snook):

Culture Division Report (Jason Evenson):

Museums Report (Sarah Saxe):

Friends of the Greeley Museums Report (Laura Reeser):

Public/Board Input - Committee Reports:

- Funding Team (Daina/Flo/Emma/George/Mike/Gary) –
- Experiences Team (Mike/George) –
- Acquisitions Committee (Adrian/Joe) –
- Community Engagement Team (Flo/Mike/George/Emma/Gary) –

New Business:

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Old Business:

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

Adjourn:

**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 1st 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 10th. 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 10th. 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

Fundraising Team Minutes
Tuesday, January 11, 9:00 a.m.
Greeley History Museum

Meeting to be transcribed by Sarah Saxe

Call to Order: 9:03am

Roll Call:

In attendance: Emma Pena-McCleave, Flo Mikkelsen, Gary Alexander, George Junne, Joe Lesko, Mike Weiland

1. Discuss Capital Campaign roles and responsibilities:
 - a. See next steps
2. Generate lists of potential donors, sponsors, foundations:
 - a. Subcommittee members emailed ideas prior to meeting and suggested others at the meeting. One list was compiled of 40 corporations, 21 private donors, and 12 grants/foundations with additional corporations/individuals to be added with more research.
3. Discuss next steps
 - a. Sarah will evenly divide out list of corporate and individual donors amongst funding team members. Members are to do a little research on the corporation/individual to demonstrate how our project matches their mission. Team members are to make initial connection with potential donors to set up a time to discuss project further.
 - b. In meantime, Sarah will create form email with critical info and send this along to team members with brochure, half page document, and FAQs. Team members will use this for follow-up conversations with potential donors.
 - c. Sarah will reach out to Communications & Engagement for status on pop-up banner and printed brochures/half page document, as well as to ask about the creation of a simple PowerPoint presentation for future donor meetings.
 - d. Once marketing collateral is produced, team members will approach local clubs/organizations to present project.
 - e. Sarah will do further research into grants and foundations and determine where best fit might be.
 - f. Gary will follow up with Ray Tschillard/Poudre Learning Center about their capital campaign efforts for assistance.

New Business:

Old Business:

Next Meeting: January 25th, 10 am

Adjourn: 9:53am

Fundraising Team Minutes
Monday, January 31 10:00 a.m.
Greeley History Museum

Transcribed by Sarah Saxe
Call to Order: 10:00am

Roll Call: Mike Weiland, Emma Pena-McCleave, Daina Bustillos, Gary Alexander, Flo Mikkelson, Sarah Saxe, Sarah Lester, Holly Berg

1. Update on Poudre Learning Center capital campaign information meeting
 - a. Gary Alexander arranged a meeting with Sarah Saxe, Gary, and Ray Tschillard, former executive director of the Poudre Learning Center, to ask for advice on our own campaign. Take aways include:
 - i. Don't start off asking for money. Relationship takes 4-6 visits to build donor relations. At first meeting, inform about Greeley Museums in general (mission, activities, impact). Second meeting, get to know donor's interests and connections to our project. Third meeting, introduce capital campaign and make connection to donor's interests. Tell stories to illustrate impact new building/Centennial Village makes in community. Ask donor some version of "what is your role in helping to develop our community's agricultural history?" or "what do you want your role to be in developing our community's ag history?"
 - ii. Big donors/corporations want to give, and they don't care so much about recognition. We can mention our recognition categories (outlined in campaign brochure) as a starting off point, but make sure to ask donor "what kind of recognition is meaningful to you?" Later on, we can create smaller tiers of recognition for donors who contribute more modestly than what is currently outlined.
 - iii. Bring in partnerships with local schools now. Invite teachers from local schools to sit on funding team committee.
2. Update on Farm Show relationship building
 - a. Geoff Havens attended the Farm Show and met many people who were on our donor lists. If Geoff found a good connection/contact, he emailed the funding team member directly with contact info.
3. Update on marketing materials
 - a. Brochures and ½ page document should be back from the printers soon.
 - b. Pop-up banner and PowerPoint template are currently in design with Communications & Engagement department.
 - c. Donor letter and digital campaign brochure already emailed out to funding team members.
4. Update on grants/foundations

- a. Sarah Saxe submitted application request form for Boettcher Foundation – we should hear back if they want us to apply.
 - b. Boettcher Fund from Weld Community Foundation sounds like a good lead but we need to apply within 1 year of groundbreaking – apply in 2023.
 - c. Sarah has a phone call scheduled with El Pomar Grant rep next week.
 - d. Cache la Poudre Heritage Area grant seems like a good option but we need 50% of funds raised. Apply late this year/early next year.
 - e. Sarah eliminated a few grant options that do not fit our project. Sarah will research and pursue a few others that may be promising.
5. Discuss progress on team members' initial contact with potential donors
- a. Team discussed tactics and phrasing when trying to reach the right person at a corporation where we have no “ins”. Group idea is to call a general number at the company and ask
 - i. “who can I speak to about partnership opportunities?”
 - ii. “who can I speak to about educational initiatives?”
 - iii. “...about community outreach?”
 - b. When speaking with a potential donor, also be sure to ask
 - i. “can you think of anyone else (outside your company) who might be interested in hearing about this project?”
 - c. Daina suggested we approach County Commissioners as a group rather than individually (as is currently assigned).
6. Discuss donor recognition/appreciation possibilities
- a. Gary reminded us that recognition really isn't top priority of most donors. This will be a necessary discussion with donors at some point, but probably down the road. Use donor recognition tiers from campaign brochure document as a jumping off point but make sure to note recognition is customizable to the donor. We want the recognition to be meaningful to the donor.
7. Determine next steps
- a. Sarah Saxe will assign board members additional potential donor contacts suggested by Ray Tschillard and Farm Show participants.
 - b. Sarah Lester will reach out to her contacts at Bella Romero and Billie Martinez to ask if teacher/principal/faculty would like to join the committee.
 - c. Daina will reach out to funding team to suggest new strategy of approaching County Commissioners as a group. Daina will take lead on making initial contact with Commissioners.

New Business: None

Old Business: None

Next Meeting: Tuesday February 22, 10am, Greeley History Museum

Adjourn: 10:50am

Museums' January 2022 Report

Major Events

- New exhibit *The Faces of Dearfield* opened in the North Gallery January 20th.
- JoAnna Luth Stull returned to work after an extended absence.
- Greeley Museums coordinated with the Denver Center for the Performing Arts to loan our reproduction Rattlesnake Kate dress and interpretive panels, to be exhibited for the duration of the new musical *Rattlesnake Kate*.

Visitor Services-Greeley History Museum

- Attendance: 170 (2020: 265)
- Revenue
 - Admissions: \$983.00
 - Store: \$350.00
 - Research Center: \$330.00
 - Donations: \$0
 - Facility Rent: \$0
- Combined Total Revenue: \$1,663.00 (2020: \$1,290.45)

Visitor Services-Centennial Village

- Attendance: 0
- Revenue
 - Admissions: \$100.00
 - Registrations: \$
 - Store: \$10.50
 - Donations: \$0
 - Facility Rent: \$625.00
- Combined Total Revenue: \$735.50 (2020: \$43.00)

Collections

- Collections Stats
 - Items cataloged: 97
 - Images added: 1
 - Items Inventoried: 217
- Hazel E. Johnson Research Center Stats
 - Research requests: (1 onsite and 11 off-site)
 - 4 reproduction orders of 6 images

Museums' January 2022 Report

- The collections team assisted with condition reporting and preparing artifacts for display in the new exhibits *The Faces of Dearfield* and *Black and White in Black and White*.

Exhibits

- Virtual Tour Stats
 - Beyond Suffrage Virtual Tour: 39
 - Meeker Home Virtual Tour: 38
 - Centennial Village Audio Tour: 21
 - War Comes Home Virtual Exhibit: 24
 - Exhibit-related Virtual Programs: 14
- Adriana Trujillo started as Senior Museum Aide in the exhibits department. Adriana had previously worked as Lead Site Interpreter at Centennial Village.

Historic Sites

- The historic sites team have been busy with snow removal, the demolition of the Ice House, the removal of damaged flooring in the Fire Station, and the removal of deteriorating wallpaper in Hall House front rooms. Contractors are beginning on the rebuilding of the Ice House, re-flooring of the Fire Station, and the texturizing and painting of the Hall House front rooms.

Education

- Group visits: 8 (GHM)
- Sarah Lester completed and delivered two additional modules, "Bison Artifacts" and "Transportation Timeline", of the Virtual Museum to You program to the D6 Curriculum Coordinator.

Social Media Reach

- Posts: 9
- Reach: 3,795
- Impressions: 3,996
- Events Reach: 2,515