

**Museum Advisory Board Meeting
May 18, 2023 4:00pm
White Plumb Farm Learning Center**

Roll Call: Gary Alexander, Marcus Embry, George Junne, Floris Mikkelson, Emma Pena-McCleave, David Melendez, Nancy Masimer, Michael Weiland (Chair),

Staff Present

Approval of April 20, 2023 Museum Advisory Board Meeting Minutes

REPORTS (20 Minutes)

Culture, Parks and Recreation Department Report (John Dargle, Jr.):

Culture Division Report (Andrea Haring):

Museums Report (Chris Bowles):

- 2024 Budget
- Additional Staff News
- Approvals (Consent Items, etc)

Friends of the Greeley Museums Report (Nathaniel Johnson or representative):

BOARD REPORTS (10 Minutes)

Public/Board Input - Committee Reports:

- Experiences Team (Mike/George)
- Acquisitions Committee (Marcus/staff)

New Business (20 Minutes):

- Triennial Questionnaire
- Questions for staff from MAB
- Questions to MAB from staff

Next Meeting: Thursday, June 15 2023, 4:00 p.m., Centennial Village Museum

Adjourn

Museums' March 2023 Report

Major Events

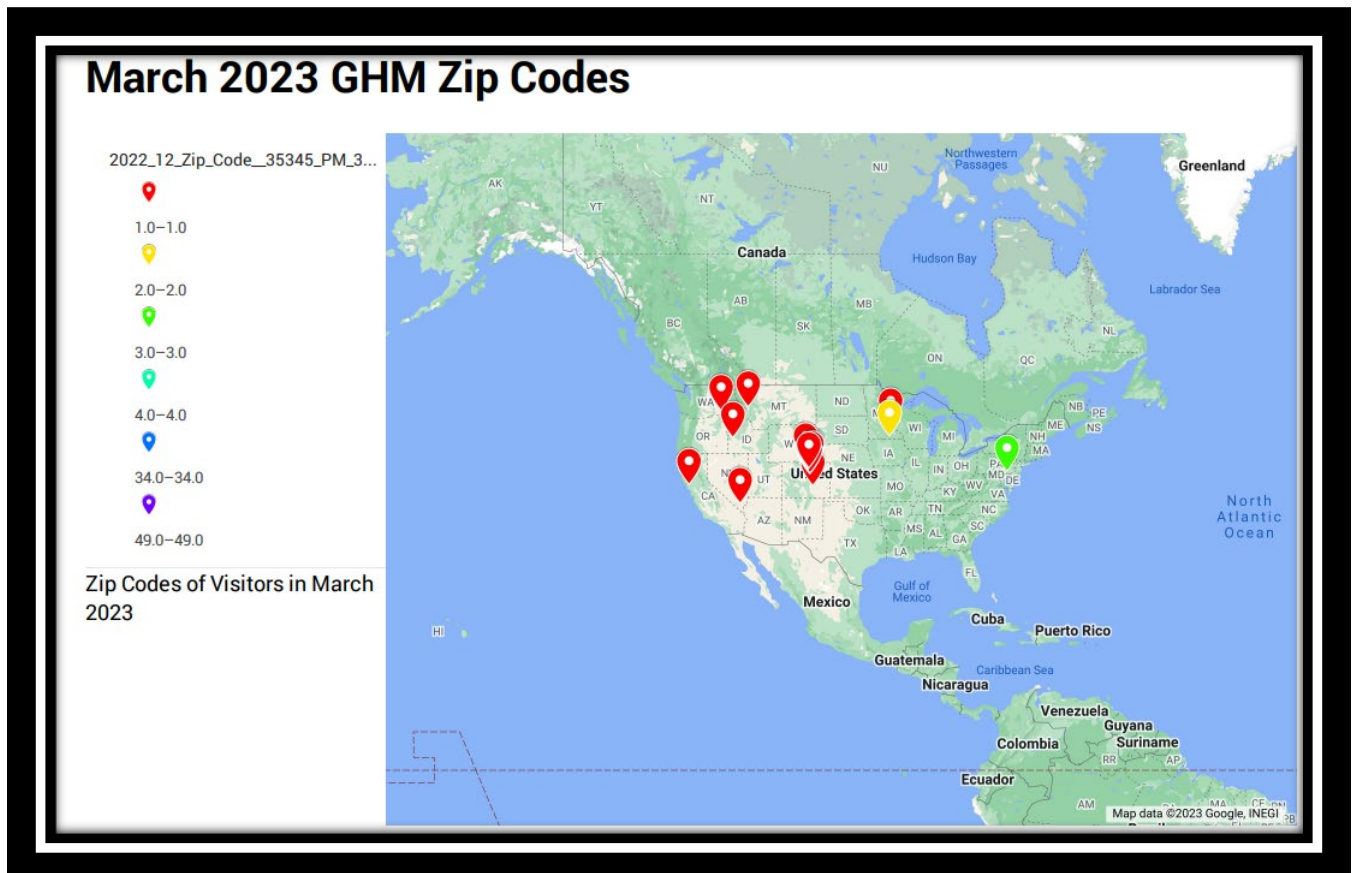
- Chris Bowles, Adriana Trujillo, JoAnna Stull and Katie Henry attended the Sand Creek Massacre Exhibit at History Colorado Center on March 14 in conjunction with other Front Range museums staff. It gave us insight into ways to collaborate with indigenous communities, how to display sensitive information, and an opportunity to network with other local museum professionals.
- Holly Berg, Katie Henry, Katie Ross, Adriana Trujillo and Geoff Havens UNC History Student Careers Chat on March 28th. We shared our career paths to show students the different paths they can take with a history degree.
- On March 29th, Adriana Trujillo, Katie Ross, Katie Henry, Holly Berg, and Geoff Havens did an assessment at Stevens Reynolds House to arrange the rooms on the second floor for the creation of the new virtual experience.
- Geoff Havens coordinated, MC'd, and assisted in setting up and tearing down the first Museum at Twilight for 2023. This very successful historic fashion show had nearly 40 visitors. Thanks to all staff and volunteers who participated!
- Staff have been working hard at thinking 5 years ahead and creating a new org chart that sees a return to normal next year, and growth in succeeding years. There has been a lot of background activity in negotiating with Finance and HR in advance of budget setting
- There was a recent appeals process to the 2023 Pay Plan that was put together through an HR Comp and Class process last year. Museums appealed a number of classifications, and recently had great news that long-time staff Barry Alvarado and Anne Abbath were successful in their appeals. Congratulations to both! Very well deserved. Further decisions are pending.
- We have new staff. We hired a new lead interpreter, Visitor Services Coordinator, and 1 new Interpreter 1. Flew and recruited for an additional Interpreter 1, Seasonal Groundskeeper, and P/T Groundskeeper. Assisted in training new VSC, Kerry Gunby. Welcome all!
- Geoff Havens worked with local business to establish a new uniform store for Museum Staff to utilize. Staff can now order individual pieces and no longer have to wait until enough items are required to do a bulk ordering process.
- On March 6, Holly Berg and JoAnna Stull installed the traveling exhibit *Weld Towns: 1861-Today* at the Riverside Library and Cultural Center in Evans. It will stay up for the full six-week display period. Holly and JoAnna will deinstall and return the display on 4/17.
- Led by Katie Ross, staff have completed removing collections items from the kitchenette room of Shaw House collections storage ahead of asbestos abatement.

Museums' March 2023 Report

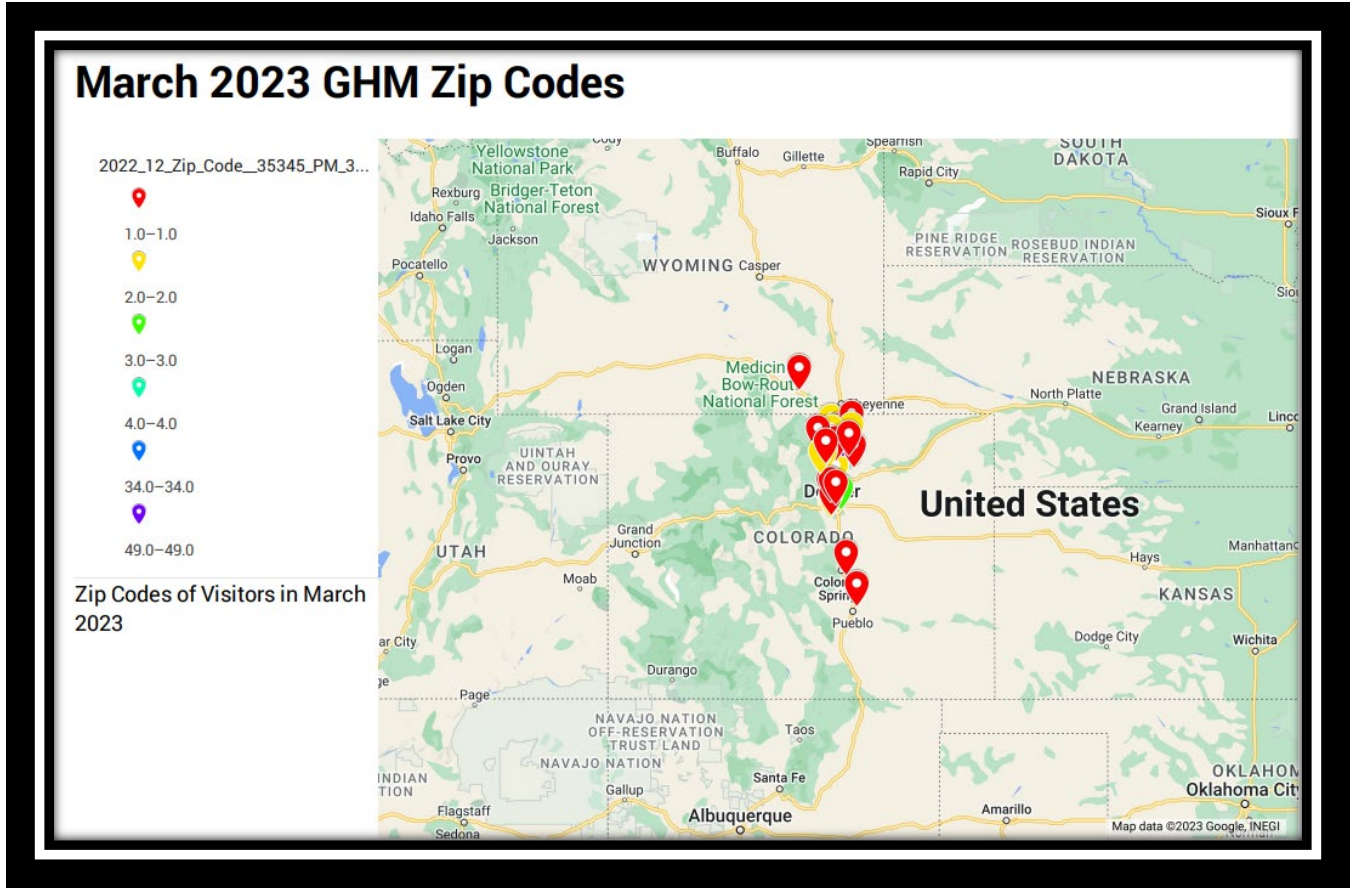
Visitor Services - GHM

	March 2023	February 2023	March 2022
Attendance	376	280	235
Admissions	\$1332.00	\$1740.75	\$1232
Store	\$1146.25	\$1400.75	\$361.40
Research Center	\$540	\$46.50	\$167.50
Donations	\$0	\$0	\$150
Facilities Rentals	\$0	\$0	\$0
Combined Revenue	\$3018.25	\$3468	\$1910.50

Where Did They Come From?



Museums' March 2023 Report



Visitor Services - CV

	March 2023	February 2023	March 2022
Attendance	0	0	0
General Admissions	\$0	\$0	\$0
Homesteaders			
Holidays	\$0	\$0	\$0
Store	\$0	\$0	\$0
Donations	\$0	\$0	\$0
Facilities Rentals	\$0	\$0	\$0
Combined Revenue	\$0	\$0	\$0

Museums' March 2023 Report

Collections

	March 2023	February 2023	March 2022
Donations completed	2	0	18
Items cataloged	44	0	78
Images added	58	0	126
Items inventoried	88	0	153
Research requests	21 (2 onsite, 19 offsite)	22 (6 onsite, 16 offsite)	23 (2 onsite, 21 offsite)
Reproduction orders	9 images	60 images	18 (2 images)

Exhibits and Programs

	March 2023	February 2023	March 2022
Beyond Suffrage Virtual Tour	123	30	55
Meeker Home Virtual Tour	113	316	179
Centennial Village Audio Tour	7	12	32
Viewfinder Exhibit	17	10	0
War Comes Home Virtual Exhibit	50	43	25
Exhibit-related Virtual Programs	0	41	0

Education

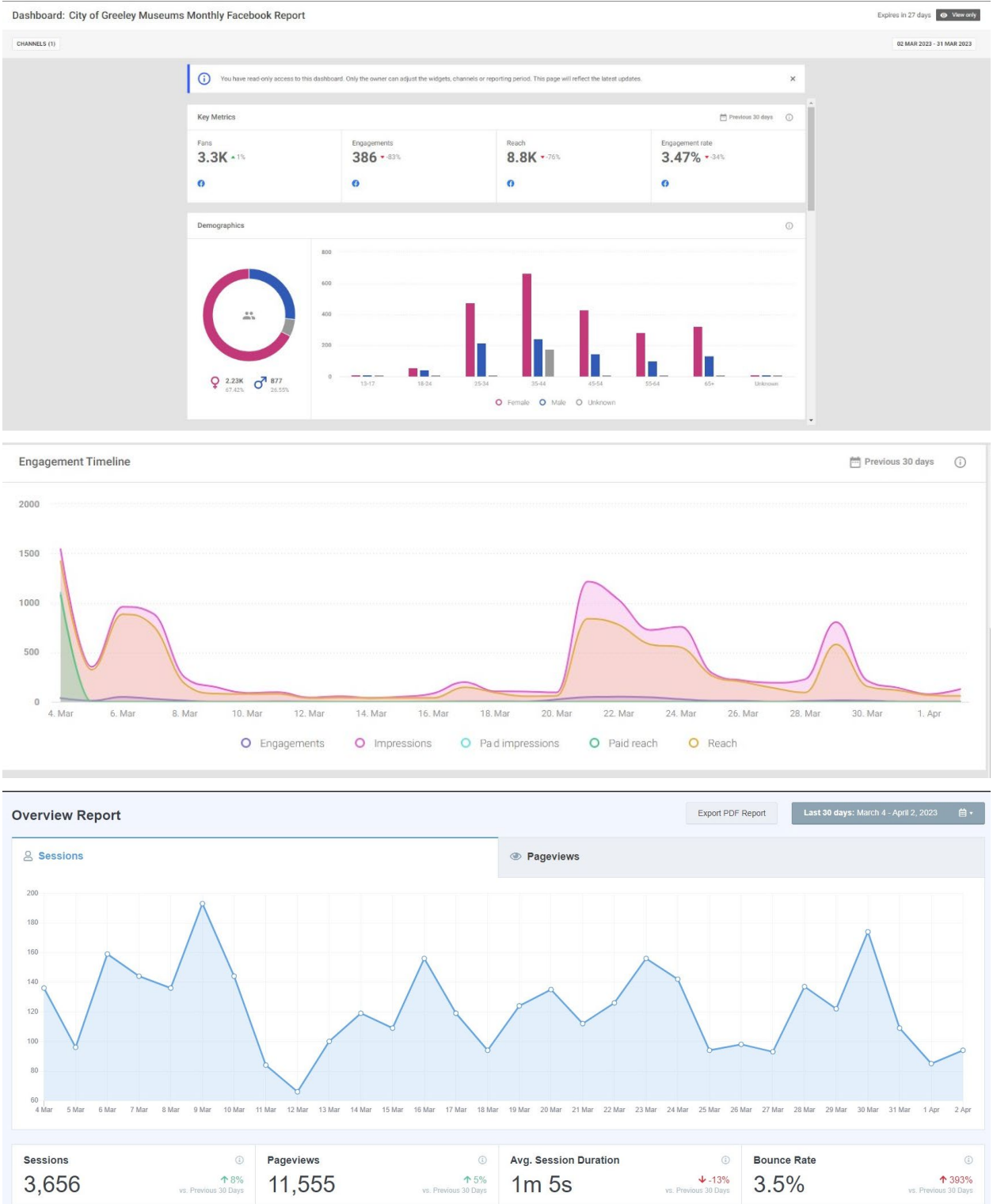
	March 2023	February 2023	March 2022
Group visits	0	0	0

Social Media Reach (see below for charts)

	March 2023	February 2023	March 2022
Posts	10	2	13

Museums' March 2023 Report

Reach	6002	33,580	7876
Impressions	5098	2190	8298
Events Reach	0	0	262



Museums' March 2023 Report

Organic Content Performance

0 Filters Previous 30 days

DATE	POSTS		REACTIONS	COMMENTS	SHARES	IMPRESSIONS	REACH
	10		179	8	11	5.98K	6.02K
6 Mar 5:10 PM		From parasols to puffed sleeves, our historic fashion s... Greeley Museums museum at twilight +2	51	5	2	1.2K	1.1K
6 Mar 5:10 PM		Greeley Museums	7	1	0	1.2K	1.1K
21 Mar 4:00 PM		History is full of exciting stories about the Black Ameri... Greeley Museums	14	0	4	882	843
21 Mar		Greeley resident and inventor Paul Lewis had fascinati... SHOW MORE					

6 Mar 5:10 PM		Greeley Museums	7	1	0	1.2K	1.1K
21 Mar 4:00 PM		History is full of exciting stories about the Black Ameri... Greeley Museums	14	0	4	882	843
21 Mar		Greeley resident and inventor Paul Lewis had fascinati... SHOW MORE					

Paid Content Performance

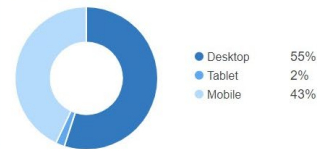
1 Filters Previous 90 days

DATE	POSTS		PAID IMPRESSIONS (AI)	PAID REACTIONS	PAID COMMENTS	PAID SHARES	PAID LINK CLICKS	PAID REACH
	1		8	5	2	1	2	4.59K
28 Feb 3:33 PM		Attend a historic fashion show at the Greeley ... Greeley Museums Promoted museum at twilight	8	5	2	1	2	4.6K

New vs. Returning Visitors



Device Breakdown



Top 10 Countries

1. United States	3,317
2. United Kingdom	66
3. Ireland	52
4. Canada	43
5. Unknown Country	29
6. France	22
7. Sweden	19
8. Australia	14
9. India	9
10. Netherlands	9

[View Countries Report](#)

Top 10 Referrals

1. facebook.com	201
2. m.facebook.com	41
3. cdhs.colorado.gov	39
4. us12.admin.mailchimp.com	33
5. colorado.com	26
6. poudrelibraries.org	24
7. thegroupinc.com	22
8. greeleygov.com	20
9. l.facebook.com	20
10. newspaper.denverpost.com	16

[View All Referral Sources](#)

[See Quick Links](#)



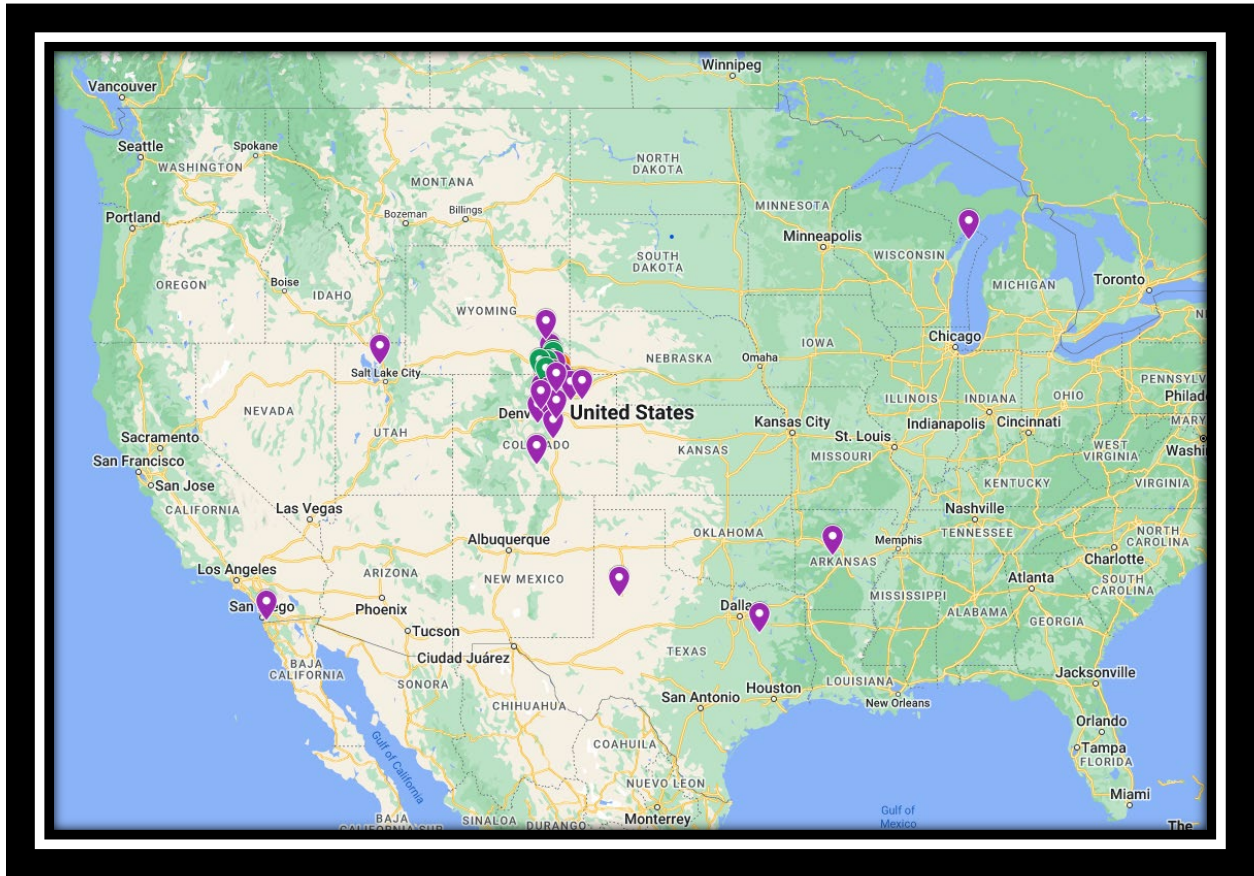
Museums' April 2023 Report

Major Events

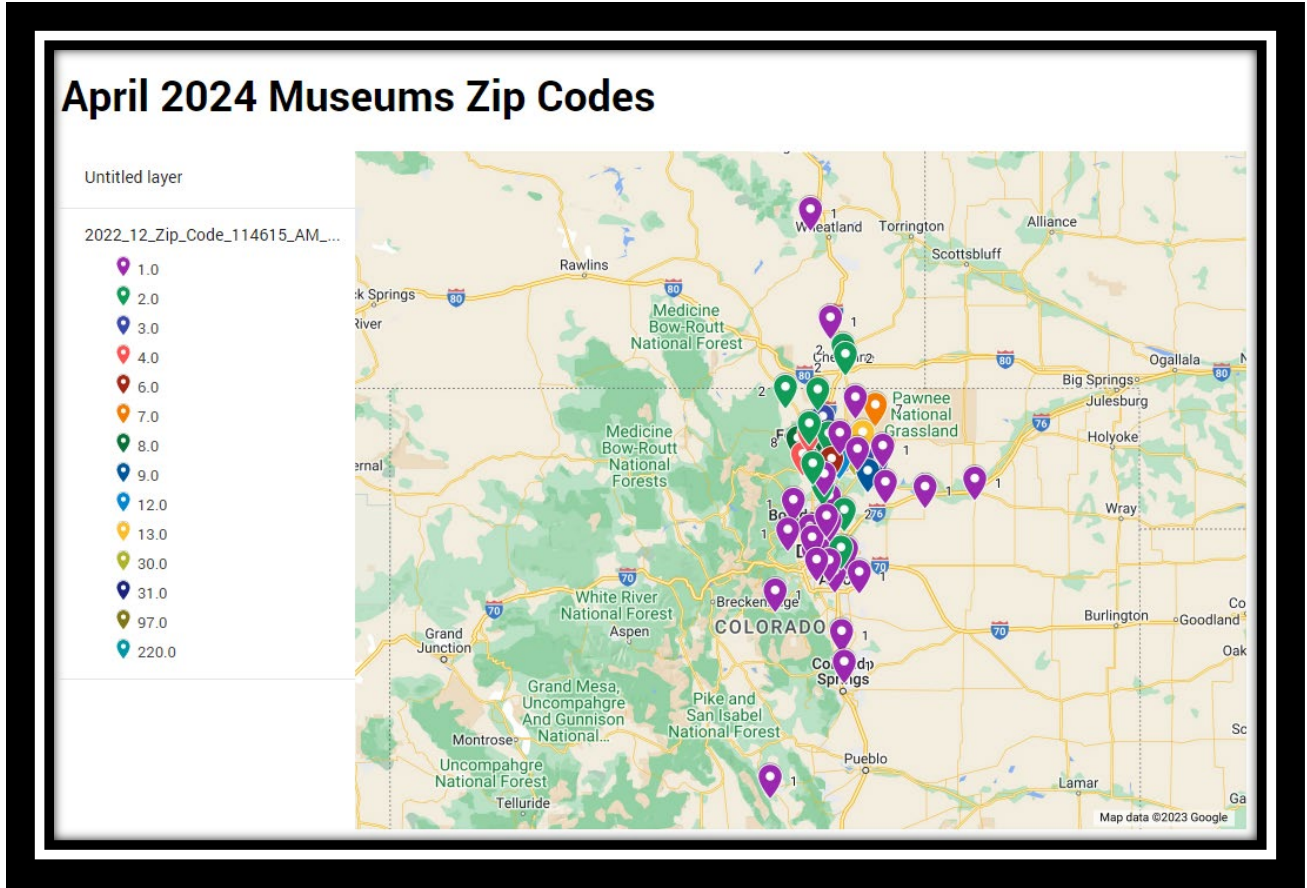
- Chris and Geoff worked with Transportation Services and consultants IMEG on design of new Centennial Village parking lot (across the road from existing)
- School tour group season kicked off, with Katie Henry leading the charge with staff assistance at GHM and CV
- Chris and Geoff continued to work with CSU Weld County Extension on planning our partnership at White Plumb Farm – cover crop planting to begin in May
- Chris brought together Facilities and Culture staff to discuss energy improvements to GHM with Colorado Energy Office and Xcel Energy
- Baby Animal Days was a great success! 2,314 people attended CV to see the goats, lambs, piglets, chicks and rabbits; Thank you to all staff and volunteers who helped out!!!
- Museums Staff worked with consultants Logan Simpson to discuss needs at wants with Meeker Home relandscaping. Costs for the work to be provided in May for ARPA application to the city
- Great MAB meeting at Meeker Home on April 20.
- Chris arranged with Public Works to have 3 street signs fabricated for GHM, to be installed on 8th Ave and 8th St in May
- Budget 2024 season kicked off, more details in May
- Holly and Adrianna deinstalled Weld Towns traveling exhibit at Riverside Library in Evans
- Welcome to Kerry Gunby who is our new Visitor Services Coordinator at Centennial Village
- Katie Ross worked with grant coordinator to test sites at Greeley History Museum and Centennial Village for hazardous materials in collections in storage and on display.
- Katie Ross Started a volunteer and work study student on entering paper catalog records into database to allow for digital access and searching of them.

Museums' April 2023 Report

Where Did They Come From?



Museums' April 2023 Report



Visitor Services - GHM

	April 2023	March 2023	April 2022
Attendance	461	376	337
Admissions	\$1662	\$1332.00	\$1168
Store	\$425.65	\$1146.25	\$647
Research Center	\$210	\$540	\$123.50
Donations	\$0	\$0	\$0
Facilities Rentals	\$0	\$0	\$0
Combined Revenue	\$2117.65	\$3018.25	\$1915.25

Visitor Services - CV

	April 2023	March 2023	April 2022
Attendance	3250	0	4038
General Admissions	\$8544	\$0	\$15,307

Museums' April 2023 Report

Homesteaders Holidays	\$0	\$0	\$0
Store	\$2186.60	\$0	\$2774.75
Donations	\$2	\$0	\$0
Facilities Rentals	\$0	\$0	\$250
Combined Revenue	\$10,732.60	\$0	\$16213.75

Visitor Services – Meeker Home

	April 2023	March 2023	March 2022
Attendance	72	0	0
General Admissions	\$144	\$0	\$0
Donations	\$0	\$0	\$0
Facilities Rentals	\$0	\$0	\$0
Combined Revenue	\$144	\$0	\$0

Visitor Services Totals

	April 2023	March 2023	March 2022
Combined Attendance	3783	376	4375
Combined Revenue	\$12,994.25	\$3018.25	\$18,129

Collections

	April 2023	March 2023	April 2022
Donations completed	0	2	6
Items cataloged	41	44	113
Images added	11	58	124
Items inventoried	41	88	220
Research requests	19 (8 onsite, 11 offsite)	21 (2 onsite, 19 offsite)	17 (7 onsite, 10 offsite)

Museums' April 2023 Report

Reproduction orders	4 (4 images; 1 other)	5 (9 images)	3 (13 images; 1 other)
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Exhibits and Programs

	April 2023	March 2023	April 2022
Beyond Suffrage Virtual Tour	24	123	18
Meeker Home Virtual Tour	50	113	74
Centennial Village Audio Tour	7	7	109
Viewfinder Exhibit	25	17	0
War Comes Home Virtual Exhibit	32	50	18
Exhibit-related Virtual Programs	15	0	0

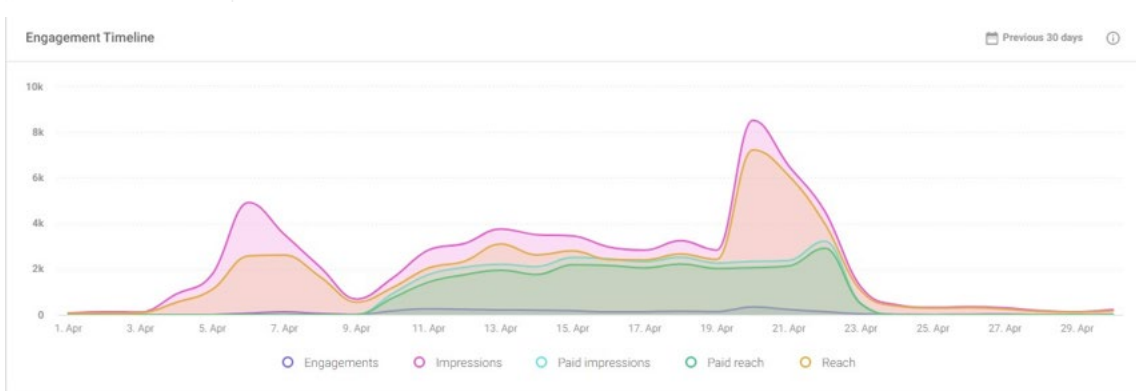
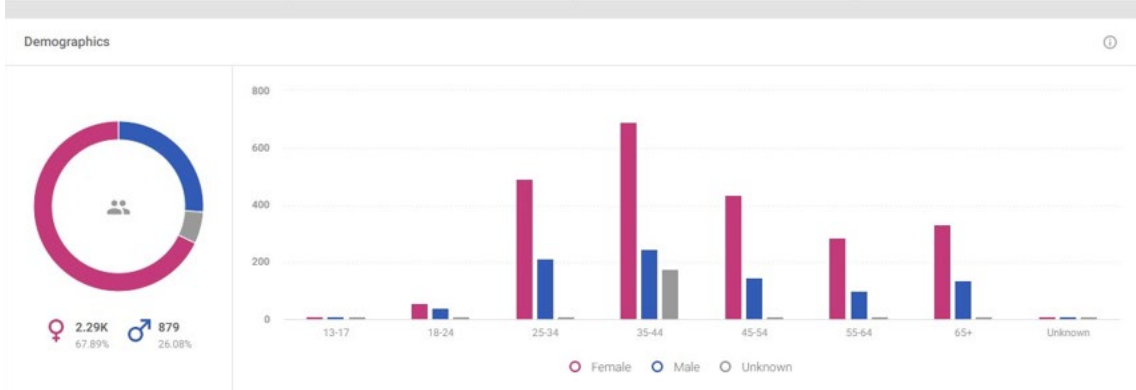
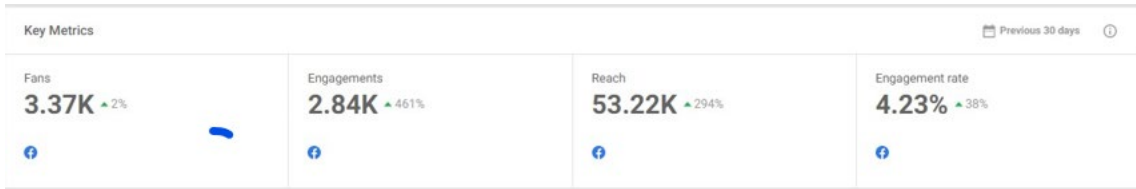
Education

	April 2023	March 2023	April 2022
Group visits	311	0	225

Social Media Reach (see below for charts)

	April 2023	March 2023	April 2022
Posts	21	10	13
Reach	53.22k	6002	7876
Impressions	47.15k	5098	8298
Events Reach	22.93k	0	262

Museums' April 2023 Report







Organic Content Performance 0 Filters Previous 30 days

DATE	POSTS	REACTIONS	COMMENTS	SHARES	IMPRESSIONS	REACH
	21	2.81K	114	241	47.15K	35.5K
12 Apr 4:17 PM	Meet baby goats Stripe and Huchata at Baby Animal D... Greeley Museums Promoted	524	13	33	8.1K	4.8K
20 Apr 5:18 PM	Willard (or William) Boomer moved to Greeley in 1871 ... Greeley Museums	45	2	16	4.9K	4.8K
12 Apr 4:16 PM	Meet baby goats Stripe and Huchata at Baby Animal D... Greeley Museums Promoted	453	26	38	7.2K	4.7K
10 Apr	Visit Centennial Village Museum during Baby Animal ...	SHOW MORE				

Museums' April 2023 Report

Paid Content Performance

1 Filters Previous 90 days

DATE	POSTS		PAID IMPRESSIONS (All)	PAID REACTIONS	PAID COMMENTS	PAID SHARES	PAID LINK CLICKS	PAID REACH
	7		84	138	17	36	65	22.93K
12 Apr 4:17 PM		Meet baby goats Stripe and Huchata at Baby ... Greeley Museums Promoted	9	7	1	5	3	4.6K
28 Feb 3:33 PM		Attend a historic fashion show at the Greeley ... Greeley Museums Promoted museum at twilight	8	5	2	1	2	4.6K
12 Apr 4:16 PM		Meet baby goats Stripe and Huchata at Baby ... Greeley Museums Promoted	3	10	2	6	2	4.6K
10 Apr		Visit Centennial Village Museum during Baby ...						

SHOW MORE

Website Analytics

Overview Report

Export PDF Report

Last 30 days: April 1 - April 30, 2023



Sessions 6,549 ↑ 68% vs. Previous 30 Days	Pageviews 19,759 ↑ 60% vs. Previous 30 Days	Avg. Session Duration 1m 2s ↓ -8% vs. Previous 30 Days	Bounce Rate 2.43% ↓ -26% vs. Previous 30 Days
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Top 10 Countries

1. United States	6,270
2. Ireland	58
3. Unknown Country	33
4. United Kingdom	31
5. Sweden	31
6. Canada	29
7. Germany	10
8. Australia	9
9. France	7
10. India	5

[View Countries Report](#)

Top 10 Referrals

1. m.facebook.com	366
2. facebook.com	223
3. lm.facebook.com	117
4. l.facebook.com	105
5. greeleytribune.com	70
6. colorado.com	57
7. events.nocostyle.com	54
8. us12.campaign-archive.com	24
9. poudrelibraries.org	23
10. enewspaper.denverpost.com	22

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See Quick Links

Museum Advisory Board Meeting
April 20th, 2023, 4:00pm
Greeley History Museum

Meeting digitally recorded; transcribed by Samantha Ashton

Call to Order: 4:00 PM

Roll Call:

Members Present- Gary Alexander, Marcus Embry, George Junne, Nancy Masimer, Floris Mikkelson, Emma Pena-McCleave, Mike Weiland (Chair)

Staff Present- Chris Bowles, Geoff Havens, Katie Ross

Member's Absent-

Approval of March 16, 2023, Museum Advisory Board Meeting Minutes Motion to approve by Floris Mikkelson seconded by Mike Weiland. Motion passed unanimously.

Culture, Parks, and Recreation Department Report (John Dargle): No official updates at this time.

Culture Division Report (Andrea Haring): Still in the process of hiring the Cultural Affairs Manager reaching out to an outside candidate search group to find a potential candidate. Farmers Market is returning outdoors at the Union Pacific Depot on May 6th, 2023. Public Art is in the process of commissioning a utility box wrap by a local artist with a Rattle Snake Kate theme. The White Plumb Farm statue has officially been deaccessioned from Public Art and the removal process will begin soon.

Museums Report (Chris Bowles): Chris, Adriana and Katie went to tour the Sand Creek exhibit at the History of Colorado with other front range museums, was able to do a question-and-answer session with the curator of the exhibit of how to get tribal council involved with an extensive exhibit. Geoff, Katie R., Katie H., Holly, and Adriana went to UNC to discuss potential careers in Museums for post-secondary education students. Centennial Village is planning on opening the second floor of the Stevens-Reynolds house and plans to be ADA compliant by offering a virtual tour of the second floor and began staging spaces. Asbestos abatement is occurring at the Shaw House and moving out collection's items to continue repairs and hopefully find new permanent storage. The machine shop has been painted. Concrete work continues at Centennial Village replacing pave stones with stamped concrete. The last Museum at Twilight was a success with all hands-on deck. The next Museum at Twilight Event will be held at the Hensel Phelps Theatre June 10th at UCCC with a question-and-answer forum about Dearfield. We have been working on a five-year staffing plan and hope to have more information at our next meeting. A city-wide compensation and class plan took place which museums decided to appeal those decisions for both Barry Alvarado and Ann Abbath which led to title changes and increase in pay. We have hired new staff and will get a staff chart to the

board soon. Tracking zip codes has continued to see where people are coming to our museums from.

Friends of the Greeley Museums Report (Floris Mikkelson): Still working on the website for memberships. Discussing the budget for the 2023 Potato Day.

Public/Board Input - Committee Reports:

- Experiences Team (Mike/George) – Discussing the beach shanty and the collections items in there. Several labels have popped off and are not stored in the best condition due to weather changes so the more sensitive items will be removed from that location. Most of the items will end up being deaccessioned which will open access to that space. The Bracero exhibit closes May 13th. Meeting with the composer for the Greeley Philharmonic Orchestra and opening an exhibit at UCCC after the performance. Baby Animal Days is happening now with great attendance and increased retail sales at our Selma Store. Then we will move into our Field Trip time of year with Spring History Fest.

- Acquisitions Committee (Marcus/Staff) – Donation of a Ledger from Weld County Courts, very first item was from 1869. Deaccession of Telephone Book, Mountain States Telephone and Telegraph Company. Motion to Approve Motion to approve by Floris Mikkelson, seconded by Mike Weiland. Motion passed unanimously.

Old Business:

New Business:

- Questions for staff from MAB
 - (Mike Weiland) Will ask questions at our next meeting to reserve time.

- Questions to MAB from staff
 - (Chris Bowles) Will ask questions at our next meeting to reserve time.

Next Meeting: Thursday, May 18th, 2023, 4:00 p.m., White Plumb Farm

Adjourn: Mike adjourned the meeting at 5:00 PM