

**Museum Advisory Board Meeting
May 19, 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 Mikkelson, Gary Alexander, George Junne, Joseph Lesko, Laura Reeser, Michael Weiland

Approval of March 17, 2022 Museum Advisory Board Meeting Minutes

Approval of March 22, 2022 Funding Team Minutes

Approval of April 21, 2022 Museum Advisory Board Meeting Minutes

Approval of April 26, 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) –

New Business:

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Old Business:

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Next Meeting: Thursday, June 16, 2022, 4:00 p.m., Greeley History Museums

Adjourn:

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

Meeting digitally recorded; transcribed by Samantha Foyle

Call to Order: 4:00 PM

Roll Call:

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

Staff Present- Holly Berg, Jason Evenson, Samantha Foyle, Geoff Havens, Kelly Snook, Sarah Saxe

Members absent – Adrian Sdano, Joseph Lesko, Laura Reeser

Approval of February 17, 2022 Museum Advisory Board Meeting Minutes Motion to approve by Floris Mikkelson, seconded by Emma Pena-McCleave. Motion passed unanimously.

Approval of February 22, 2022 Funding Team Minutes Motion to approve by George Junne, seconded by Daina Bustillos. Motion passed unanimously.

Culture, Parks and Recreation Department Report (Kelly Snook): Invites for the City of Greeley Boards and Commission Event at Union Colony Civic Center March 31st have been sent out.

Culture Division Report (Jason Evenson): No updates at this time.

Museums Report (Sarah Saxe): The Black and White in Black and White Exhibit had a successful opening reception sponsored by the Friends of the Greeley Museum. In the process of hiring summer staff and preparing to open the gift shop at Centennial Village which has been closed for the past 2 years. Attendance is steadily increasing month to month. The lack of an employed cataloger has shown some delay in the cataloging process. Volunteers and staff with spare time are currently working through cataloging an employee dedicated to cataloging would show improvement. The Communications and Engagement group is working as a partner to have a heavier Social Media presence. Found replacement sponsor for Museum at Twilight only changes is for logos for promotional materials. The research center has had an uptick in requests with the release of the Rattlesnake Kate Musical.

Friends of the Greeley Museums Report (Floris Mikkelson): Internal elections are completed with all positions staying the same. Planning for Potato Day on the 2nd Saturday in September.

Public/Board Input - Committee Reports:

- Funding Team (Daina/Flo/Emma/George/Mike/Gary) – Fundraising Efforts for the Capital Campaign Project continue.
- Experiences Team (Mike/George) – Sarah Lester has completed new modules for Virtual Museum to You. They have been distributed to the District 6 Curriculum Coordinator containing Meet the Meekers, Starting a Utopia and Building a Utopia which is based on an activity that was completed in the classroom. The exhibit schedule for Greeley History Museum is set through mid-2024. Opening a poster exhibit in partnership with the Latino History Project group called Bittersweet Harvest which will open on Cinco De Mayo. Stevens house inventory is still in process. Audio service is provided by Oncell which is transitioning to a new platform toward the end of this year. Baby Animal Day is arriving April 15, 16, 18 through the 24th. Excited to have baby animals back at Centennial Village. History Fest has been planned with several schools touring from May 2nd through May 6th. Planning for Weld County Fair and other events through the end of the year at Centennial Village is in process. The second floor of the Fire House will be open and create a 3D view with a QR code for those to view that cannot access the second floor. Other Centennial Village projects include plaster repair and painting in the interior of the church and rebuilding and reconstruction of the Ice House. Requests for outgoing exhibits; Weld Towns 1862 to Present and Awakening Stories of ancient Bison Hunting.
- Acquisitions Committee (Adrian/Joe) – Items from the Time Capsule Exhibit have been offered into the permanent collection.
- Community Engagement Team (Flo/Mike/George/Emma/Gary) – No updates at this time. Currently tabled until further notice.

New Business:

- **CPRD Naming Policy** Motion to mark policy received and reviewed by Floris Mikkelsen, seconded by George Junne.
- **CPRD Memorial Policy** Motion to mark policy received and reviewed by Floris Mikkelsen, seconded by George Junne.

Old Business:

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Next Meeting: Thursday, April 21, 2022, 4:00 p.m., Greeley History Museums

Adjourn: Mike adjourned the meeting at 4:55 pm

**Museum Advisory Board Meeting
April 21, 2022, 4:00pm
Greeley History Museum**

Meeting digitally recorded; transcribed by Samantha Foyle

Call to Order: 4:02 PM

Roll Call:

Members Present- Emma Pena-McCleave, Floris Mikkelsen, George Junne, Joseph, Lesko, Laura Reeser, Michael Weiland

Staff Present- Holly Berg, Jason Evenson, Geoff Havens, Sarah Saxe

Members absent – Gary Alexander, Daina Bustillos, Adrian Sdano

Approval of March 17, 2022, Museum Advisory Board Meeting Minutes Approval moved to next meeting May 19, 2022.

Approval of March 22, 2022, Funding Team Minutes Approval moved to next meeting May 19, 2022.

Culture, Parks and Recreation Department Report (Kelly Snook): Expressed gratitude for the Peggy Ford Waldo Event.

Culture Division Report (Jason Evenson): Working on Museum Budget. Awaiting news on when the city-wide Community Needs Assessment will take place.

Museums Report (Sarah Saxe): The Message for the Future Time Capsule Exhibit has closed. The Bracero Exhibit will be opening in its place. The Members of the Mexican American History Project have been loaning personal items to go on display with the exhibit. Hiring at Centennial Village continues. An offer was extended to an interpreter. Looking to hire a groundskeeper at White Plumb Farm. Hired a lead interpreter at Centennial Village names Nicole Harris, has a background with youth education and history. Store continues to do well. Attendance continues to increase month to month. Hoping to hear feedback on Admissions pricing during the city-wide Community Needs Assessment. Preparing for “May Day” which is our safety month. Cataloging Collections is being completed by Volunteers and when the research assistant has time it continues to be a lengthy process. Numbers are staying strong for the Virtual Exhibits loaded to our websites. The Audio Tour will see an uptick as Centennial Village opens. Promoting Exhibits with a Podcast, Video Interview, Radio Interview and Posters. Hoping to have more dual language exhibits at both Greeley History Museum and Centennial Village, including a bilingual interpreter. Baby Animal Day broke the attendance record for a single day with over 800 people in attendance 4/16/2022. Communications and Engagement continues to work with us with social media reach, and more engaging ads.

Friends of the Greeley Museums Report (Laura Reeser): Looking over budget.

Public/Board Input - Committee Reports:

- Funding Team (Daina/Flo/Emma/George/Mike/Gary) – Fundraising Efforts for the Capital Campaign Project continue. Looking into partnerships and grants. Firm commitment from the Union Colony Company of Colorado to donate at least \$200,000.00 which takes the fundraising total to \$300,000.00.
- Experiences Team (Mike/George) – Discussed different options to have as a backup plan to cover a gap in 2023 exhibit schedule. The Bracero Exhibit is in progress and will open in time for Cinco de Mayo. Black and White in Black and White exhibit will be closing at the end of May. Refashioned: Giving Objects a Second Life Exhibit will be taking its place on June 16th. Outgoing traveling exhibits will be going out for Fort Morgan and the Colorado Square Dance Association Convention. Katie is continuing to work on inventorying artifacts in the Stevens-Reynolds House. JoAnn is working on the incoming and outgoing loans for The Bracero Exhibit, History Fest, and Baby Animal Day! Spring has arrived at Centennial Village. The Icehouse reconstruction has been completed. Gardens are getting planted and weeded. Finishing up the Fire House restoration project and the Hall House stair project. Fire House has a QR code to show a 360-degree mini tour of the second level for attendees that cannot make it up the stairs. The Dearfield Community is being honored by Colorado Preservation, Inc. and completed an interview in the Dearfield Exhibit here at GHM.
- Acquisitions Committee (Adrian/Joe) – Accepted a packet of materials of a teacher from 1920 including teaching certificates and other items. Declined the hitching post that was assumed to be from Dearfield but had no information linking it.
- Community Engagement Team (Flo/Mike/George/Emma/Gary) – No updates at this time. Currently tabled until further notice.

New Business:

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Old Business:

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Next Meeting: Thursday, May 19, 2022, 4:00 p.m., Greeley History Museums

Adjourn: Mike adjourned the meeting at 4:50 pm

Fundraising Committee Minutes
Tuesday, March 22, 2022, 10:00 a.m.
Greeley History Museum, 714 8th Street, Greeley, CO 80631

Meeting transcribed by Sarah Saxe

Call to Order: 10:05am

Roll Call:

Board Members Present: Daina Bustillos, Mike Weiland, Gary Alexander, George Junne, Emma Pena-McCleave, Flo Mikkelson

Museum Staff Present: Sarah Saxe, Sarah Lester, Katie Ross, Holly Berg, Geoff Havens

1. Introduction of new committee members and project recap
 - a. No new members in attendance; however, Steve Isenhour, principal at Maddison Elementary, and Ramon Reyes, principal at Maplewood Elementary have both agreed to participate. Additionally, Stan Sessions, longtime museum supporter and Ag/Farm enthusiast, will join the committee. Mark Watson of Hansel Phelps and the Union Colony Company of Colorado will also advise on the project.
 - b. Photographer John Fielder has offered his voice in whatever way might be helpful. The group brainstormed ideas and it was decided to ask John: for the use of appropriate agriculture-related images in the new exhibit space; if he knows of other photographers who might supply similar images if John has none; and if he might assist with a book signing fundraiser event similar to the one he presented in November, 2021.
2. Committee member progress updates
 - a. Katie reported that she hasn't had much luck connecting with Leprino about a grant but that she found Facebook contact information for individual employees and asked if someone on the committee would reach out.
 - b. Emma reported that she sent a brochure package to Richmark Real Estate and they seem interested.
 - c. Daina reported that she has contacted Julie Jensen of the Greeley Area Realtors Association to schedule a presentation late summer/early fall. She hasn't gotten a response from individuals on her list but will take brochures over to them.
 - d. Holly hasn't heard back from her assigned contacts but will also consider bringing brochures by to their locations.
 - e. Sarah Lester initiated contact with Ramon Reyes and Steve Isenhour, the two principals who agreed to advise on the committee.
 - f. Geoff has not had luck in his attempts to connect with JBS but will try to approach individuals via LinkedIn. Sarah S. suggested he might reach out to Justin Watada of the Stampede who must have connections with JBS as JBS is a major event sponsor for the Stampede.
 - g. Mike plans to bring a packet of information to Allo Fiber, he has been playing phone tag with Colorado Premium, and has a meeting scheduled with Warren Yoder of the Weld County Garage next week. Northern Feed & Bean is not interested and he has had no luck reaching Aramco. He does not have a good number for Dennis Hoshiko. Mike has left a message for Art Guttersen.
 - h. Garry hasn't had much luck reaching his contacts so plans to send brochures via mail.
 - i. Flo attended the Lions Club meeting with Geoff and assisted during the presentation. She will continue to reach out to individuals on her assigned contact list.
 - j. George has researched names and addresses of his assigned contacts and will visit them soon to drop off materials. He will also approach Jeff Crabtree on Friday.
3. Community presentations updates
 - a. Sarah Saxe presented at the Optimist Club 3/15 with Geoff and Gary.

- b. Sarah S. presented at a Visit Greeley meeting 3/16 and will give another presentation at the Greeley History Museum for members 6/15.
 - c. Sarah S. presented at a Greeley Chamber of Commerce board meeting 3/21 with the possibility of a follow up presentation later this year.
 - d. Geoff presented at the Greeley Lions Club with Flo 3/21.
 - e. Additional presentations are scheduled for the year, see attached presentation schedule for more information.
4. Grants/foundations updates
- a. The Boettcher Foundation responded to Sarah S.'s initial submission stating they are not inviting us to apply at this time. After a debrief phone call, Sarah learned the group is interested in the project and that we should reapply when we have more financial support committed and have established clearer partnerships with the school district.
 - b. Sarah S. has applied to two \$5000 grants through local Walmart stores and apparently there is little restriction on how many times we can continue to apply and receive funding for various aspects of the project. If successful in the first round, Sarah plans to continue to ask for support. Sarah is waiting to hear if we make the top 200 projects for the State Farm grant.
5. Project Management updates
- a. Sarah S. and Geoff met with Mark Watson of Hansel Phelps and Union Colony Company of Colorado to discuss project management. He has agreed to act as a consultant and will help us to determine appropriate building materials, as well as procure bids and ask for in-kind donations for various aspects of the project (e.g., dirt work, surveying, drafting, project management, concrete).
 - b. Mark stated he believes Hansel Phelps will donate the concrete for the project and might also donate project management services. Mark has also stated that the Union Company of Colorado is pledging \$200,000 towards the project.
6. Determine next steps
- a. All members will continue with their attempts to reach their assigned contacts. They will also research and look for appropriate new contacts.
 - b. Sarah S. will follow up with John Fielder about a fundraising event and image use.
 - c. Sarah S. will follow up with Steve Isenhour and Ramon Reyes to flesh out partnership ideas with the school district.
 - d. Holly will use the museum's Facebook account to reach out to individual employees at Lepirino to ask about their granting process.
 - e. Daina will reach out to the County Commissioners as a group to see if she can schedule a presentation at one of their upcoming meetings.
 - f. Sarah S. will ask Eric Bloomer of the Parks division if he has a good contact for Dennis Hoshiko to give to Mike.
 - g. Sarah S. will continue to reach out to clubs and organizations to schedule future presentations.
 - h. Geoff will reach out to FFA
 - i. Emma will reach out to 100 Women of Greeley
 - j. Geoff will reach out to the city-appointed project manager to discuss next steps in the site assessment and permitting process. He will work with Sarah S. and Mark Watson to procure estimates and potential in-kind donations for portions of the project.
 - k. Holly will reach out to a few exhibit design/fabrication companies to procure bids for the exhibition component of the project.
 - l. Sarah S. will ask if the Union Colony Company of Colorado wishes their donation would remain anonymous; she will then notify the committee of the response.

Next Meeting: Tuesday April 26, 10am, Greeley History Museum

Adjourn: 11:07am

Fundraising Committee Minutes
Tuesday, April 26, 2022, 10:00 a.m.
Greeley History Museum, 714 8th Street, Greeley, CO 80631

Meeting to be transcribed by Sarah Saxe

Call to Order: 10:04

Roll Call: Flo Mikkelson, Gary Alexander, Mike Weiland, Katie Ross, Holly Berg, Sarah Lester, Sarah Saxe

1. Community partners updates
 - a. Met with FFA 4/18, Kelly Longacre is excited to have high school students design and facilitate ag classes for elementary school students. FFA can also help with crop maintenance throughout year, especially summer months.
 - b. Met with Steve Isenhour of Maddison Elementary, his goal is to have students stay in Greeley after they graduate, is looking for more community involvement and career readiness programs. Would like to see 3rd graders attend ag ed programs at Centennial Village.
 - c. Saxe will put comments from both educators in next grant applications to strengthen appeal.
2. Community presentations updates
 - a. Volunteer for 6/2 evening presentation – Mike volunteered to present at Weld Genealogical Society meeting. Saxe will put him in contact with group to make further arrangements.
 - b. Volunteer for 10/18 noon presentation – group did not pick replacement yet, group will decide in the coming months.
 - c. Fill remaining schedule
 - i. Saxe will move all fundraising documents to S Drive before her departure
 - ii. Saxe will follow up about Greeley Rotary and other unscheduled social club visits
3. Grants/foundations updates
 - a. State Farm – Our project was not selected as top 200 causes. We could reapply next year if we are interested.
 - b. Leprino – each location has approximately \$55,000 to donate. We can put in application for larger amount and see if multiple facilities will donate. Could possibly reapply in future years, even if successful. Saxe will apply in the next two months.
 - c. Boettcher – with new information about school partnerships and with new funds raised, Saxe will reapply to Boettcher fund before her departure.
4. Project Management updates

- a. Exhibit bids – Holly will reach out to Flint Hills Design, Quatrefoil, Condit for meetings and bids.
 - b. Site survey, etc. – Geoff is working on this but experienced setbacks with previously assigned employees leaving the City.
 - c. Bid breakdown from Mark Watson - Saxe will reach out to Mark for assistance.
5. Committee member progress updates/questions
- a. Flo spoke with Harrold Evans and Perry Buck, Wes Sargent could help raise money, Martin Lind to help with getting contact info for Centennial Farm owners.
 - b. Mike met with Warren Yoder/Weld County Garage- not interested at this time but later this year we could reapproach, still working on Allo Fiber (board is reviewing).
 - c. Sarah Lester, Holly and Katie will follow up on current leads.
 - d. John Fielder – John is open to holding a fundraiser/book signing, committee needs to figure out best time to hold event and work with C&E to promote (maybe early next year). John is also willing to lend images for the exhibit.
 - e. Assign Cargill Fort Morgan – Mike will pursue this lead
6. Determine next steps
- a. Saxe will send list of current contacts out to committee, please review list and brainstorm new contacts and send ideas to Saxe by Friday, May 20th. Saxe will compile ideas and we will assign new ideas/contacts to committee at May 24th meeting.

New Business:

Old Business:

Next Meeting: Tuesday May 24th, 10am, Greeley History Museum

Adjourn: 10:35am

Museums' April 2022 Report

Major Events

- Held reception for Peggy Ford Waldo and rededicated Greeley History Museum's main gallery in her name. Speeches by JoAnna Luth Stull and Adam Ford. It was a well-attended, private event with catering and music from the Greeley Philharmonic.
- Held Baby Animal Days with 3,855 visitors and \$16,094.00 in revenue. The event was supported by 156 hours of volunteerism, 35 volunteers, and over a dozen staff.
- Held Young Chautauqua program at Centennial Village Museum, serving 126 people including 33 student performers.

Visitor Services - GHM

	April 2022	March 2022	April 2021
Attendance	337	235	141
Admissions	\$1168.00	\$1232.00	\$667.00
Store	\$647.40	\$361.40	\$23.50
Research Center	\$123.50	\$167.50	\$35.55
Donations	\$0.00	\$150.00	\$0
Facilities Rentals	\$0.00	\$0.00	\$0
Combined Revenue	\$1,938.50	\$1,910.50	\$726.00

Collections

	April 2022	March 2022	April 2021
Donations completed	6	18	2
Items cataloged	113	78	18
Images added	124	126	31
Items inventoried	220	153	191
Research requests	17 (7 onsite / 10 offsite)	25 (10 onsite / 15 offsite)	48
Reproduction orders	3 (14 images)	2 (18 images)	7 (15 images)

- The collections team helped to process and prepare collections items and loans for the upcoming Braceros Program exhibit.
- Katalyn and JoAnna prepped Awakening Stories: Ancient Bison Hunting exhibit for outgoing loan.

Museums' April 2022 Report

Virtual Exhibits and Programs

	April 2022	March 2022	April 2021
Beyond Suffrage Virtual Tour	18	55	51
Meeker Home Virtual Tour	74	179	NA
Centennial Village Audio Tour	109	32	17
War Comes Home Virtual Exhibit	18	25	NA
Exhibit-related Virtual Programs	0	0	10

- Holly and Adriana gave a wonderful interview about the upcoming exhibit Bittersweet Harvest: The Bracero Program 1942-1964 for the podcast Latino Northern Colorado. Exhibit will open May 5th.

Historic Sites

- Geoff hired and trained new interpreter, groundskeeper and Facilities Tec positions. He reposted remaining open positions (site interpreters and CV groundskeeper).

Education

	April 2022	March 2022	April 2021
Group visits	225	0	16

- Sarah Lester conducted group visits, including 161 group attendees to Baby Animal Days and 87 to the Greeley History Museum in April.
- Sarah created training documents for new staff and volunteers regarding multiple stations and Visitor Services functions to support History Fest.

Social Media Reach

	April 2022	March 2022	April 2021*
Posts	15	13	12
Reach	32,875	7,876	2,852
Impressions	34,359	8,298	2,955
Events Reach	28,410	262	2,196

**Across 3 FB pages (not yet merged into one)*