

**Museum Advisory Board Meeting
January 19th, 2023, 4:00pm
Greeley History Museum**

Meeting digitally recorded; transcribed by Samantha Ashton

Call to Order: 4:00 PM

Roll Call:

Members Present- Mike Weiland (Chair), Marcus Embry, George Junne

Staff Present- Chris Bowles, Katie Ross, John Dargle, Andrea Haring, Geoff Havens, Holly Berg

Members absent – Nathaniel Johnson, Emma Pena-McCleave, Floris Mikkelsen, Gary Alexander

Approval of December 15th, 2022, Museum Advisory Board Meeting Minutes Voting was postponed due to not having a Quorum.

Culture, Parks, and Recreation Department Report (John Dargle): City council passed the new downtown master plan, and the city manager's office will assign someone to set help our department align with the vision for downtown Greeley.

Culture Division Report (Andrea Haring): Springs Shows are in full force at Union Colony Civic Center with a full lineup in March. The Winter Farmers Market is held on the 1st and 3rd Saturdays at Zoey's Café. Public Art will be wrapping traffic cabinets around Greeley with art from local artists this summer. Art's Picnic will be on July 29th and 30th of this year.

Museums Report (Chris Bowles): Homesteader Holidays was a great success exceeding 2019 visitor numbers with 466 visitors compared to just over 300 in 2019. The Agricultural Heritage building scope of work was sent out to five architectural firms, we received four back and are working get VFLA Architecture + Interiors out of Fort Collins, CO under contract, they have a history working with civic buildings while also bringing high-end style. Looking forward to working with them to obtain images for fundraising materials needed with Communications and Engagement public outreach plans, and also solving logistical problems such as parking constraints. Rattle Snake Kate T-Shirt promotions in progress will discuss our successes at our next meeting. Gift Shop sales were a success due to our promotions, and marketing provided by Communications and Engagement.

Friends of the Greeley Museums Report (Geoff Havens): Annual meeting business date set for March 4th, looking to reenergize membership recruitment as well as potential board members.

Public/Board Input - Committee Reports:

Experiences Team (Mike/George) – Planning for Museum at Twilight to be larger event this year by holding them quarterly, changing them to a Saturday late afternoon early evening time frame and partnering with Communications and Engagement to better advertise them. The tentative dates for the event are March 4th, June 10th, September 16th, and December 9th. Reprioritizing the Main Gallery upgrade project for 2023, getting in touch with exhibit contractors that we were in touch with last year and looking at getting some updated quotes. Working on getting GHM building up to code after routine maintenance on a Fire Exit door led to some items that were built without approval, those items will also be discussed with exhibit contractors about future space allocation to get the building up to code. A free Bracero Program community event will be held at Aim's Community College Welcome Center Feb 2nd. Our next exhibit will be Viewfinder which will contain a variety of cameras staff is working diligently on getting this exhibit ready. Assistant Curator Katie Henry is going to a professional development training to train staff and prepare for upcoming events. Dates have been set for Centennial Village Events which is available on the Greeley Museums webpage including a new addition this year; Lone Valley School which is an older program we are looking revitalize. Registration for Spring History Fest 2023 has opened and will fill up quickly. Centennial Village has started their capital improvement project for the year including replacing and repairing decks at Shaw House, residing the maintenance shed, getting a new staircase for collections storage in the Carriage House, and replacing two HVAC units as well. Toward the end of year there may be more renovations to the Shaw House as budget allows. Working to get Centennial Village registered locally and statewide to access more options of funding for future preservation work. Gary Shapiro from 9 News wants to interview us about the Bittersweet Harvest Exhibit will interview with a few members of the Mexican American History Project. Sign up for the Dearfield newsletter to get updates on upcoming projects and events.

- Acquisitions Committee (Staff) – Working through institutional records that did not fit the City Clerks category for destructions. They will go through the acquisitions committee process. Working on some items from former Mayor Richard Perchlik served 1969 to 1971. Deaccessions vote postponed due to not having a Quorum.

Old Business:

- Continuing to work on different options of local Signage.

New Business:

- Questions for staff from MAB
 - Q. (Mike Weiland asks on behalf of Emma Pena-McCleave) Is there a goal for the Museums for how many visitors we would like to see? Is there a financial goal?
 - A. (Chris Bowles) Our goal has always been to hit 30,000 visitors for both GHM and CV combined however this goal has yet to be achieved and we sit around 15,000 at CV with 4,000 at GHM. Comparing full time employees to visitation and seeing how more experienced full

time employees may lead to increased visitation due to increased programming or changed operation hours. Currently we do not have a clear breakdown on revenue but this year we plan to track better for the 2023 to project growth and tie into long range planning along with the CPRD master plan.

- Questions to MAB from staff
 - What efforts should we pursue to fill the MAB vacancy?
 - A possible Young Person Advisory Board that would advise us on events going on in the area and recruit from there, potential partner with the Youth Commission that is appointed by City Council.
 - Should we consider landscaping Meeker Home Museum grounds?
 - Plans that were originally created had been previously shelved. We will review the original 2012 landscaping plans in upcoming meeting while also keeping in mind water use, protentional programming, and maintaining historical reference.
 - Your priorities for us in 2023?
 - AG Heritage Building
 - Meeker Home Museum Grounds
 - Advocacy and Fundraising
 - Signage for Pedestrian and Vehicle Traffic
 - Historical Designation
 - Main Gallery renovation
 - Reenergize the Friends and Museum Advisory Board
 - Increase Volunteers
 - Create Volunteer opportunities for High School and College students
 - Organizing Tours with MAB to show the day-to-day process.

Next Meeting: Thursday, February 16th, 2023, 4:00 p.m., Greeley History Museum

Adjourn: Michael adjourned the meeting at 5:09 pm

Approved by:

DocuSigned by:
Mike Weiland
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Prepared by:

DocuSigned by:
Chris Bowles
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