

**Museum Advisory Board Meeting
July 15, 2021, 4:00pm
Greeley History Museum Community Room
714 8th Street Greeley, CO 80631**

Meeting to be digitally recorded; transcribed by Leslie Evans

Roll Call:

Approval of May 2021 Museum Advisory Board Meeting Minutes

Approval of June 2021 Museum Advisory Board Meeting Minutes

Approval of May Experience Team Subcommittee Minutes

Approval of June Experience Team Subcommittee Minutes

Approval of May Fundraising & Community Involvement Subcommittee Minutes

Approval of June Fundraising & Community Involvement Subcommittee Minutes

Culture, Parks and Recreation Department Report (Andy McRoberts):

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) –
- Experiences Team (Mark/Mike/George) –
- Acquisitions Committee (Ashley/Daniel) –

New Business:

- White-Plumb Farm planning discussion

Old Business:

-

Next Meeting: Thursday, August 19, 2021, 4:00 p.m., Greeley History Museums

Adjourn:

**Museum Advisory Board Meeting
May 20, 2021, 4:00pm**

**Meeting Link: <https://zoom.us/j/95643449716>
Email Leslie.Evans@Greeleygov.com for password**

Call to Order: 4:04 pm

Roll Call:

Members present – Michael Weiland, Flo Mikkelson, Emma Pena-McCleave, Daina Bustillos, Laura Reeser

Staff members present – Jason Evenson, Sarah Saxe, JoAnna Luth Stull, Holly Berg, Katie Ross

Approval of April 2021 Minutes: Flo made a motion to approve, seconded by Daina. Motion passed unanimously

Culture, Parks and Recreation Department Report (Andy McRoberts): The department assessment information has been collected and is being analyzed. Recommendations are expected by early June. CPRD is preparing the budget for 2022. Museums will be requesting additional funding.

Culture Division Report (Jason Evenson): Mask mandates have been lifted, but division will continue to practice some social distancing and restrict capacity limits.

Museums Report (Sarah Saxe): Attendance has been slow but steady at 141 visitors without marketing & advertising. Now working with C&E to start targeted marketing for the history museum, as well as Centennial Village which opens next Friday. Will not have pets and popsicles, nor baby animal days a Centennial Village. Meeting with the Stampede and Weld County Fair to discuss participation in both events. Hosting a blue grass band, and Potato Day will move forward. New staff has been hired to support all locations. Virtual tour has been well received on Facebook and spiked interest. Hosted first school group, lots of interests for future groups.

Friends of the Greeley Museums Report (Laura Reeser): Website, friendsoftgm.org, launched. Working on Potato Day and planning an ice cream social for 07/21/2021. Friends are sponsoring Museum at Twilight event, and obtaining liquor license.

Public/Board Input - Committee Reports:

- Funding Team (Daina/Flo) – meeting 05/25/2021 at 10:00 am
- Experiences Team (Mark/Mike/George) – first virtual tour went live on 04/16/2021 with 54 views. Jumped to 3019 views and 270 shares following Facebook post. Focused on Centennial Village prep work.

- Acquisitions Committee (Ashley/Daniel) – no meeting due to no agenda for discussion. Found some great pieces of clothing from the 20's to fill some collection gaps.

New Business:

- Advisory Board appointments and elective officers
 - New appointee – Emma Pena-McCleave, will be joining Fundraising & Community Committee
 - Michael Weiland will be new chair person with Flo Mikkelson as vice chair
- Deaccessions (JoAnna Luth Stull) – Flo moved to accept removal, Laura seconded. Motion passed unanimously.

Old Business:

- None

Next Meeting: Thursday, June 17, 2021, 4:00 p.m., virtual meeting

Adjourn: meeting adjourned at 4:44 pm



**REMOTE MEETING INSTRUCTIONS FOR THE MUSEUM
ADVISORY BOARD MEETING ON JUNE 17, 2021**

In order to comply with all health orders and State guidelines intended to stop the spread of COVID-19 (Coronavirus), no physical location will be set up to view or participate in the Meeting.

- You can provide input/public comment for this meeting by emailing your comments to Leslie Evans (Leslie.Evans@Greeleygov.com). Comments may also be submitted in real-time during the meeting using the chat feature. Comments received before and throughout the meeting will be read into the record at the appropriate time.
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**Museum Advisory Board Meeting
June 17, 2021, 4:00pm**

**Meeting Link: <https://zoom.us/j/95643449716>
Email Leslie.Evans@Greeleygov.com for password**

Meeting called to order by chair, Mike Weiland at 4:04 pm Meeting digitally recorded via zoom: transcribed by Leslie Evans.

Roll Call:

Members Present – Mike Weiland, Emma Pena-McCleave, Flo Mikkelson, George Junne

Members Absent – Daina Bustillo, Mark Moody, Laura Reeser, Daniel Murphy, Ashley Wilson

Staff Present – JoAnna Stull, Katie Ross, Sarah Saxe, Sarah Lester, Andy McRoberts, Jason Evenson, Holly Berg

Approval of May 2021 Museum Advisory Board Meeting Minutes – No quorum to vote

Approval of May Experience Team Subcommittee Minutes – No quorum to vote

Approval of May Fundraising & Community Involvement Subcommittee Minutes – No quorum to vote

Culture, Parks and Recreation Department Report (Andy McRoberts): Department is waiting for assessment findings and recommendations. Should have something to share in next meeting. Working on 2022 budget process including supplemental requests. Capital projects are being presented to City Manager's office to prepare for City Council.

Culture Division Report (Jason Evenson): Impressed with the Brown Bag presentation with George Junne. Also working on supplemental budgets for Museums, hoping for increase to 2019 levels. Multiple conversations regarding future management of White Plumb Farm happening.

Museums Report (Sarah Saxe): Final two candidates for Curator of Historical Sites position have been interviewed. Museum attendance is steadily increasing. All Facebook pages have been merged. First Museum at Twilight event was a success. Encouraged with feedback regarding later hours. Katie developed emergency training for employees including collection salvage kits as well as public safety.

Friends of the Greeley Museums Report (Laura Reeser): Potato Day will go forward on September 11th which will include Marine presentation. Previous attendance around 1200 participants. FOGM will also host an ice cream social on July 21st.

Public/Board Input - Committee Reports:

- Funding Team (Daina/Flo) – Working on fundraising ideas including potential sponsors. Will meet on July 22nd. Also hoping to meet with underrepresented organizations for contributions and collaboration. Emma suggested inviting people of color organizations to an event that will introduce them to the museums, and request feedback regarding representation.
- Experiences Team (Mark/Mike/George) – Planning for direction of future virtual programming. Making significant progress on Meeker Home virtual tour, scripts currently being edited. Background and supplemental images have already been uploaded. Stampede exhibit delayed for unknown amount of time due to issues within organization. Upcoming exhibits: League of Women Voters and Black & White in Black & White
- Acquisitions Committee (Ashley/Daniel) – discussed acceptance or decline of Greeley Tribune items being stored at High Plains Library. Will accept some bound newspapers, some as temporary custody. Will accept the images that have already been in possession as a loan. Will use funds from donations to the research center in Peggy Ford’s memory to help hire new, temporary employee to process that collection. Received \$500 grant to rehouse collection for posterity.

New Business:

- Deaccessions (JoAnna Luth Stull) - None

Old Business:

- No new business

Next Meeting: Thursday, July 15, 2021, 4:00 p.m., TBD

Adjourn: Mike adjourned meeting at 4:40 pm



Experience Team
MEETING MINUTES 5/10/2021

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Date	Start	End	Next Meeting	Next Time	Prepared by	Title
5/10/2021	10:00	11:00	6/14/2021	10:00 AM	Holly Berg	Curator of Exhibits
Location		Next Location			Minutes Taken By	
Zoom		Zoom			Holly	
Attended By				Non-Attendees		
Sarah S, Lester, Holly, Katie, JoAnna, Mike, Mark, George						

Presentation Topics			
Topic	Specific Topics	Minutes	Decision and Next Steps
Reach Statistics	<ul style="list-style-type: none"> Beyond Suffrage Virtual Tour statistics Facebook Statistics Program Statistics 	<p>-The museum team has been tracking statistics for our virtual outreach, and just started to track statistics for the Beyond Suffrage Virtual Tour that went live on 4/16. In April, the Virtual Tour had 54 unique views. There are promotional efforts planned, the first one being a Facebook post scheduled for the 12th. Holly will compare the numbers from before and after those promotions.</p> <p>-The Facebook reach numbers have declined pretty drastically since January due to a change in how Facebook chooses what content to promote. We will continue doing posts while looking into how to change them to reach more people. We are also working with the Communication and Engagement office to explore merging our three Facebook pages into one "GreeleyMuseums" page.</p> <p>-The April Brown Bag presentation had 10 viewers, but the recording has been posted to the Museum specific YouTube playlist. Holly is working on getting those statistics from the communication and engagement department.</p>	-Reach out to Holly at any time to request updated statistics.

Quick Updates			
Theme	Discussion	Minutes	Status / Next action and staff in charge
Experiences GHM	Visitor Services- Sarah S <ul style="list-style-type: none"> Staffing Update Survey and marketing 	<p>-The Curator of Historic Sites position was posted last week. We are waiting for a few more applications to come in before reviewing them.</p> <p>-3 new Visitor Services staff members have been hired- 1 for CV and 2 for GHM. 3 new interpreters for CV have also been hired. They are scheduled to start the week of the 17th.</p> <p>-The team is putting together a visitor survey that will be on iPads at both GHM and CV to collect a bit of demographic and "how did you hear about us" data. It will help us gauge how effective our marketing strategies are.</p>	

Quick Updates

Theme	Discussion	Minutes	Status / Next action and staff in charge
	War Comes Home Exhibit- Holly <ul style="list-style-type: none"> Pieces of Home Recap Programs 	-The Pieces of Home program went very smoothly. The recording is posted to YouTube, along with a longer, more detailed version of the sewing tutorial. There weren't many questions at the end, but viewers liked the fact that something historical also had modern applications. -George Junne will present a program as another History Brown Bag about black pilots in WWI on May 27 from 12-1pm. We are still in the process of setting up a Zoom link and FB event for it.	
	Guest Curated Exhibits- Holly <ul style="list-style-type: none"> Stampede Update 	-One of the guest curators of the Stampede exhibit has formally left her position with the Stampede office. The remaining guest curator has not replied to emails for a little while. Holly will continue reaching out, but will make contingency plans. The backup plan right now is to simply extend the time capsule exhibit to give Stampede more time to plan their exhibit.	
Collections	Collections- Katie <ul style="list-style-type: none"> CV reopening work Meeker Home 	-Katie, Lester, and Holly made some changes at CV since there won't be guided tours inside the houses. A few artifacts have been moved around. Some have been removed- either through the deaccession process or moved into storage at GHM. -Some artifacts have also been removed from the Meeker Home, especially potentially dangerous ones like Meeker's guns, since we are done capturing the images for the virtual experience and there won't be staff on site for the foreseeable future.	
Registrar	Loans- JoAnna <ul style="list-style-type: none"> HPLD A holding loan of 16 file cabinets from the <i>Greeley Tribune</i> building containing negatives and photographs, with some clipping documentary files. 	-JoAnna and Katie have been working more with the filing cabinets on loan from the <i>Greeley Tribune</i> . Our original image use agreement with the Tribune from 2009 should still be in effect, but JoAnna is working with the City Attorney's Office to get a new agreement in place to ensure we can use those materials however we want to. They contain a tremendous amount of photographs and information.	
Experiences CV/MH	Events & Programs – Lester <ul style="list-style-type: none"> MH Virtual Experience 	-Lester and Holly are still working hard building the Meeker Home Virtual Experience. It will be hosted on the ThingLink platform, just like the Beyond Suffrage tour, and we expect it to go live around late summer or early fall.	
Museums Sites Infrastructure	Maintenance – Sarah S <ul style="list-style-type: none"> Drainage ditch outside Fire Station Prepping CV for reopening 	-Lester, Barry, and Brayden have been making lots of improvements and working toward getting CV open for the season. The drainage ditch should be in place before opening. -Barry decided to work with a different company to source the lumber to enclose the structure for the White Wagon House. The team still plans to move the wagon house across the CV to its new site toward the end of the season.	
Other	<ul style="list-style-type: none"> Memorial to Peggy 	-Still waiting to hear official plans from the city on how to honor Peggy's many contributions. Suggestions have included: renaming the Main Gallery in her honor, planting a tree, dedicating a park bench, and installing a sculpture in Glenmere Park.	



**REMOTE MEETING INSTRUCTIONS FOR THE EXPERIENCE TEAM
SUBCOMMITTEE MEETING OF THE MUSEUM ADVISORY BOARD ON JUNE 14,
2021**

In order to comply with all health orders and State guidelines intended to stop the spread of COVID-19 (Coronavirus), no physical location will be set up to view or participate in the Meeting.

- You can provide input/public comment for this meeting by emailing your comments to Holly Berg (Holly.Berg@Greeleygov.com). Comments may also be submitted in real-time during the meeting using the chat feature. Comments received before and throughout the meeting will be read into the record at the appropriate time.
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Experience Team
MEETING MINUTES 6/14/2021

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Date	Start	End	Next Meeting	Next Time	Prepared by	Title
6/14/2021	10:00	11:00	7/12/2021	10:00 AM	Holly Berg	Curator of Exhibits
Location		Next Location			Minutes Taken By	
Zoom		Zoom			Holly	
Attended By				Non-Attendees		
Holly, Mike, JoAnna, Sarah Lester, Sarah Saxe, George				Katie, Mark		

Presentation Topics			
Topic	Specific Topics	Minutes	Decision and Next Steps
Reach Analytics Updates	<ul style="list-style-type: none"> Beyond Suffrage Virtual Tour Facebook- Life After Merger CV Audio Tour 	<p>-Views of the Beyond Suffrage Virtual Tour have gone up. Since the last meeting, it has received 211 unique views, bringing the total to 287. The Facebook post on May 12th really increased the numbers. More promotional efforts are planned for the near future.</p> <p>-In an effort to streamline and reduce staff time, the museum team worked with the Communications and Engagement Department to merge the Facebook pages into one umbrella page and three location pages. The switch happened in the middle of May, and our reach numbers have gone up as a result.</p> <p>-The Centennial Village audio tour and web app system, OnCell, has received 105 unique visitors since the last meeting. It is a self-guided tour option for visitors.</p>	-Holly will look into YouTube reach numbers.

Quick Updates			
Theme	Discussion	Minutes	Status / Next action and staff in charge
Experiences GHM	Twilight updates – Saxe <ul style="list-style-type: none"> First Museum at Twilight Event 6/10 	<p>-The first event was slow, but that was to be expected. There were 9 visitors total, but those visitors were enthusiastic and represented our target audience for the event. Sarah Saxe would like to advertise the event more heavily in the upcoming months, possibly adding more special experiences like behind the scenes tours or talks with the curators.</p> <p>-Mike lined up a liquor sponsor and bartended, which was a huge help.</p> <p>-Sarah Saxe and members of the Friends of the Greeley Museums are working with the city to try to add an extra layer of liquor liability insurance in accordance with the city's new policies.</p>	
	War Comes Home Exhibit- Holly <ul style="list-style-type: none"> Black Pilots in WWI Program Recap 	-George Junne gave a lecture on May 27 th on Black Pilot Participation in World War I as part of the ongoing History Brown Bag lecture series. The Zoom presentation had 16 attendees. It was recorded and has been uploaded to YouTube.	-Holly will share the program recording to Facebook very soon.

Quick Updates

Theme	Discussion	Minutes	Status / Next action and staff in charge
	Upcoming Exhibits- Holly <ul style="list-style-type: none"> League of Women Voters Update Black and White in Black and White Update 	<p>-A group of women from the local chapter of League of Women Voters will be guest curating an exhibit, which is scheduled to open in early October. They are very enthusiastic and are already ahead of schedule. It will be exciting to work with them to create a very detailed exhibit.</p> <p><i>-Black and White in Black and White</i> is the next big exhibit in the East Gallery. It is scheduled to open in February 2022. The exhibits team has made some good progress on the exhibit creation so far. The layout is mostly finalized and the team plans to start researching available materials from the collection this week. We have also been working with the traveling exhibit company to get the exhibit text translated into Spanish. They have agreed to cover the majority of the translation costs in exchange for both the raw text and a designed gallery guide that future host venues can use.</p>	
	Virtual Experiences- Holly <ul style="list-style-type: none"> Deciding on directions for current and future exhibit-related virtual components Meeker Home Virtual Tour Progress 	<p>-Now that we have some time, the exhibits team has been working on determining the best direction to go with virtual components to each current and future exhibit, including a large virtual segment for the upcoming <i>Black and White in Black and White</i> exhibit as well as the current <i>Unmentionable</i> and <i>War Comes Home</i> exhibits.</p> <p>-There has been quite a bit of progress on the Meeker Home Virtual Tour. Holly finished the draft of the first floor exhibit script and sent it to the editing team. The second floor has also been drafted, but is not quite ready to go to the editing team yet. In ThingLink, the virtual tour program, all of the room views have been uploaded, the tags (icons) have been placed, and the extra photographs have been uploaded. The last piece will be to upload the final text after it's been edited. This is the longest script Holly has ever put together by far; all together, it's a bit over 50 pages and very detailed.</p>	-Holly will send invitations to staff and selected board members to "beta test" the MH tour as soon as it's ready.
Collections	Collections- Katie	-Nothing to report	
Registrar	Loans- JoAnna	-No new exhibit related items to report.	
Experiences CV/MH	Events & Programs – Lester <ul style="list-style-type: none"> CV Opening Weekend 	-CV has had three open weekends so far, and they've gone quite smoothly. Attendance is averaging between 50 and 60 visitors each weekend.	
Museums Sites Infrastructure	Maintenance –	<p>-No new maintenance projects.</p> <p>-Barry and his team are continuing work on the White Wagon structure on site. The current plan is to move the White Wagon House into the completed structure this fall.</p>	
Other			

Museum Advisory Board Subcommittee Meeting – Fundraising and Community Involvement Meeting Minutes - May 25th, 2021

Call to Order: 10:03 am, meeting was not digitally recorded, minutes taken by Sarah Saxe

Roll Call:

Members present – Michael Weiland, Flo Mikkelson, Daina Bustillo, George Junne, Emma Pena-McCleave

Staff members present - Holly Berg, Katie Ross, Sarah Saxe

Fundraising

1. Capital Campaign – timeline and gift chart review
 - Sarah gave an overview of how many contacts we would need to make, how many donations we would need to obtain, and at what dollar amount in order to meet our capital campaign goals for the Agricultural Heritage Building.
 - The group reviewed a 1.5 year timeline for the campaign.
 - Flo suggested the building be named in Peggy Ford Waldo's honor, which would also foster interest from the community.
 - Mike suggested we revisit the sponsorship and naming rights incentives for potential donors and develop it a bit further.
 - George suggested we look at the agricultural equipment we wish to display in the new building and approach those companies for donations.
 - Flo suggested we build in recognition of Century Farms and then approach farm owners for donations.
 - George suggested donors at a certain level receive a certificate they can frame.
2. Assignment of Roles and Responsibilities
 - Administrative group: Sarah
 - Research and Campaign Design: Flo, Mike, George, Katie, Holly, Sarah
 - Donor Stewardship: Emma, Daina, Sarah
 - Donor Cultivation (in-person): Daina, Sarah, with assistance from Katie and Holly
3. Next Meeting – Case for Support statement development
 - Sarah will send out reading materials on how to develop a Case for Support and the Research and Campaign Design sub-group will meet to begin adapting the Agricultural Heritage Building proposal into a case statement.

Community Involvement

1. Marketing update
 - a. Museums for All – Greeley Museums offers a discounted admission to anyone on the supplemental nutrition program. Flyer sent home to elementary schools with 80%+ students participating in SNAP. Flyer will be distributed at upcoming teacher appreciation day. Emma suggested the flyers also be distributed to local summer camps.
 - b. Advertising - joint facilities promotion, CV opening
 - c. Facebook merger
 - d. Future: rack card, direct mailer, survey
2. Sponsorships

- a. Beverage sponsors are being pursued for Museum at Twilight monthly event. Emma asked if we were going to pursue sponsorships from other organizations to help with costs. She said the Hispanic Women of Weld might be interested. Sarah will check in with Celeste on progress made with any sponsors and work out details to then bring in other potential sponsors. George suggested we approach local restaurants to sponsor food for these events.
- b. Animal feed/bedding sponsors also in the works
- 3. Upcoming events
 - a. Museum at Twilight – 2nd Thursday of each month
 - b. CV Opens 5/28
 - c. Stampede 6/25, 6/26, 7/2-4
 - d. Rusty 44 Bluegrass performance 7/10
 - e. Weld County Fair 7/30-31
 - f. CV Closing Day 9/4
 - g. Potato Day 9/11
- 4. Friends of Greeley Museums Coordination – Sarah mentioned that this sub-committee and the Friends have similar missions and cross participation is always welcome. Emma announced she recently joined the Friends group.
- 5. Community Engagement and Inclusion discussion
 - Sarah solicited feedback from the group on what a future conversation surrounding engagement and inclusivity might look like.
 - Emma asked if our mission statement mentions Diversity, Equity, Accessibility, and Inclusion (it does not) and whether work like this has been done before. Holly said that for particular projects we have collaborated with other organizations to bring in new voices, but efforts have not been sustained.
 - Emma suggested we hold a meeting and invite other groups to join us. At this meeting we could state that we value different populations within Weld, that we are working on showing our appreciation and incorporating their perspectives, and that we invite them to participate and offer suggestions for improvement.
 - Suggested groups to include:
 - Northern Colorado Intertribal Powwow Association
 - Native American Advisory council, CSU (Doreen Martinez)
 - NAACP local branch
 - Hispanic Women of Weld and other Hispanic groups in our community
 - UNC Office of Equity and Inclusion
 - IRC
 - Dearfield Committee members
 - Sarah will put the suggested ideas in an email to the Fundraising and Community Involvement sub-committee which we can circulate and add to, and then we can start reaching out in hopes of holding a conversation/meeting in July.

Next Meeting: Tuesday, June 22, 2021, 10am, virtual meeting

Meeting Adjourned: 10:55 am

Mike Weiland, Chair

Sarah Saxe, Museums Manager

Fundraising and Community Involvement Minutes
June 22, 2021, 10:00 a.m.

Meeting Link: <https://zoom.us/j/95643449716>
Email Sarah.Saxe@GreeleyGov.com for password

Call to Order: 10:02 am

Roll Call: Mike Weiland, Flo Mikkelson, Daina Bustillos, Katie Ross, Holly Berg, Jessi Howell, Sarah Saxe

Review of Case Statement example materials in committee agenda packet

Case for Support development

- Group discussed the capital campaign to raise funds for a new Agricultural Heritage Building at Centennial Village and how to best craft a case statement for support of the project.
- The case statement will lead with WHY we want to build the building (the community need we will be addressing – to preserve and share our agricultural history); next we'll discuss HOW we will address this community need (through programming, exhibits, event space), and conclude with WHAT we are asking of the donor (funds or in-kind donations to build the building)
- Group discussed the below storytelling aspects to include:
 - Problem we are addressing: agricultural roots of our community are being lost/not being conveyed.
 - Trends affecting the problem: development of Greeley means less farms; growth of population/newcomers don't know agricultural roots of area; no one else in community is telling this story/schools don't have on-site learning opportunities on this subject.
 - Our response to problem: We can offer a centralized space to preserve artifacts, create state of the art exhibits, and develop innovative programming to tell this story.
 - Our mission: this project is mission-centric. Our mission to preserve and interpret this history makes Greeley Museums uniquely situated to carry out project and meet community's needs.
 - Track record: History Fest events are good examples of our proven track record. Include how many people served and demographics reached. Pets & Popsicles and Baby Animal Days are other unique events that support this goal. Centennial Village has established exhibits and infrastructure that help tell the story (windmill, head gate, Monfort exhibit).
 - Goals and strategies: Programming and education will allow us to teach food ways, discuss various communities' historical approaches to agriculture, and compare past practices with new restorative methods. We can have a small demonstration field for hands-on learning and adopt-a-bed program. New exhibits will tie in videos of demonstrations and have other virtual components, and will provide for increased accessibility (for low vision, English as a Second Language, etc.). Space will appeal to community and affinity groups like local tractor clubs. New building will allow for increased accessibility with new sidewalks, ADA compliant facilities, provide needed Family bathrooms, and coordinate with ample parking at Centennial Village (compared to Plumb Farm). Facilities will provide a new/needed gathering space for events and rentals. Facilities will provide climate controlled space for artifact preservation.
 - Resources: Project fits into long-range interpretive, landscape, and structural maintenance plans for site, backed by City of Greeley. Museums has expert staff of educator, curators, and maintenance staff. We have a long tradition of attracting and retaining volunteers and community partners. Have commitment from Friends of Greeley Museums for matching funds up to \$40,000, plus commitments from private donors who have supported Greeley Museums over the years.
 - Accountability and evaluation: We will have community focus groups involved in planning and

developing throughout the entire process. Once programs are developed/implemented, we'll have teacher/student satisfaction surveys.

- Future organizational plans: We are committed to creating space for underrepresented stories and better connecting with our entire community, and this project directly serves these goals.
- Role and recognition for the donor: Donor will directly help to preserve and share agricultural history of Weld. Signage recognition, naming rights, and special donor perks to be developed.
- Whom should we involve/ whose testimonial should we use for support?
 - Group decided we should ask Centennial Farm owners for their stories/testimonial.
 - Ask interpretive staff at Centennial Village for stories that show how tours and demonstrations have left an impact on visitors.
 - Ask teachers and students from previous History Fests for their testimonials.

Communication strategy

- Approaches to delivering our case statement
 - Use established style guide for graphic design.
 - Create a long and a short version – short version to be handed out on site, at events, through the friends, direct mailer. Long version to be given to serious donors and available on website.
- Marketing collateral needed
 - Long version, multiple page booklet with narrative, infographics, images.
 - Short version, half page or full page with bullet points and/or infographics, QR code directing people to booklet on website/FOGM to donate money.

Next steps

- Sarah will work on a basic layout and draft text of the two case statement versions.
- Katie will review images (historical and institutional) and possibly stage new images highlighting agricultural history and importance.
- Remainder of group will research donor recognition strategies and produce draft recognition structure for project.

Next Meeting: Tuesday July 27th, 10am, Zoom

Adjourn: 11:02 AM

Museums' May 2021 Report

Major Events

- Centennial Village Museum safely and successfully opened Memorial Day weekend.
- Museums hired 2 Visitor Services Coordinators at the Greeley History Museum, as well as 1 Visitor Services Coordinator and 3 Interpretive Staff to work at Centennial Village Museum. They received training and are running operations smoothly.

Visitor Services-Greeley History Museum

- Attendance: 121
- Revenue: \$557
 - Admissions: \$273
 - Store: \$0
 - Research Center: \$284
 - Donations: \$0
 - Facility Rent: \$0

Visitor Services-Centennial Village

- Attendance: 55
- Revenue: \$333
 - Admissions: \$108
 - Registrations: \$0
 - Store: \$0
 - Donations: \$0
 - Facility Rent: \$225

Collections

- Collections Stats:
 - Items cataloged: 68
 - Images added: 115
 - Items Inventoried: 143
- Hazel E. Johnson Research Center Stats:
 - Internal research inquiries: 2
 - External research inquiries: 11 (off site)
 - 3 reproduction orders for 26 images
- Katie Ross led the annual all-staff emergency training to introduce new staff to the Museum's emergency plan and to familiarize all staff with shelter, evacuation, and first aid

Museums' May 2021 Report

protocols. JoAnna, Katie, and Katalyn visited the home of John C. and Idris Tate McArthur Todd to consider items for potential donation.

Exhibits

- Exhibits Stats:
 - Beyond Suffrage Virtual Tour: 206
 - Centennial Village Audio Tour: 78
 - Exhibit Related Virtual Programs: 16
- Holly helped organize George Junne's Brown Bag virtual presentation "Black Pilot Participation in WWI" which saw 16 attendees. Holly also repaired and prepared exhibits in the Monfort, Stevens, and Carpenter houses and switched out peeling wayside panels in advance of the opening of Centennial Village Museum.

Historic Sites

- Sarah Lester stepped in as Acting Curator of Historic Sites and has been doing a phenomenal job training new staff, managing operations at Centennial Village, coordinating private group visits, and preparing for upcoming events.

Reach

- Staff worked with the City's Communications & Engagement Department to merge Greeley Museums' 3 Facebook pages into one. Across all pages, there were a total of 20 posts, a total reach of 9,351, and total impressions of 9,824.

Museums' June 2021 Report

Major Events

- Staff reviewed applications and conducted 6 virtual interviews, followed by 2 on-site interviews, for the position of Curator of Historic Sites. Museums extended the offer to Doug Brown, who accepted and has been cleared to start. His first day will be August 2nd. Doug has an extensive background in the management of historic sites and has worked for the Morris County Park Commission, NJ; Heritage Hill State Historical Park, WI; Pricketts Fort State Park, WV; Westmoreland County Historical Society, PA; and others.

Visitor Services-Greeley History Museum

- Attendance: 191
- Revenue: \$1531.10
 - Admissions: \$994.00
 - Store: \$0
 - Research Center: \$412.10
 - Donations: \$125.00
 - Facility Rent: \$0

Visitor Services-Centennial Village

- Attendance: 890
- Revenue: \$4021.50
 - Admissions: \$2834.00
 - Registrations: \$0
 - Store: \$0
 - Donations: \$1000.00
 - Facility Rent: \$178.50

Collections

- Collections Stats
 - Items cataloged: 165
 - Images added: 404
 - Items Inventoried: 168
- Hazel E. Johnson Research Center Stats
 - Research inquiries: 33 (11 onsite, 22 offsite)
 - 5 reproduction orders for 32 images

Museums' June 2021 Report

- Katie met with Longs Peak Tractor Club to discuss the transfer of retired farm equipment from the Plumb Farm yard. The equipment is no longer needed to meet Greeley Museums' mission but will find a good home with the Tractor Club.
- JoAnna prepared an agenda for the Acquisitions Committee regarding a donation offer of 150 years of Greeley Tribune publications. She researched the Museums' current holdings and determined the necessary linear storage space if the donation were to be accepted to assist committee members in their decision-making process.

Exhibits

- Exhibits Stats
 - Beyond Suffrage Virtual Tour: 65
 - Centennial Village Audio Tour: 97
- Holly finalized the script for the Meeker Home Virtual Tour and is in the process of uploading it into the virtual tour system. The virtual tour will be freely available on our website once completed.

Historic Sites

- Major tree trimming and removal is slated for the White-Plumb Farm site; 8 trees were identified as needing removal and 6 dead trees need trimming. The Forestry department will schedule half the work for late July/early August 2021, with the other half to be completed in 2022.
- Barry is updating the HVAC replacement schedule for all structures at Historic Sites and will coordinate with Public Works to have schedules integrated to improve City-wide planning.

Education

- Sarah Lester Coordinated summer field trips for 484 students to Centennial Village Museum and the Greeley History Museum.

Reach

- Across all Museums' social media pages, there were a total of 11 posts, a total reach of 4,173, and total impressions of 4,378.