



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

No physical location will be set up to view or participate in this 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.
- To view the meeting and/or participate in real-time, email Leslie Evans (Leslie.Evans@Greeleygov.com) before the meeting begins to receive the log-in credentials. Instructions on how to access and participate in the remote meeting will be provided at that time.

**Museum Advisory Board Meeting
June 17, 2021, 4:00pm**

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

Roll Call:

Approval of May 2021 Museum Advisory Board Meeting Minutes

Approval of May Experience Team Subcommittee Minutes

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

New Business:

- Deaccessions (JoAnna Luth Stull)

Old Business:

-

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

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 at 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



Experience Team MEETING MINUTES 5/10/2021

S:\Museums\Exhibits\1 Experience Team\Team Meetings\2021\5- May\2021-5-10 Experience Team Minutes.docx						
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	- Beyond Suffrage Virtual Tour statistics - Facebook Statistics - Program Statistics	-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. -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. -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.	-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 - Staffing Update - Survey and marketing	-The Curator of Historic Sites position was posted last week. We are waiting for a few more applications to come in before reviewing them. -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. -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.	

Quick Updates			
Theme	Discussion	Minutes	Status / Next action and staff in charge
	War Comes Home Exhibit- Holly - 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 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 - 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 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 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 - 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	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.	

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

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.