

**Museum Advisory Board Meeting
November 16, 2023 4:00pm
Greeley History Museum**

Roll Call: Gary Alexander, Marcus Embry, George Junne, Floris Mikkelsen, Emma Pena-McCleave, David Melendez, Nancy Masimer, Michael Weiland (Chair)

Approval of September 21, 2023 Museum Advisory Board Meeting Minutes (Note October meeting cancelled due to lack of quorum)

SPECIAL PRESENTATION (20 Minutes)

- **VFLA Architecture presenting preliminary results of Agricultural Heritage Feasibility Study**

REPORTS (10 Minutes)

Culture, Parks and Recreation Department Report (Diana Frick.):

Culture Division Report (Megan Weiler):

Museums Report (Chris Bowles):

- Additional Staff Reports
 - Exhibits (Holly Berg)
 - Collections (Katie Ross)
 - Historic Sites (Geoff Havens)
 - Education/Interpretation (Geoff Havens or Katie Henry)
- Approvals as Needed (Consent Items, etc)

Friends of the Greeley Museums Report (Nathaniel Johnson or representative):

BOARD REPORTS (10 Minutes)

Public/Board Input - Committee Reports:

- Experiences Team (Mike/George)
- Acquisitions Committee (Marcus/staff)

New Business (10 Minutes):

- Questions for staff from MAB
- Questions to MAB from staff

Next Meeting: Thursday, December 21, 4:00 p.m., Greeley History Museum

Adjourn

Museums' October 2023 Report

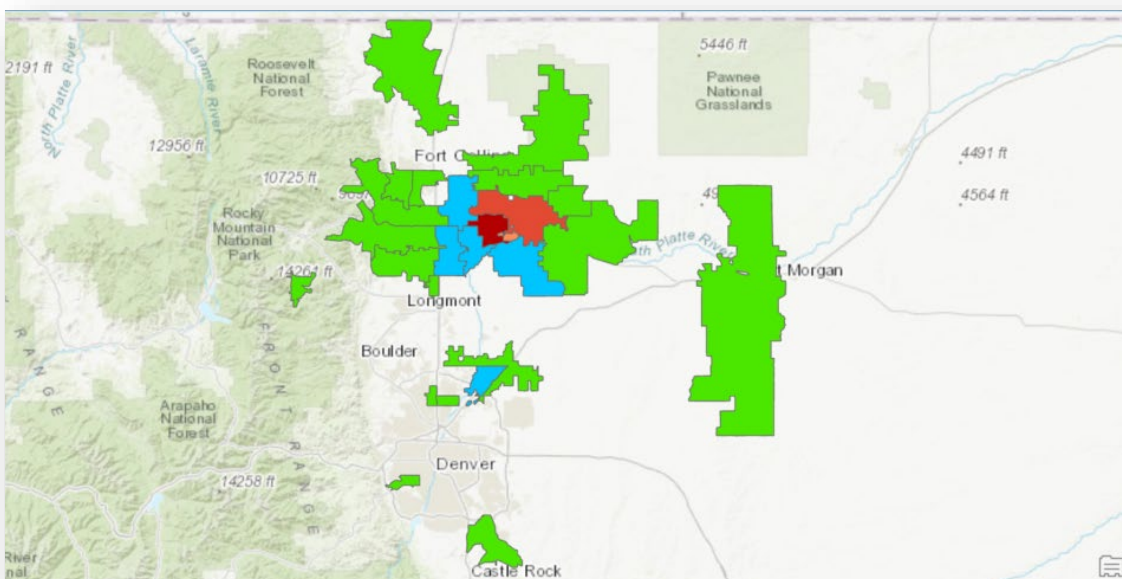
Major Events

- We'd like to introduce our new Cultural Affairs Manager, Megan Weiler!
- We're sad to say good-bye to David Melendez, who resigned from the Board this month. All the best wishes to David!
- We had an amazing turn-out for Howl-o-Ween this year! 2108 people attended over the two days. The event this year was fully sponsored by local companies, and several, including Wing Shack, Sexy Sammies and the Centennial Public House had tents on site. Very special thanks also to Distortions Unlimited who for the first time brought in some very special (and spooky!) guests who were displayed in Hall House.
- On October 7th, Chris Bowles, Holly Berg, and volunteer Mike Weiland represented the Museums at Dearfield Day. They helped with volunteer work, handed out information about our museums and the research center, and spoke with visitors about the Museums' role in preserving the townsite. The event had approximately 75 attendees.
- Field Trip Season saw hundreds of students visit our sites, and was adroitly organized by Katie Henry.
- Katie Ross and Holly Berg, along with guest curators and volunteers, installed the outreach exhibit, *Seven Symphonic Portraits: A Weld County Reflection* at the UCCC on 10/12 and 10/13. The companion exhibit was meant to accompany (and was accompanied by) the musical piece of the same name. It was performed by the Greeley Philharmonic Orchestra on 10/14. 359 people attended the performance and saw the display. It will be re-installed at GHM and open in mid-November.
- The Historic Sites team led by Barry Alvarado re-chinked the interior of the Courthouse. Watch the video here! <https://vimeo.com/879978255>
- We further progressed our emerging partnership with History Colorado regarding a joint summer camp (Hands on History) for 2024, and had initial conversations regarding a formal Front Range museum education roundtable group under the bounds of CWAM or similar institutions.
- Visitor Services' Val Leyba, JoAnna Luth Stull, and Holly Berg installed an altar for Día de los Muertos at GHM on 10/20. It will stay up through early November. There have been a number of people remarking on how positive this display is, especially with the Dolores Huerta exhibit in the building as well. Special thanks to Val for brining in most of the materials and organizing this hopefully annual display!

Museums' October 2023 Report

- Katie Henry and the Museum Interpreters created a craft workshop on cyanotype art in partnership with High Plains Library District.
- Katie Ross, Geoff Havens and Holly Berg guided a wonderful crowd of UNC History Club students around the History Museum on 10/26. We're working closely with UNC History to develop an internship program, and are hoping this leads to other working relationships.

Where Did Our Visitors Come From in October, 2023?



Museums' October 2023 Report

Museum Statistics

Visitor Services - GHM

	October 2023	September 2023	October 2022
Attendance	178	462	208
Admissions	\$961	\$937	\$539
Store	\$324	\$642	\$881
Research Center	\$327	\$120	\$32
Donations	\$0	\$0	\$0
Facilities Rentals	\$150	\$900	\$0
Combined Revenue	\$1763	\$2599	\$1627

Visitor Services - CV

	October 2023	September 2023	October 2022
Attendance	2808	2344	2057
General Admissions	\$10601	\$1292	\$7676
Store	\$470	\$1617	\$377
History Fest	\$0	\$12085	\$0
Donations	\$8	\$0	\$451
Facilities Rentals	\$0	\$0	\$0
Combined Revenue	\$11079	\$5432	\$8990

Visitor Services Totals

	October 2023	September 2023	October 2022
Combined Attendance	2986	2806	2265
Combined Revenue	\$12842	\$15219	\$10617

Museums' October 2023 Report

Collections

	October 2023	September 2023	October 2022
Donations completed	Not Available	3	2
Items cataloged	Not Available	23	90
Images added	Not Available	52	134
Items inventoried	Not Available	29	20
Research requests	35 (20 on site, 15 off site)	28 (16 on site, 12 off site)	21 (11 on site; 10 off site)
Reproduction orders	77(76 images; 1 other media)	13 images	15(14 images; 1 other media)

Exhibits and Programs

	October 2023	September 2023	October 2022
Beyond Suffrage Virtual Tour	22	14	19
Meeker Home Virtual Tour	39	56	38
Viewfinder Exhibit	4	20	NA
War Comes Home Virtual Exhibit	22	35	24
Exhibit-related Virtual Programs	359	0	87

Education

	October 2023	September 2023	October 2022
Group visits	Not Available	100	162
Fall History Fest Attendance	NA	1825	NA

Social Media Reach (see below for charts)

Museums' October 2023 Report

	October 2023	September 2023	October 2022
Posts	19	28	19
Reach	77.36k	64.21k	20,658
Impressions	173.54k	156.35k	22,076
Top Posts:	Organic: Of all the houses shown in this image... Paid: Dolores Huerta	Organic: Dolores Huerta Opening Paid: Potato Day	NA

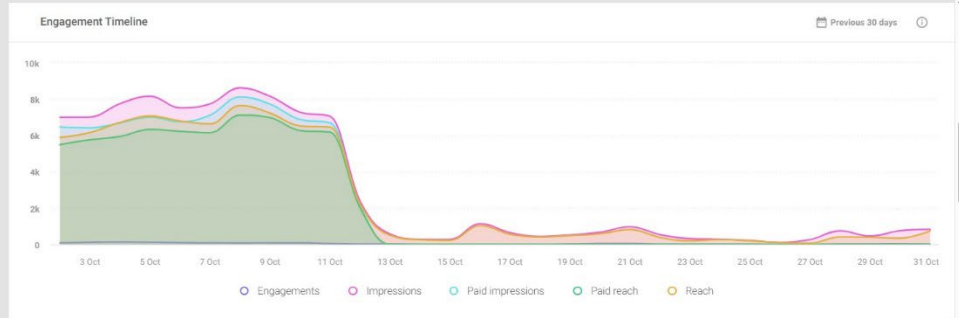
Museums' October 2023 Report

Dashboard: City of Greeley Museums Monthly Facebook Report

Expires in 29 days [View only](#)

CHANNELS (1)

02 OCT 2023 - 31 OCT 2023

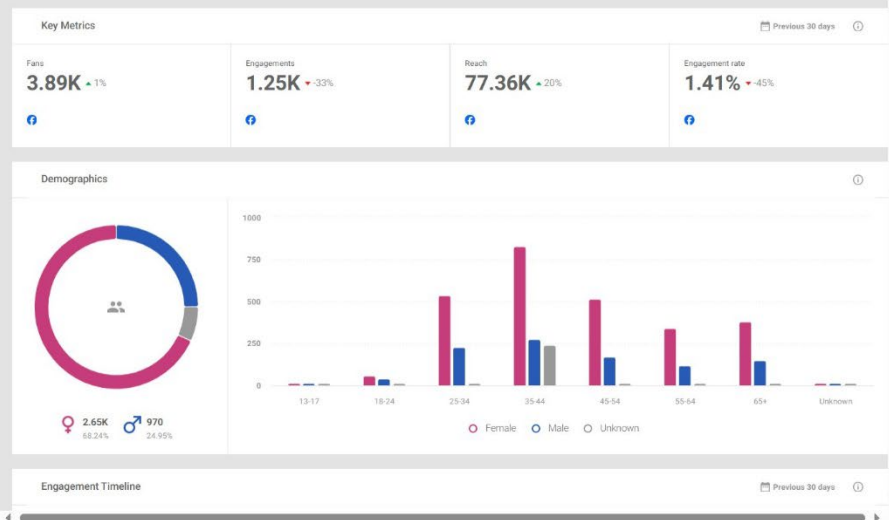


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02 OCT 2023 - 31 OCT 2023



Last update of the data of this dashboard was now

Dashboard created and shared with [Brandwatch](#)

Museums' October 2023 Report

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CHANNELS (1)

02 OCT 2023 - 31 OCT 2023

Organic Content Performance							
			0 Filters	Previous 30 days			
DATE	POSTS	REACTIONS	COMMENTS	SHARES	IMPRESSIONS	REACH	
	9	176	18	28	6.58K	6.27K	
28 Oct 5:27 PM		Of all the houses shown in this image, the one still sta... Greeley Museums	56	11	4	1.74K	1.68K
4 Oct 12:00 PM		Whoooooo 🎃 is going trick-or-treating at Centennial ... Greeley Museums	41	3	7	1.35K	1.28K
19 Oct 2:15 PM		Have you had a chance to see Greeley photographer L... Greeley Museums	14	0	8	950	923
13 Oct		Friday the 13th? Kind of a spooky day – let's sweeten i...	SHOW MORE				

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13 Oct			Friday the 13th? Kind of a spooky day -- let's sweeten it...		SHOW MORE	
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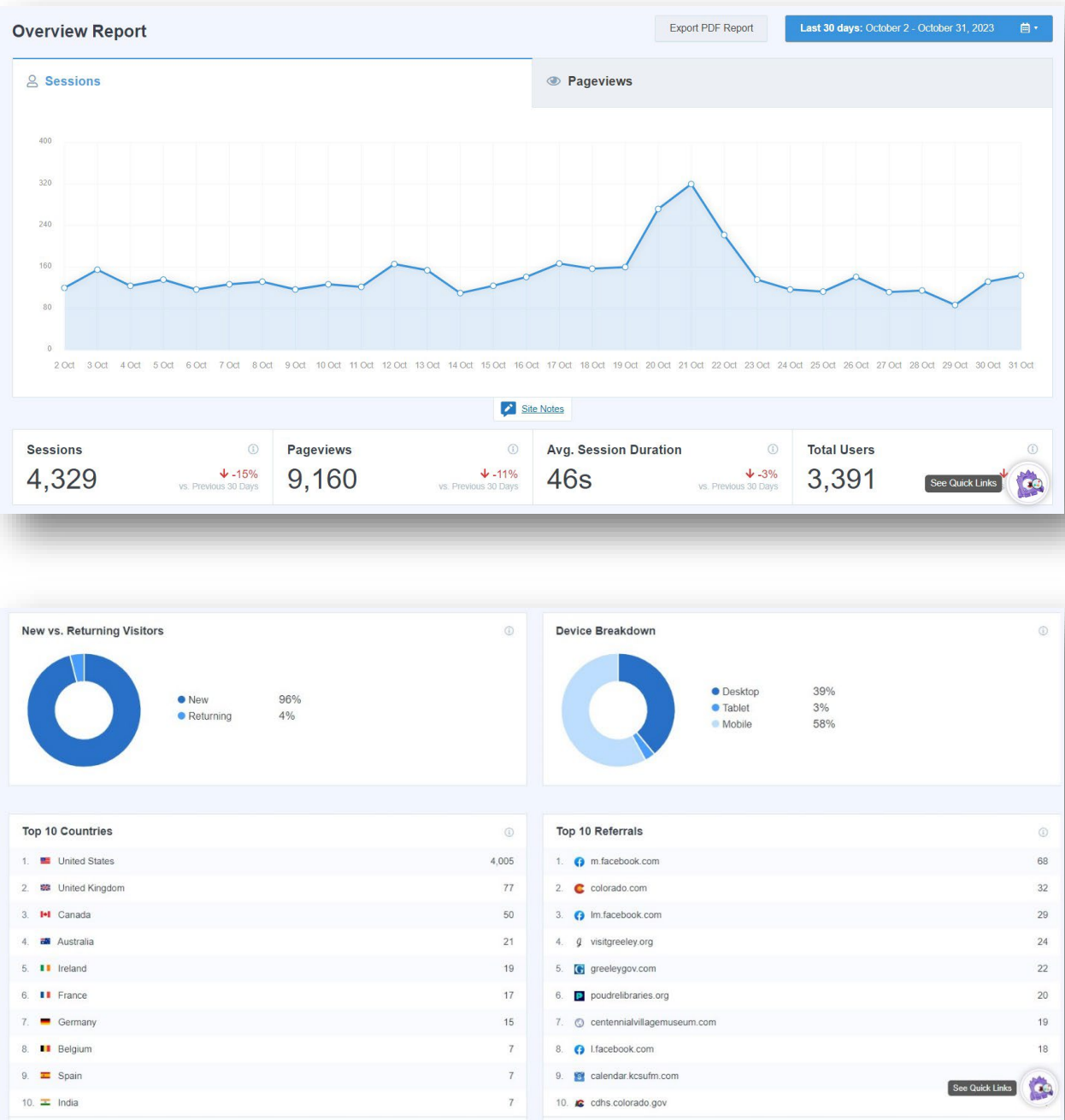
Paid Content Performance

1 FiltersPrevious 90 days

DATE	POSTS		PAID IMPRESSIONS (	PAID REACTIONS	PAID COMMENTS	PAID SHARES	PAID LINK CLICKS	PAID REACH
	10		166.96K	2.78K	82	320	1.69K	70.23K
6 Sep 3:46 PM		September 14 - December 2 at the Greeley His... Greeley Museums Promoted	59.77K	1.72K	36	111	477	22.11K
14 Aug 1:48 PM		Greeley's Potato Day is September 9, 10 am-4 ... Greeley Museums Promoted	34.61K	225	14	63	365	15.5K
27 Sep 8:43 AM		((product.brand)) Greeley Museums Promoted	23.51K	92	8	35	289	11.81K
27 Sep		((product.brand))	SHOW MORE					

Last update of the data of this dashboard was now

Museums' October 2023 Report



New vs. Returning Visitors

Device Breakdown

Top 10 Countries

Top 10 Referrals

New vs. Returning Visitors

Device Breakdown

Top 10 Countries

Top 10 Referrals