

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

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Mike Weiland, Chair

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Sarah Saxe, Museums Manager