

**Museum Advisory Board Meeting
April 21, 2022 4:00pm
Greeley History Museum**

Meeting to be digitally recorded; transcribed by Samantha Foyle

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

Approval of March 17, 2022 Museum Advisory Board Meeting Minutes

Approval of March 22, 2022 Funding Team Minutes

Culture, Parks and Recreation Department Report (Kelly Snook):

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:

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Old Business:

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Next Meeting: Thursday, May 19, 2022, 4:00 p.m., Greeley History Museums

Adjourn:

**Museum Advisory Board Meeting
March 17, 2022 4:00pm
Greeley History Museum**

Meeting digitally recorded; transcribed by Samantha Foyle

Call to Order: 4:00 PM

Roll Call:

Members Present- Daina Bustillos, Emma Pena-McCleave, Floris Mikkelson, Gary Alexander, George Junne, Michael Weiland,

Staff Present- Holly Berg, Jason Evenson, Samantha Foyle, Geoff Havens, Kelly Snook, Sarah Saxe

Members absent – Adrian Sdano, Joseph Lesko, Laura Reeser

Approval of February 17, 2022 Museum Advisory Board Meeting Minutes Motion to approve by Floris Mikkelson, seconded by Emma Pena-McCleave. Motion passed unanimously.

Approval of February 22, 2022 Funding Team Minutes Motion to approve by George Junne, seconded by Daina Bustillos. Motion passed unanimously.

Culture, Parks and Recreation Department Report (Kelly Snook): Invites for the City of Greeley Boards and Commission Event at Union Colony Civic Center March 31st have been sent out.

Culture Division Report (Jason Evenson): No updates at this time.

Museums Report (Sarah Saxe): The Black and White in Black and White Exhibit had a successful opening reception sponsored by the Friends of the Greeley Museum. In the process of hiring summer staff and preparing to open the gift shop at Centennial Village which has been closed for the past 2 years. Attendance is steadily increasing month to month. The lack of an employed cataloger has shown some delay in the cataloging process. Volunteers and staff with spare time are currently working through cataloging an employee dedicated to cataloging would show improvement. The Communications and Engagement group is working as a partner to have a heavier Social Media presence. Found replacement sponsor for Museum at Twilight only changes is for logos for promotional materials. The research center has had an uptick in requests with the release of the Rattlesnake Kate Musical.

Friends of the Greeley Museums Report (Floris Mikkelson): Internal elections are completed with all positions staying the same. Planning for Potato Day on the 2nd Saturday in September.

Public/Board Input - Committee Reports:

- Funding Team (Daina/Flo/Emma/George/Mike/Gary) – Fundraising Efforts for the Capital Campaign Project continue.
- Experiences Team (Mike/George) – Sarah Lester has completed new modules for Virtual Museum to You. They have been distributed to the District 6 Curriculum Coordinator containing Meet the Meekers, Starting a Utopia and Building a Utopia which is based on an activity that was completed in the classroom. The exhibit schedule for Greeley History Museum is set through mid-2024. Opening a poster exhibit in partnership with the Latino History Project group called Bittersweet Harvest which will open on Cinco De Mayo. Stevens house inventory is still in process. Audio service is provided by Oncell which is transitioning to a new platform toward the end of this year. Baby Animal Day is arriving April 15, 16, 18 through the 24th. Excited to have baby animals back at Centennial Village. History Fest has been planned with several schools touring from May 2nd through May 6th. Planning for Weld County Fair and other events through the end of the year at Centennial Village is in process. The second floor of the Fire House will be open and create a 3D view with a QR code for those to view that cannot access the second floor. Other Centennial Village projects include plaster repair and painting in the interior of the church and rebuilding and reconstruction of the Ice House. Requests for outgoing exhibits; Weld Towns 1862 to Present and Awakening Stories of ancient Bison Hunting.
- Acquisitions Committee (Adrian/Joe) – Items from the Time Capsule Exhibit have been offered into the permanent collection.
- Community Engagement Team (Flo/Mike/George/Emma/Gary) – No updates at this time. Currently tabled until further notice.

New Business:

- **CPRD Naming Policy** Motion to mark policy received and reviewed by Floris Mikkelsen, seconded by George Junne.
- **CPRD Memorial Policy** Motion to mark policy received and reviewed by Floris Mikkelsen, seconded by George Junne.

Old Business:

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Next Meeting: Thursday, April 21, 2022, 4:00 p.m., Greeley History Museums

Adjourn: Mike adjourned the meeting at 4:55 pm

Fundraising Committee Minutes
Tuesday, March 22, 2022, 10:00 a.m.
Greeley History Museum, 714 8th Street, Greeley, CO 80631

Meeting transcribed by Sarah Saxe

Call to Order: 10:05am

Roll Call:

Board Members Present: Daina Bustillos, Mike Weiland, Gary Alexander, George Junne, Emma Pena-McCleave, Flo Mikkelson

Museum Staff Present: Sarah Saxe, Sarah Lester, Katie Ross, Holly Berg, Geoff Havens

1. Introduction of new committee members and project recap
 - a. No new members in attendance; however, Steve Isenhour, principal at Maddison Elementary, and Ramon Reyes, principal at Maplewood Elementary have both agreed to participate. Additionally, Stan Sessions, longtime museum supporter and Ag/Farm enthusiast, will join the committee. Mark Watson of Hansel Phelps and the Union Colony Company of Colorado will also advise on the project.
 - b. Photographer John Fielder has offered his voice in whatever way might be helpful. The group brainstormed ideas and it was decided to ask John: for the use of appropriate agriculture-related images in the new exhibit space; if he knows of other photographers who might supply similar images if John has none; and if he might assist with a book signing fundraiser event similar to the one he presented in November, 2021.
2. Committee member progress updates
 - a. Katie reported that she hasn't had much luck connecting with Leprino about a grant but that she found Facebook contact information for individual employees and asked if someone on the committee would reach out.
 - b. Emma reported that she sent a brochure package to Richmark Real Estate and they seem interested.
 - c. Daina reported that she has contacted Julie Jensen of the Greeley Area Realtors Association to schedule a presentation late summer/early fall. She hasn't gotten a response from individuals on her list but will take brochures over to them.
 - d. Holly hasn't heard back from her assigned contacts but will also consider bringing brochures by to their locations.
 - e. Sarah Lester initiated contact with Ramon Reyes and Steve Isenhour, the two principals who agreed to advise on the committee.
 - f. Geoff has not had luck in his attempts to connect with JBS but will try to approach individuals via LinkedIn. Sarah S. suggested he might reach out to Justin Watada of the Stampede who must have connections with JBS as JBS is a major event sponsor for the Stampede.
 - g. Mike plans to bring a packet of information to Allo Fiber, he has been playing phone tag with Colorado Premium, and has a meeting scheduled with Warren Yoder of the Weld County Garage next week. Northern Feed & Bean is not interested and he has had no luck reaching Aramco. He does not have a good number for Dennis Hoshiko. Mike has left a message for Art Guttersen.
 - h. Garry hasn't had much luck reaching his contacts so plans to send brochures via mail.
 - i. Flo attended the Lions Club meeting with Geoff and assisted during the presentation. She will continue to reach out to individuals on her assigned contact list.
 - j. George has researched names and addresses of his assigned contacts and will visit them soon to drop off materials. He will also approach Jeff Crabtree on Friday.
3. Community presentations updates
 - a. Sarah Saxe presented at the Optimist Club 3/15 with Geoff and Gary.

- b. Sarah S. presented at a Visit Greeley meeting 3/16 and will give another presentation at the Greeley History Museum for members 6/15.
 - c. Sarah S presented at a Greeley Chamber of Commerce board meeting 3/21 with the possibility of a follow up presentation later this year.
 - d. Geoff presented at the Greeley Lions Club with Flo 3/21.
 - e. Additional presentations are scheduled for the year, see attached presentation schedule for more information.
4. Grants/foundations updates
- a. The Boettcher Foundation responded to Sarah S.'s initial submission stating they are not inviting us to apply at this time. After a debrief phone call, Sarah learned the group is interested in the project and that we should reapply when we have more financial support committed and have established clearer partnerships with the school district.
 - b. Sarah S. has applied to two \$5000 grants through local Walmart stores and apparently there is little restriction on how many times we can continue to apply and receive funding for various aspects of the project. If successful in the first round, Sarah plans to continue to ask for support. Sarah is waiting to hear if we make the top 200 projects for the State Farm grant.
5. Project Management updates
- a. Sarah S. and Geoff met with Mark Watson of Hansel Phelps and Union Colony Company of Colorado to discuss project management. He has agreed to act as a consultant and will help us to determine appropriate building materials, as well as procure bids and ask for in-kind donations for various aspects of the project (e.g., dirt work, surveying, drafting, project management, concrete).
 - b. Mark stated he believes Hansel Phelps will donate the concrete for the project and might also donate project management services. Mark has also stated that the Union Company of Colorado is pledging \$200,000 towards the project.
6. Determine next steps
- a. All members will continue with their attempts to reach their assigned contacts. They will also research and look for appropriate new contacts.
 - b. Sarah S. will follow up with John Fielder about a fundraising event and image use.
 - c. Sarah S. will follow up with Steve Isenhour and Ramon Reyes to flesh out partnership ideas with the school district.
 - d. Holly will use the museum's Facebook account to reach out to individual employees at Leprino to ask about their granting process.
 - e. Daina will reach out to the County Commissioners as a group to see if she can schedule a presentation at one of their upcoming meetings.
 - f. Sarah S. will ask Eric Bloomer of the Parks division if he has a good contact for Dennis Hoshiko to give to Mike.
 - g. Sarah S. will continue to reach out to clubs and organizations to schedule future presentations.
 - h. Geoff will reach out to FFA
 - i. Emma will reach out to 100 Women of Greeley
 - j. Geoff will reach out to the city-appointed project manager to discuss next steps in the site assessment and permitting process. He will work with Sarah S. and Mark Watson to procure estimates and potential in-kind donations for portions of the project.
 - k. Holly will reach out to a few exhibit design/fabrication companies to procure bids for the exhibition component of the project.
 - l. Sarah S. will ask if the Union Colony Company of Colorado wishes their donation would remain anonymous; she will then notify the committee of the response.

Next Meeting: Tuesday April 26, 10am, Greeley History Museum

Adjourn: 11:07am

Museums' March 2022 Report

Major Events

- *A Message for the Future: Greeley's Time Capsules* closed March 12th. Staff and members from the Mexican American History Project are collaborating to produce a new exhibit about the Bracero Program to occupy the gallery.
- Hiring of summer staff at Centennial Village continues. Interpretive trainings and volunteer orientations were conducted.
- Staff and board members continue to raise funds for the museums' capital campaign; committee members are presenting to philanthropic organizations, meeting with foundations, and pursuing grants.

Visitor Services - GHM

	March 2022	February 2022	March 2020*
Attendance	235	220	199
Admissions	\$1232.00	\$892.00	\$533.00
Store	\$361.40	\$534.40	\$187.50
Research Center	\$167.50	\$20.00	\$5.25
Donations	\$0.00	\$0.00	\$1.00
Facilities Rentals	\$0.00	\$0.00	\$(100.00)
Combined Revenue	\$1,760.50	\$1,446.40	\$626.75

**Cannot compare to previous year's data as GHM was not open in March 2021 due to pandemic shutdowns; GHM was open only half of March 2020 due to pandemic.*

Collections

	March 2022	February 2022	September 2021*
Donations completed	18	6	20
Items cataloged	78	56	299
Images added	126	0	327
Items inventoried	153	99	395
Research requests	25 (10 onsite / 15 offsite)	22	23
Reproduction orders	2 (18 images)	4 (6 images)	6 (55 images and 51 oral histories)

**Height of work completed by contract cataloger who is no longer on staff*

- Katie attended a NOAA severe weather training and is preparing for the annual All-Staff Emergency Preparedness training to be held in May.
- Katalyn, with the help of volunteer Brittany, finished processing the backlog of all finalized deaccessions.

Museums' March 2022 Report

Virtual Exhibits and Programs

	March 2022	February 2022	March 2021
Beyond Suffrage Virtual Tour	55	54	NA
Meeker Home Virtual Tour	179	123	NA
Centennial Village Audio Tour	32	34	7
War Comes Home Virtual Exhibit	25	47	NA
Exhibit-related Virtual Programs	0	0	NA

- Holly was invited to be a guest on Pirate Radio (93.5) to promote the exhibit *Black and White in Black and White* on 3/3.

Historic Sites

- Staff prepared loan paperwork and care instruction sheets for the loaned animals coming on site for Baby Animal Days.

Education

	March 2022	February 2022	March 2020*
Group visits	0	0	67

**Cannot compare to previous year's data as GHM was not open in March 2021 due to pandemic shutdowns; GHM was open only half of March 2020 due to pandemic*

- Sarah Lester continues to prepare for Spring History Festival, private school trips, and has trained Geoff on procedures for Baby Animal Days.

Social Media Reach

	March 2022	February 2022	March 2021*
Posts	13	7	4
Reach	7876	6167	1613
Impressions	8298	6202	1658
Events Reach	262	4314	2174

**Across 3 FB pages (not yet merged into one)*