

**Museum Advisory Board Meeting**  
**June 15, 2023 4:00pm**  
**Centennial Village Museum**

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

**Staff Present**

**Approval of May 18, 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):

- Additional Staff News
- Approvals as Needed (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):**

- Questions from City Clerks Office:
  - Discussion of interest in moving meeting times that are currently held between the hours of 9 a.m. - 5 p.m. to a time that is before 9 a.m. or after 5 p.m. to maximize public participation; Please report back consensus to CCO for transmittal to City Council.
  - Discussion of interest in expanding meeting forms to maximize public access such as virtual meetings, in-person meetings, or hybrid meeting options; Please report back consensus to CCO for transmittal to City Council.

- Questions for staff from MAB
- Questions to MAB from staff

**Next Meeting:** Thursday, July 20, 2023, 4:00 p.m., Centennial Village Museum

**Adjourn**

# Museums' May 2023 Report

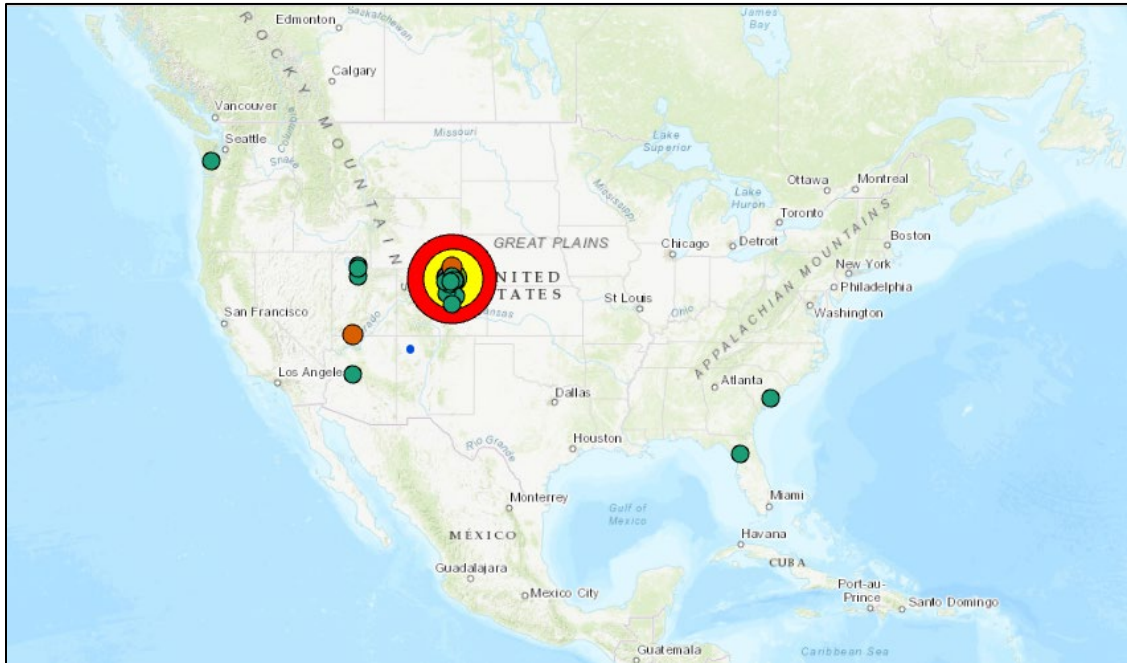
## Major Events

- Chris attended Scenic and Historic Byways Commission meeting: Chris is a state Commissioner representing the Cache la Poudre North Park byway, and the Pawnee Pioneer Trails byway.
- Much of the month revolved around 2024 Budget setting, with Museums writing 10 Budget Increase Requests
- We also wrote and submitted an ARPA grant application for relandscaping and interpretive planning for Meeker Home
- Chris received and submitted to Finance a substantial donation (\$50,000) from the Union Colony Company of Colorado for the Agricultural Heritage Center feasibility work. Our full and sincere thanks to UCCoC for this support! Work is ongoing to contract our architectural consultant.
- Chris captured a 3D image of the White Plumb Farm statue prior to its removal to create a lasting record.
- All hands were on deck for the Spring History Fest. We hosted over 3000 students, teachers and parents!
- Geoff, Holly, Katie Ross, JoAnna and Chris attended the annual American Alliance of Museum conference in Denver. There were thousands of attendees from across the country there, and we all attended a number of informative sessions many of which confirmed COGM's direction is following national trends – and ahead of the game in some areas.
- Chris, Holly, Adriana and Anthony also attended the annual Dearfield Conference in Fort Collins. Both Chris and Holly are on the Dearfield committee of the Black American West Museum and helped run the conference, with Holly presenting.
- Both Chris and Geoff attended several meetings about a new parking lot for Centennial Village to be built south of A Street opposite the existing parking lot. We are working with Roads to identify the right design that will best meet the needs for occasional overflow and buses.
- Geoff Trained and led interpretive staff through Spring Field Trip Season including School Field Trips, History Fest, and Centennial Celebration.
- Adriana attended the Cultural Awareness Training at the Golden History Museum on May 25th.
- Sadly, The exhibit *Bittersweet Harvest: The Bracero Program, 1942-1964* closed to the public on 5/13. The Exhibits, Collections, and Registrar teams deinstalled the exhibit the following week. During its display period, the exhibit reached 2,969 visitors to GHM. The next exhibit in the Mezzanine will open on 6/22.
- We successfully acquired a gift from Richard and Diane Borys of ledgers once belonging to OT Jackson, the founder of Dearfield. These ledgers include incredible, and rare, details of OT's businesses in Boulder in the late 19<sup>th</sup> century, and the foundation of Dearfield itself. These will be a tremendous resource in the National Park Services upcoming Special Resource Study into the possible creation of a Dearfield National Historic Site.

# Museums' May 2023 Report

- Katie Ross Completed a guide for Centennial Village interpretive staff to know where use (L3/L4) items are on display in the historic homes vs. permanent collection items.

## Where Did Our Visitors Come From last Month?



### Visitor Services - GHM

	May 2023	April 2023	May 2022
<b>Attendance</b>	483	461	
<b>Admissions</b>	\$1141	\$1662	
<b>Store</b>	\$962.90	\$425.65	
<b>Research Center</b>	\$581.25	\$210	
<b>Donations</b>	\$0	\$0	
<b>Facilities Rentals</b>	\$0	\$0	
<b>Combined Revenue</b>	2685.15	\$2117.65	

### Visitor Services - CV

	May 2023	April 2023	May 2022
<b>Attendance</b>	3883	3250	
<b>General Admissions</b>	\$2907	\$8544	

## Museums' May 2023 Report

<b>High Plains History Fest</b>	\$13,935.00	\$0	
<b>Store</b>	\$1146.60	\$2186.60	
<b>Donations</b>	0	\$2	
<b>Facilities Rentals</b>	0	\$0	
<b>Combined Revenue</b>	\$17,988.60	\$10,732.60	

### Visitor Services – Meeker Home

	<b>May 2023</b>	<b>April 2023</b>	<b>May 2022</b>
<b>Attendance</b>	0	72	
<b>General Admissions</b>	0	\$144	
<b>Donations</b>	0	\$0	
<b>Facilities Rentals</b>	0	\$0	
<b>Combined Revenue</b>	0	\$144	

### Visitor Services Totals

	<b>May 2023</b>	<b>April 2023</b>	<b>May 2022</b>
<b>Combined Attendance</b>	4366	3783	
<b>Combined Revenue</b>	\$20,673.75	\$12,994.25	

### Collections

	<b>May 2023</b>	<b>April 2023</b>	<b>May 2022</b>
<b>Donations completed</b>	0	0	
<b>Items cataloged</b>	74	41	
<b>Images added</b>	127	11	
<b>Items inventoried</b>	96	41	
<b>Research requests</b>	18 (14 onsite, 4 offsite)	19 (8 onsite, 11 offsite)	

## Museums' May 2023 Report

<b>Reproduction orders</b>	65 (63 images; 2 others)	4 (4 images; 1 other)	
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### Exhibits and Programs

	<b>May 2023</b>	<b>April 2023</b>	<b>May 2022</b>
<b>Beyond Suffrage Virtual Tour</b>	24	24	
<b>Meeker Home Virtual Tour</b>	85	50	
<b>Centennial Village Audio Tour</b>	Unknown	7	
<b>Viewfinder Exhibit</b>	63	25	
<b>War Comes Home Virtual Exhibit</b>	31	32	
<b>Exhibit-related Virtual Programs</b>	0	15	

### Education

	<b>May 2023</b>	<b>April 2023</b>	<b>May 2022</b>
<b>Group visits</b>	807	311	

### Social Media Reach (see below for charts)

	<b>May 2023</b>	<b>April 2023</b>	<b>May 2022</b>
<b>Posts</b>	32	21	
<b>Reach</b>	164k	53.22k	
<b>Impressions</b>	381.86k	47.15k	
<b>Top Post:</b>	Centennial Celebration		

# Museums' May 2023 Report

## Key Metrics

Previous 30 days

Fans  
**3.41K** ▲1%



Engagements  
**1.42K** ▼-51%



Reach  
**164.01K** ▲205%



Engagement rate  
**0.79%** ▼-81%

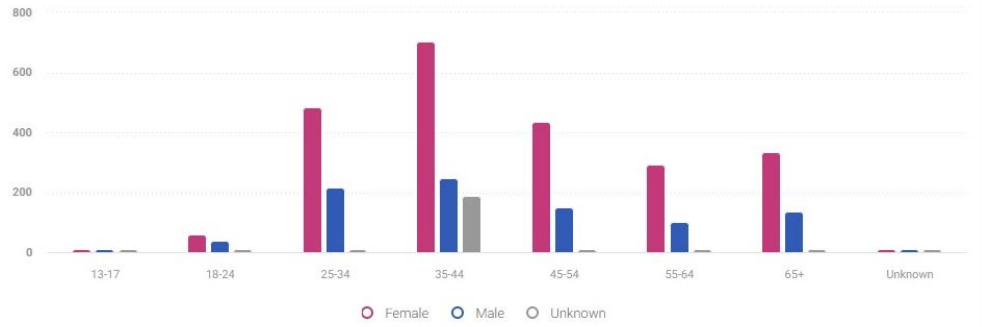


## Demographics

Previous 30 days

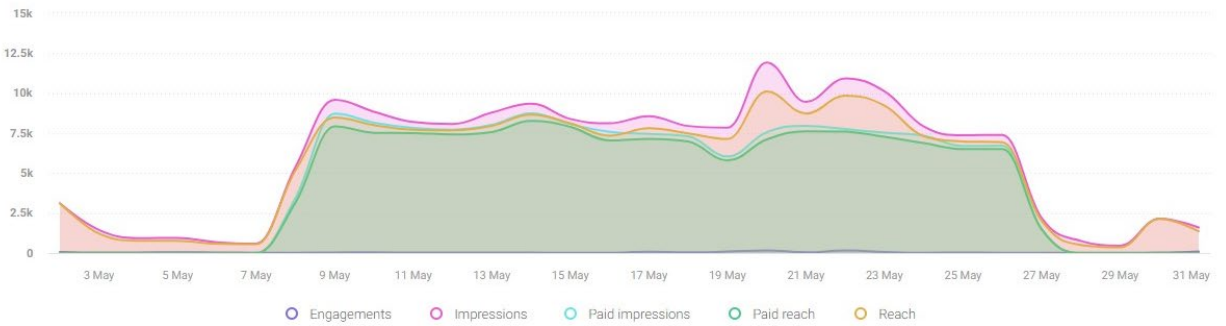


♀ 2.31K 67.66%    ♂ 887 26.03%



## Engagement Timeline

Previous 30 days



## Organic Content Performance

0 Filters Previous 30 days

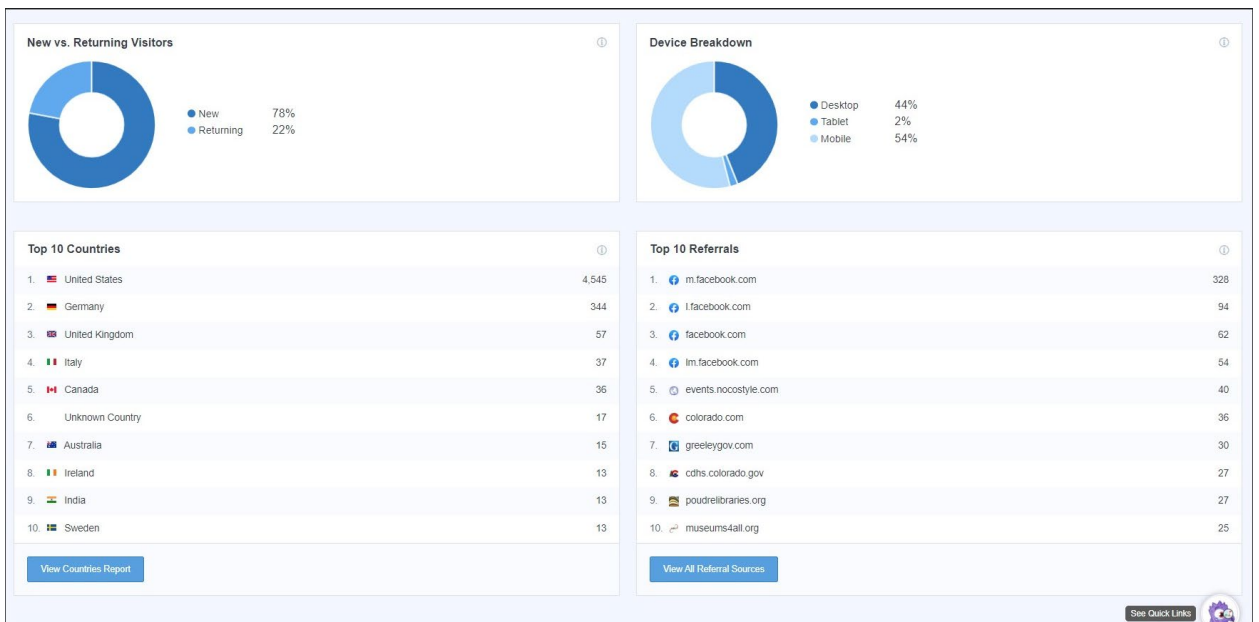
DATE	POSTS	REACTIONS	COMMENTS	SHARES	IMPRESSIONS	REACH
	<b>23</b>	<b>568</b>	<b>49</b>	<b>114</b>	<b>171.73K</b>	<b>85.68K</b>
8 May 11:15 AM	Centennial Village Museum's summer season kicks of... Greeley Museums Promoted centennial celebration	52	4	5	49.4K	18.6K
8 May 11:04 AM	Centennial Village Museum launches its summer seas... Greeley Museums Promoted centennial celebration	53	4	16	46.4K	18.4K
8 May 11:04 AM	Centennial Village Museum launches its summer seas... Greeley Museums Promoted centennial celebration	37	0	6	43.3K	17.5K
22 May	Who among us can remember when Greeley had red p... SHOW MORE					

# Museums' May 2023 Report

**Paid Content Performance** 1 Filters Previous 90 days

DATE	POSTS		PAID IMPRESSIONS (AI)	PAID REACTIONS	PAID COMMENTS	PAID SHARES	PAID LINK CLICKS	PAID REACH
	<b>9</b>		<b>220.13K</b>	<b>5.09K</b>	<b>107</b>	<b>312</b>	<b>1.08K</b>	<b>72.58K</b>
8 May 11:15 AM		Centennial Village Museum's summer season ... Greeley Museums Promoted   centennial celebration	51.4K	52	4	5	142	18.5K
8 May 11:04 AM		Centennial Village Museum launches its sum... Greeley Museums Promoted   centennial celebration	49.2K	49	3	14	109	18.3K
8 May 11:04 AM		Centennial Village Museum launches its sum... Greeley Museums Promoted   centennial celebration	45.2K	40	-	5	76	17.4K
12 Apr		Meet baby goats Stripe and Huchata at Baby ... <a href="#">SHOW MORE</a>						

## Website Analytics





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

Meeting digitally recorded; transcribed by Samantha Ashton

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

**Roll Call:**

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

Staff Present- Chris Bowles, Geoff Havens, Katie Ross, Holly Berg

Member's Absent- Nancy Masimer

**April 20, 2023, Museum Advisory Board Meeting Minutes** Motion to approve by Floris Mikkelson seconded by Marcus Embry. The motion passed unanimously.

**Culture, Parks, and Recreation Department Report** (John Dargle): The entire department is working on the 2024 budget. Candidates for the Deputy Director of the Culture, Park, and Recreation Department are being narrowed down for interviews. The Cultural Affairs Manager position is still open and being bid out to a third-party recruiter for a nationwide search.

**Culture Division Report** (Andrea Haring): No official updates currently.

**Museums Report** (Chris Bowles): 2024 Budget Increase requests include staff and operations increases at both Greeley History Museum and Centennial Village. Those requests include several positions and large equipment needed at Centennial Village. The American Alliance of Museums Conference is in Denver this week and we were able to get quotes for designers for Meeker and the Agricultural Heritage building at Centennial Village. The Museum's division appealed the city-wide comp and class final decisions due to some errors; this is still in process for employees. Barry Alvarado and Ann Abbath have been boosted in pay grade and title position. Our guest tracking by zip code continues and we are still getting visitors from outside of Colorado as well as across the front range all the way down to Pueblo. Finally got a signature from the donor of the Dearfield Ledgers so they are now in the Museum Collection.

**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) – Dearfield Study Q & A will be the next Museum at Twilight Event on June 10<sup>th</sup> at the Hensel Phelps Theatre in the Union Colony Civic Center. The ticket office at the UCC was able to assist us in the

ticket processing for this event. The next exhibit featuring a Curator's Corner on Habitat for Humanity is scheduled to open on June 22<sup>nd</sup>. We are all set to host the Dolores Huerta Revolutions in the Field traveling exhibit from the Smithsonian in September. Looking to tell local stories from the people in Weld County who worked with Dolores during her time here. Partnering with the Greeley Philharmonic Orchestra for the Seven Symphonic Portraits performance at UCC on October 14<sup>th</sup>, installing a portable exhibit for review in the lobby of UCC as people enter the performance then moving that to GHM as part of a larger exhibit. Our previous audio tour has switched from Oncell to Stqry quality control testing occurred at History Fest and managing database management regarding content. Analytics tracking has unfortunately dropped when switching from Oncell to Stqry, so we are working on plans for the Analytics. Weld Towns' outgoing traveling exhibit has been requested again. At Centennial Village Baby Animal Days had lower attendance than expected which is believed to be weather related with rain and snow. The Steven Reynolds project has been delayed this year due to the weather we hope to have this project complete later this summer. The Spring History Fest was an exciting access. Poudre Heritage Alliance reached out last month about a possible partnership. Centennial Village is now fully staffed which has everyone getting trained and upkeep projects continue.

- Acquisitions Committee (Marcus/Staff) – Received some items from Weld County Ambulance including scrapbooks, photos, thank you letters, newspaper clippings, uniforms, and a tool kit. Bridle and Photos about Willie the trained Brahma.

**Old Business:** We were able to get signage on 8<sup>th</sup> Street.

**New Business:**

**Questions to Staff from MAB:**

- Q: (Mike Weiland) Is there any plan or ideas about expanding opening hours of Greeley History Museum and Centennial Village?
  - A: (Chris Bowles) If staffing could increase, we would be able to expand or change open hours.
- Q: (Holly Berg) Are you curious of what each of do and how it overlaps?
  - A: (Staff) We will provide a general description of what we do at our next meeting.
  -

**Questions to MAB from Staff:**

- Q: (Chris Bowles) Are there any other aspects that you would like to work with us on?
  - A: (Mike Weiland) We would just like to know how we can help.
  - A: (Emma Pena-McCleave) We have had opportunities to help but would like to do more.
  - A: (Geoff Havens) Offered some general opportunities for staff and will reach out to members of the board with more detail. Also mentioned that advocating for us is the biggest help we can receive.
    - A: (Katie Ross) We have several collections cataloging opportunities.
    - A: (Holly Berg) We could use help with postering. We can hand out print outs

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

**Adjourn:** Mike adjourned the meeting at 5:15 PM