

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

Prepared by:

DocuSigned by:
Sarah Saxe
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Preparer:

Sarah Saxe

Date:

9/17/2021

Approved by:

DocuSigned by:
Mike Weiland
573141B69E344E4...

Board Chair:

Mike Weiland

Date:

10/15/2021