

**Museum Advisory Board Meeting
September 16, 2021, 4:00pm
Greeley History Museum**

Meeting to be digitally recorded; transcribed by Leslie Evans

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

Approval of August 2021 Museum Advisory Board Meeting Minutes

Approval of August Funding Subcommittee Minutes

Approval of September Community Input 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/George/Mike/Gary) –
- Experiences Team (Mike/George) –
- Acquisitions Committee (Adrian/Joe) –

New Business:

- Community Input Meetings – funding source for dinners

Old Business:

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Next Meeting: Thursday, October 21, 2021, 4:00 p.m., Greeley History Museums

Adjourn:

**Museum Advisory Board Meeting
August 19, 2021, 4:00pm
Greeley History Museum**

Meeting digitally recorded; transcribed by Leslie Evans

Call to Order: 4:05 PM

Roll Call:

Members Present – Flo Mikkelson, Daina Bustillos, George Junne, Emma Pena-McCleave, Gary Alexander

Members absent – Mike Weiland

Approval of July 2021 Museum Advisory Board Meeting Minutes: Motion to approve by George Junne, seconded by Daina Bustillos. Motion passed unanimously.

Approval of July Experience Team Subcommittee Minutes: Motion to approve by Emma Pena-McCleave, seconded by Daina Bustillos. Motion passed unanimously

Culture, Parks and Recreation Department Report (Andy McRoberts): The Department is expecting suggestions from Finance regarding the 2022 budget next week, as well as the results from the Department-wide assessment. The findings will be shared with the board once the Department staff have been informed.

Culture Division Report (Jason Evenson): Not in attendance.

Museums Report (Sarah Saxe): Thanks to the efforts of Sarah Lester at staff safety and site & collections security, the flood damage at Centennial Village was minimized. To prepare for the possibility of future issues, Katie organized an emergency planning meeting. Despite the flood damage, the Naturalization Ceremony, Stampede, bluegrass concert, Plumb Farm Family Reunion, Weld County Fair, and FOGM Ice Cream Social were successful. Barry and Braden are continuing site maintenance, including a fresh coat of paint at Rattlesnake Kate's House. They also completed construction on a shelter for the White Wagon. To combat disappointing attendance (<50%), a community input meeting was held at the end of July. 26 people from underrepresented community members shared that it was difficult to connect with the Museums without their stories being told. Also suggested sharing the positive stories about the communities of color. There will be additional discussions at another meeting in October, as well as a November museum visit to share the errors and gaps they see in the collections. Will consider a long-term redesign of the gallery to adopt their suggestions. The continued struggle to fill the Curator of Historic Sites in addition to other staff shortages has been discouraging. Staff will be meeting soon to consider options. Flo suggested utilizing the help of the Garden Club for gardening shortages. Hoping for approval of the budget

request for a consultant to assess community needs next year.

Friends of the Greeley Museums Report (Laura Reeser): Due to the lack of volunteers, Potato Day did not happen this year. At the meeting last week, grant or scholarship opportunities to encourage future participation were discussed. Proud of the attendance at the most recent Museum at Twilight event featuring a genealogy presentation. Next month's will highlight the Hispanic Women of Weld.

Public/Board Input - Committee Reports:

- Funding Team (Daina/Flo/Emma) – Will meet on 08/24 to edit the Capital Campaign Case statement.
- Experiences Team (Mark/Mike/George) – See committee minutes.
- Acquisitions Committee (Katie/Jo) – The High Plains Library District rescinded their offer of the Greeley Tribune donation. They will be digitizing the collection.

New Business:

- Proposal to amend Board Rules and Regulations Section VI. C. as follows:
 - Current: A quorum shall consist of five (5) members
 - Proposed: A quorum shall consist of a simple majority of appointed members

Motion to approve by Emma Pena-McCleave, seconded by Daina Bustillos.
Motion passed unanimously.

- Current: Jason Evenson designated as Director.
- Proposed: Jason Evenson designated as Manager.

Motion to approve by Daina Bustillos, seconded by George Junne. Motion passed unanimously.

- Current: Members will call chair in event of absence.
- Proposed: Members will notify chair in event of absence.

Motion to approve by George Junne, seconded by Gary Alexander. Motion passed unanimously.

Old Business:

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Next Meeting: Thursday, September 16, 2021, 4:00 p.m., Greeley History Museums

Adjourn: Flo adjourned the meeting at 4:49 pm

Museum Advisor Board Subcommittee - Fundraising & Community Involvement Minutes
August 24, 2021, 10:00 a.m.
Greeley History Museum

Meeting digitally recorded and transcribed by Sarah Saxe

Call to Order: 10:02 am

Roll Call:

Members Present: Mike Weiland, Flo Mikkelson, Gary Alexander

Staff Members Present: Katie Ross, Sarah Lester, Sarah Saxe

Review of Case Statement draft:

- Text and edits – group submitted edits to draft over the past month, Sarah S. incorporated edits into new version which group reviewed collectively. A few additional suggestions were made:
 - One statistic that could be added would be to show farm land within the City limits that is now being developed due to fast-past growth. Sarah will look to see if a stat can be found.
 - Sarah met with Jaymi (Hatch) Nickell, whose family had a multi-generational farm in Weld; Jaymi will supply testimonial about importance of farming for case statement.
 - Group suggested to switch out the testimonial used from elementary school students.
- Photo selection
 - Sarah added photos to illustrate programming, artifacts, history. Multiple images will be presented to C&E for final selection.
 - Instead of using image of potato vine spreader (artifact is very hard to decipher), we could potentially use the diagram of the spreader in the accession record.
 - Katie will add artifact images to shared folder for image options.
- Sponsorship levels and recognition
 - Group decided to leave a few options of Sponsorship Levels in the document but include a line to the effect of “we are happy to explore other ways of recognizing donors, contact us for more discussions.”
 - Sarah will reach out to the Avenir Museum and the Golden History Museum to see how they structured their capital campaign materials. Gary will ask his son, who is in the philanthropy industry, for examples from his campaigns.
 - Further edits were made to Sponsor Recognition section to slim it down.
- Mock-up sketches of grounds/building
 - Gary and Adriana will help to produce an engineering rendering and an artistic drawing of building in-situ; Sarah will take photo of perspective we’d like renderings/drawings to illustrate and send info to Gary/Adriana, along with specs.
- Determine content for condensed version
 - Group selected text to express main points:
 - Agriculture is our history
 - We can’t lose this history
 - We need a building to tell this story
 - Don’t list sponsorship levels in one-pager, instead put line to the effect of “for more information, contact...”
 - Include mock-up of building to show what we envision
 - Include historic images, and programming images
- Discuss next steps
 - Katie and Sarah Lester will send Sarah Saxe space requirements for events and artifacts. Sarah S.

- will send this plus original building specs to Gary who will project appropriate building size.
- Sarah S. will make further edits to the long and short versions of the document and send it out to the team for review. Next she will submit a ticket to C&E for design development.
 - A tagline or project name should be developed; we'll ask C&E for ideas.

New Business: None

Old Business: None

Next Meeting: TBD

Adjourn: 11:12 am

Museum Advisor Board Subcommittee - Fundraising and Community Involvement Minutes
September 2, 5:30 p.m.
Greeley History Museum

Meeting to be digitally recorded; transcribed by Sarah Saxe

Call to Order: 5:36pm

Roll Call

Board Members Present: Mike Weiland, Joe Lesko, Gary Alexander, Georg Junne, Emma Pena-McCleave, Laura Reeser, Adrian Sdano, Flo Mikkelsen

Staff Members Present: Holly Berg, Katie Ross, Sarah Saxe

Community Members Present: Erma Woodfin, Betzy Valdez, Yoana Rivera

- Discussion of past and current obstacles experienced in trying to gain greater community involvement at Greeley Museums
 - o Museum staff discussed experienced obstacles
 - Staff shared that in the past they have tried to go out into the community and gather stories and collaborate on exhibits, but the relationships built seem temporary. Relationships die off, and sustaining communication has been difficult.
 - Staff have had student workers/interns in the past, but maybe we could have a DEAI (diversity, equity, accessibility, inclusion) intern. George Junne suggested potential department heads at UNC who might be interested in creating a for-credit program. World Languages and Culture division or History division would be good areas to explore. Tap into UNC's cultural centers too, to get students community-focused experience while simultaneously helping museums in their goals.
 - Staff wants to do a better job of collecting artifacts/collections that are more representative. We won't collect stories that have already been told, but use staff time/resources to collect from underrepresented communities. Language has been a barrier. Staff lack ability to translate Spanish oral histories, and therefore these audio files aren't used in exhibits. George Junne suggested to reach out to UNC professors to get students to translate. Yoana Rivera suggested reaching out to IRC to potentially utilize community navigators for translation help.
 - Many people don't know we have a museum/we are foreign to much of the community. Yoana Rivera suggested staff give presentation to IRC clients showing what community resources we have to offer.
 - o Group discussed obstacles from community's perspective
 - Building trust is key. Community members won't want to collaborate or share their stories with museum staff who are essentially strangers. Especially with immigrant and refugee community who have experienced so much trauma. Museum staff need to spend more time, slow down, and focus on building trust.
 - Suggestion was made to have staff go to more community events/festivals to have personal, one-on-one connections.
 - Suggestion was made to create a database of prominent Greeley families of all ethnicities who we could approach with specific asks for artifacts/stories.
 - One suggestion was to, when approaching new communities for collaboration, stress the opportunity to share what that community is proud of/highlight it in the museums' collections/exhibits. The counterargument was made that staff aren't doing people any favors by asking people to donate to the museum- community members don't see this as a gift/favor because they don't have strong connections to the museum.

- The point was made that time is running out – the population is changing. We need to connect and represent these perspectives now.
- Group discussed the need for the advisory board, staff, and community members to be on the same page in terms of language, attitude, and approach to improving diversity. Suggestion made for diversity and anti-racism training which Sarah Saxe will pursue for staff/board members.
 - The lens staff/board are looking through to develop exhibits and collections is not a BIPOC lens, we need to see from other perspectives when we approach new projects.
 - Museum needs to make sure we are including positive representations of BIPOC community members too, not just the negative.
- Group discussed the need for community surveys, data, and feedback on community wishes
 - Sarah Saxe shared that CPRD has put in a request for a city-wide community needs assessment, to hopefully be conducted in 2022, to better inform us of what community wants/expects from its museums and cultural entities.
- Group discussed temporary fixes to the Main Gallery
 - Holly Berg presented ideas for temporary improvements/corrections to the Main Gallery to be implemented soon. Ideas included sticker decals and overlays to go over glass/cases in main gallery that call attention to stories that haven't been told or highlight past errors in interpretation.
 - Long term goal is to gather feedback and collaborate to make more permanent/ long-term changes to the Main Gallery and show equitable representation in all exhibits/collecting habits.
 - Next meeting idea – ask community members to go through main gallery with post-it notes to write down ideas for corrections/improvements. Staff and community group will then collect feedback and come up with a plan for a temporary fix.
 - Staff also plan to work with community member Erma Woodfin to more appropriately/sensitively introduce audience members to the KKK uniform and blackface images on display in the Unmentionable exhibit.

Next Meeting: TBD

Adjourn: 6:54pm

Museums' August 2021 Report

Major Events

- The hiring team reviewed applications and conducted 5 virtual interviews with candidates for the Curator of Historic Sites position. In-person interviews with 2 candidates will take place mid-October.

Visitor Services-Greeley History Museum

- Attendance: 250
- Revenue:
 - Admissions: \$1246.00
 - Store: \$123.50
 - Research Center: \$162.25
 - Donations: \$411.00
 - Facility Rent: \$0
- Combined Total Revenue: \$1942.75

Visitor Services-Centennial Village

- Attendance: 590
- Revenue:
 - Admissions: \$1005.00
 - Registrations: \$0
 - Store: \$70.50
 - Donations: \$0
 - Facility Rent: \$0
- Combined Total Revenue: \$1075.50

Collections

- Collections Stats
 - Items cataloged: 216 (13 donations completed)
 - Images added: 467
 - Items Inventoried: 297
- Hazel E. Johnson Research Center Stats
 - Internal research inquiries: 3
 - External research inquiries: 21 (9 onsite and 15 off site)
 - 3 reproduction orders for 42 images

Museums' August 2021 Report

- Katie brought on and trained two new interns from UNC who will help with digitizing collections and improving accessibility to the collections.
- JoAnna drafted an MOU related to the use of Exhibit Envoy materials in a virtual exhibit created by Holly Berg for Exhibit Envoy's traveling exhibit *War Comes Home: The Legacy*, currently hosted by Greeley Museums.

Exhibits

- Exhibits Stats
 - Beyond Suffrage Virtual Tour: 49
 - Meeker Home Virtual Tour: 73
 - Centennial Village Audio Tour: 272
- Holly and JoAnna reviewed and finalized the contract for the upcoming traveling exhibit from the Smithsonian called *¡Pleibol!* which details the history of U.S. Latino baseball, coming to Greeley in March of 2024.

Historic Sites

- Sarah Lester, Barry, and Brayden organized and executed the annual AgriCULTURE Feast, a Creative District event serving 312 guests for which CV was the rental venue.

Education

- Group visits:
 - GHM: 10
 - CV: 18
- Holly and Sarah Lester worked together to create content for the virtual version of the Museum to You program, to be administered to D6 schools in the 2021/2022 school year. Content included capturing high quality images and rotational videos of artifacts.

Reach

- Across all Museums' social media pages, there were a total of 12 posts, a total reach of 5,195, and total impressions of 5,471.