

**Museum Advisory Board Meeting
January 18, 2024 4:00pm
Greeley History Museum**

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

1. APPROVAL of November 21, 2023 Museum Advisory Board Meeting Minutes

2. 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)

3. FRIENDS OF GREELEY MUSEUMS REPORT (Nathaniel Johnson or representative):

4. BOARD REPORTS (10 Minutes)

Public/Board Input - Committee Reports:

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

5. New Business (10 Minutes):

- Discussions and Vote: New Museums Ordinance
- Questions to staff from MAB
- Questions to MAB from staff
 - Should we bring back the Community Outreach Committee?

6. Next Meeting: Thursday, February 15, 4:00 p.m., Greeley History Museum

7. Adjourn

Museums' December 2023 Report

Major Events

Exhibits

- On 12/2 *Dolores Huerta: Revolution in the Fields/Revolucion en los Campos* closed to the public. The team deinstalled the loan items and SITES items in the following weeks.
- SITES agreed to donate the steel framing from the exhibition to the History Museum for future use.
- Staff and volunteers decorated the History Museum for Christmas.

Collections

- Katie Ross compiled SOPs for two different data cleanup procedures in PastPerfect for work study and volunteers to complete

Education and Interpretation

- Katie Henry started planning a 2024 Teacher PD Day, which will take place in July 2024.
- She also collected contact information for D6 elementary school principals, which will be used to market Teacher PD Day, Education Focus Group, and admin-level connections between COGM and D6.
- Katie Henry created a Special Events & Programs SOP, updated the Open Season SOP and History Fest SOP to include Educator, Interpreter, and Visitor Services duties and tasks.
- Gus managed and collaborated with the interpretive Staff to complete the process of updating the Quicksheets on file. This project took over a year and culminated in the creation or editing of 46 station instructions across the Greeley Museum Sites with majority of stations at Centennial Village. These will be used by staff and volunteers for training and programing at the museum.
- With the Centennial Village staff, Gus also planned ways to bolster and improve the volunteer coordination for the events and open season of CV. While this process will take multiple years, there are two partner organizations that were identified to begin the rebuilding of the volunteer program, 4-H and FFA. This will also include the partnering of two staff minimum to better maintain the established relationships with CV staff.
- Gus initiated and designed the costume lookbook for rebuilding the costume library at CV. This process includes a visual index and six decades of outfit options for staff and volunteers to chose from. This project will also allow for a better selection of needed costume components. The lookbook also started the development of a mission statement for the CV costume library.

Historic Sites

- Centennial Village hosted another successful Homesteaders Holiday, with 299 attendees.
- Barry and Brendan repainted the interior of the Lone Valley School

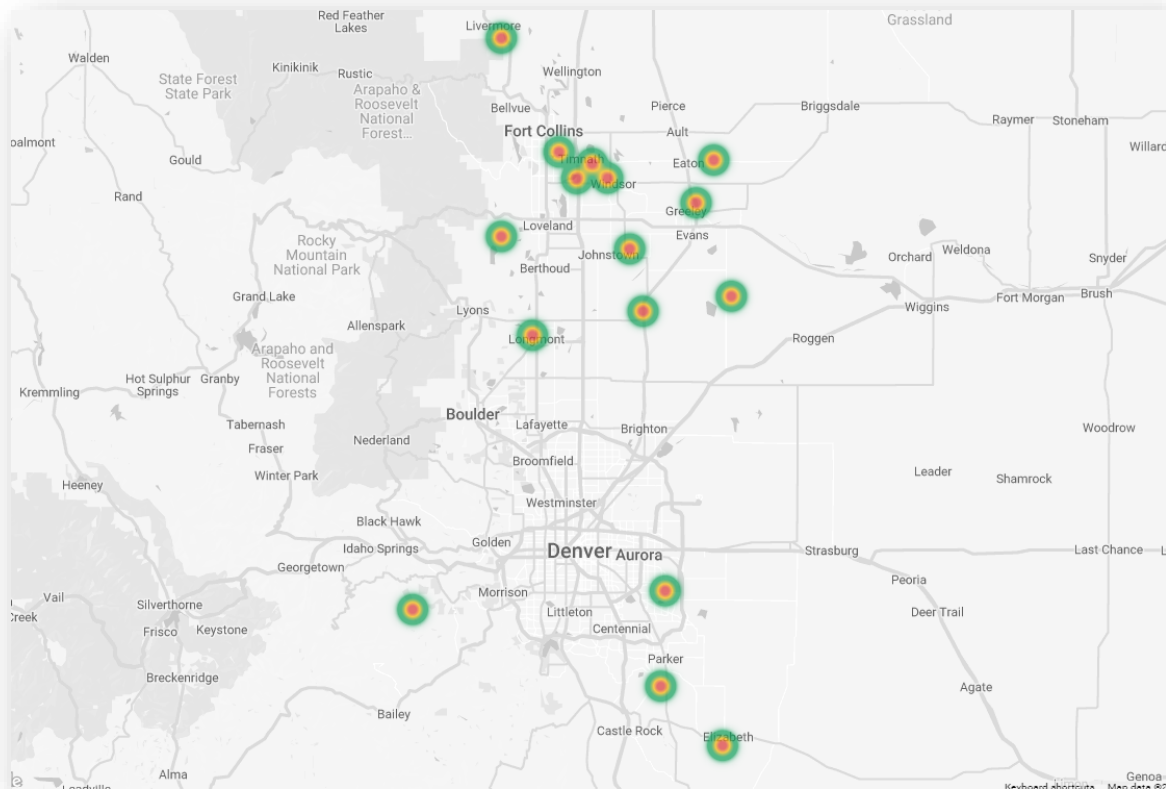
General Museum News

- Centennial Village is now an official Greeley historic landmark! It is designated as an example of a Bicentennial project, allowing us to apply for State Historic Fund grants for structures and grounds.
- Over December, staff recruited 2 new members of the team. Annie Talmadge will join us as the new Senior Museum Aide: Assistant Registrar in early January, and Britannia Barbour will debut as the new Senior Museum Aide: Exhibits Assistant in late January. Welcome!
- Chris, Holly, Geoff, and Katie convened a comprehensive planning workshop for 2024.

Museums' December 2023 Report

- December saw the conclusion of the Agricultural Heritage Center feasibility study. Thank you to the Board for your time, consideration, and advice.
- Chris continued crafting the new Museum ordinance with the City Attorney's Office

Where Did Our Visitors Come From in November, 2023?



Museums' December 2023 Report

Museum Statistics

Visitor Services - GHM

	December 2023	November 2023	December 2022
Attendance	171	100	117
Admissions	\$590	\$478	\$539
Store	\$465	\$254	\$745
Research Center	\$83	\$85	\$77
Donations	\$0	\$0	\$0
Facilities Rentals	\$0	\$100	\$0
Combined Revenue	\$1138	\$917	\$1465

Visitor Services - CV

	December 2023	November 2023	December 2022
Attendance	314	98	466
Admissions	\$832	\$0	\$1404
Store	\$717	\$85	\$881
History Fest/Groups	\$0	\$651	0
Donations	\$2	\$0	\$67
Facilities Rentals	\$0	\$651	0
Combined Revenue	\$1551	\$1486	\$2352

Visitor Services Totals

	December 2023	November 2023	December 2022
Combined Attendance	485	198	583

Museums' December 2023 Report

Combined Revenue	\$2689	\$2403	\$3817
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Collections

	December 2023	November 2023	December 2022
Donations completed	1	0	5
Items cataloged	30	43	17
Images added	78	27	14
Items inventoried	117	46	44
Research requests	13 (7 on site, 6 off site)	16 (7 on site, 9 off site)	16 (5 on site, 11 off site)
Reproduction orders	8 (35 images)	4 (27 images)	5 (12 images)

Exhibits and Programs

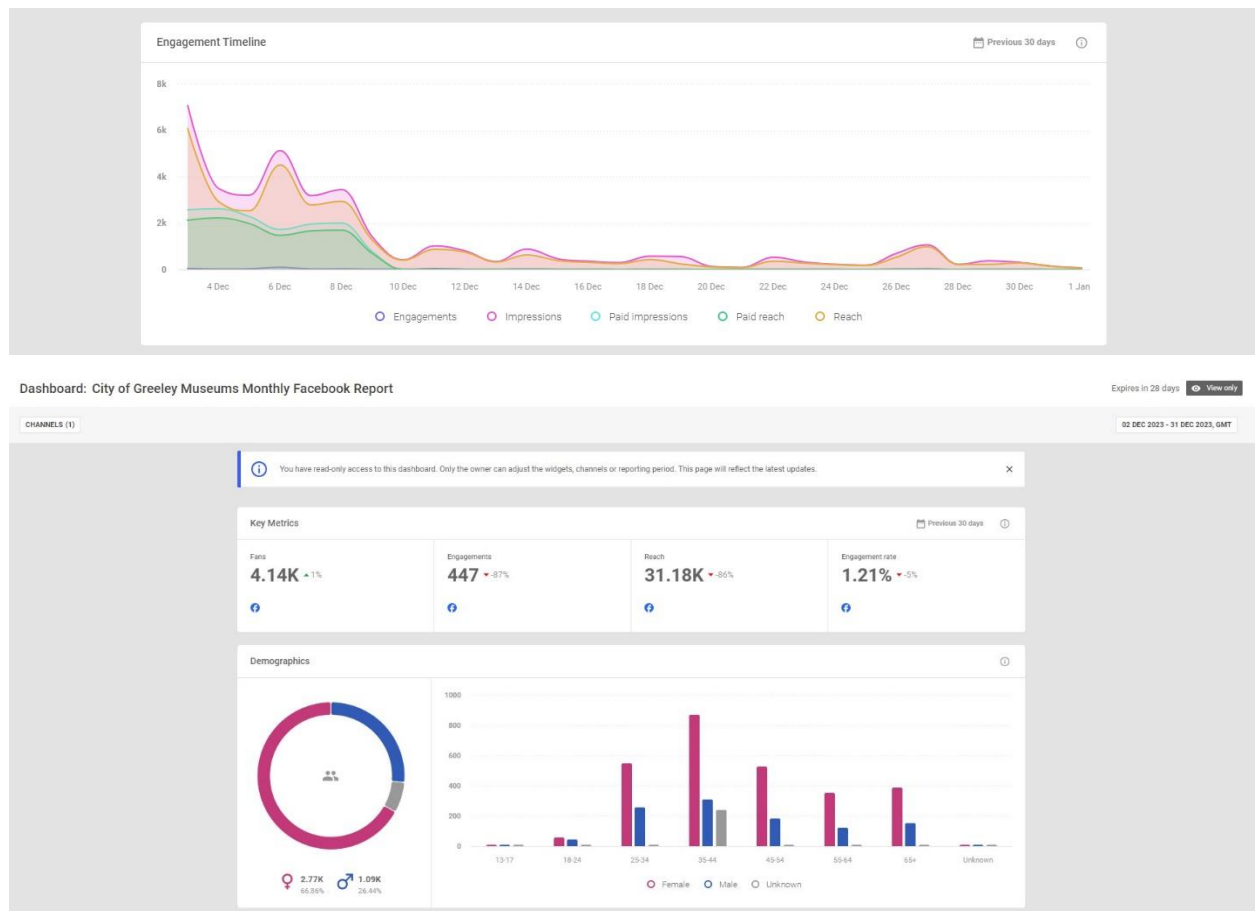
	December 2023	November 2023	December 2022
Beyond Suffrage Virtual Tour	15	17	6
Meeker Home Virtual Tour	21	34	32
Viewfinder Exhibit	6	10	NA
War Comes Home Virtual Exhibit	14	30	24
Stqry	8	21	34
Exhibit-related Virtual Programs	0	0	0

Social Media Reach (see below for charts)

Museums' December 2023 Report

	December 2023	November 2023	December 2022
Posts	21	46	15
Reach	31.18k	230.48k	27.56k
Impressions	125k	3.23k	28.77k
Top Posts:	Organic: Railroad photo Paid: Homesteader's Holidays	Organic: Jackson School Paid: Homesteader's Holidays	NA
Website Visits	2695	4099	NA

Web Statistics



Museums' December 2023 Report

1 Filters Previous 90 days ⓘ

DATE	POSTS		PAID IMPRESSIONS (	PAID REACTIONS	PAID COMMENTS	PAID SHARES	PAID LINK CLICKS	PAID REACH
	10		111.03K	353	16	54	1.19K	46.12K
14 Nov 2023 6:56 PM		Centennial Village Museum in Greeley is deck... Greeley Museums Promoted	46.78K	134	6	30	483	19.58K
22 Nov 2023 4:23 PM		Come taste the spirits of the season at "Muse"... Greeley Museums Promoted	30.65K	71	3	8	357	8.2K
15 Nov 2023 10:09 PM		(product.brand) Greeley Museums Promoted	12.07K	27	3	6	97	6.85K
17 Nov 2023		Come taste the spirits of the season at "Muse..." SHOW MORE						

0 Filters Previous 30 days

DATE	POSTS		REACTIONS	COMMENTS	SHARES	IMPRESSIONS	REACH
	11		199	6	23	14.03K	13.59K
6 Dec 2023 1:25 AM		The inscription on the back of this photo says that it s... 👤 Greeley Museums	36	2	9	6.35K	6.16K
27 Dec 2023 1:21 AM		If you have family in town for the winter holidays, or if ... 👤 Greeley Museums	36	0	4	1.89K	1.88K
12 Dec 2023 12:03 AM		The townsite and plat for Camfield, located east of Aul... 👤 Greeley Museums	34	1	5	1.69K	1.63K
15 Dec 2023		The winter holiday season always makes us hungry. ... 👤 Greeley Museums	26	0	0	5.22K	6.00K

SHOW MORE

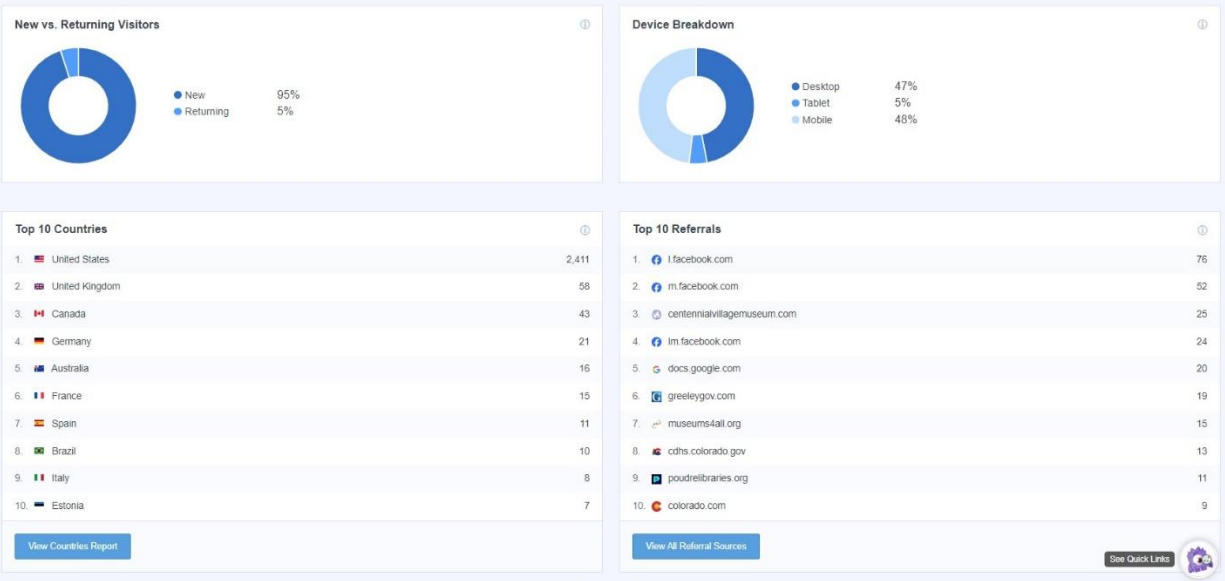
[Export PDF Report](#)

Last 30 days: December 3 - January 1, 2024



Sessions	Pageviews	Avg. Session Duration	Bounce Rate
2,695	6,325	1m 1s	49.2%
↓ -34%	↑ 6%	↑ 74%	↓ -6%
vs. Previous 30 Days	vs. Previous 30 Days	vs. Previous 30 Days	vs. Previous 30 Days

Museums' December 2023 Report



Minutes

Museum Advisory Board

December 21, 2023 @4:00 p.m.

1. The meeting was called to order by Mike Weiland at 4:05 pm
Board Present: Gary Alexander, George Junne, Floris Mikkelsen, Emma Pena-McCleave, Nancy Masimer, Mike Weiland.
Board Absent: Marcus Embry
Staff Present: Holly Berg, Chris Bowles, Geoff Havens, Megan Weiler, Leslie Evans, Brecklyn Everhart
2. Approval of November minutes:
Motion to approve November 2023 minutes made by Emma Pena-McCleave and seconded by George Junne, Motion passed unanimously.
3. Reports:
CPRD Report: presented by Megan Weiler (on behalf of Diana Frick, Interim CPRD Director)
 - Department Changes
 - Strategic Planning has started to begin, Barry Dunn has been hired, they are beginning to consult the CPRD master plan. This will take about 18 months; the board is welcome to come and be a part of that process.Museum Report: presented by Chris Bowles
 - November highlights:
 - Staff decorated lots of trees, including a baseball-themed tree teasing the upcoming ¡Pleibol! Exhibition, which was featured in the Festival of Trees event. Staff also decorated GHM and CV for the Homesteader's Holiday event.
 - Katie Ross pitched to the Colorado Wyoming Association of Museums board the idea to host the 2025 Annual Conference in Greeley.
 - The Museums are working to create another T-shirt to sell in the gift shop. New t-shirt should be released sometime next month and will feature the importance of the potato in Greeley's history.
 - Geoff and Chris have spoken to the Wellness Coordinator at the city of Greeley to create incentives for City employees to volunteer for the museums.
 - There was a temporary fence put up at Meeker home to protect the historical structures from damage.
 - November admissions were good.

Staff Reports: presented by Holly Berg.

- The exhibit titled Seven Symphonic Portraits: A Weld County Reflection, guest curated by Dylan Fixmer of the Greeley Philharmonic Orchestra, opened at the Greeley History Museum on November 16th.
- The traveling Smithsonian Exhibition *Dolores Huerta: Revolution in the fields/revelución en los campos* closed on 12/2/23. Greeley was the last stop on its national tour.
- In preparation for the next exhibit, East Gallery will be sectioned off to feature some of the supplemental content from Dolores Huerta and the next exhibit, ¡Pleibol!.
- 2 new part time staff will be hired soon- the Senior Museum Aide- Exhibits Assistant and Senior Museum Aide- Registrar Assistant. The employees will be announced next meeting.

Staff Reports: Collections- presented by Chris Bowles (on behalf of Katie Ross)

- All handwritten object records have been entered into the database. This was a long term, ongoing project and will make data migration onto the new database much cleaner.

Staff Reports: Historic Sites- presented by Geoff Havens

- Nearly all the chimneys at CV failed their inspections, over \$21,000 of chimney work will need to be done to get the chimneys up to code. Should be done by the end of the year.

Staff Reports: Education/Interpretation- presented by Geoff Havens

- Educational programming has been updated.
- There were 299 visitors for homesteader's holiday.

4. Approvals as needed:

Motion to vote on whether to move forward with the plans that resulted from the Agricultural Heritage Building Feasibility study made by Emma Pena-McCleave and seconded by Floris Mikkelsen.

The board voted unanimous to not move forward with the plans that resulted from the Agricultural Heritage Building Feasibility study.

5. Friends of the Greeley Museums Report: presented by Gary Alexander

- The auction at Homesteader's Holiday event made \$250
- Potato day event needs volunteers

6. Board Reports:

Experiences Team: presented by George Junne

- Proposed an idea to the board to host Museum at twilight with the theme “Evening with native African culture”.

7. New Business:

- There is going to be a council meeting where the results of the Agricultural Heritage Building Feasibility Study will be presented.
- There will also be a Plan B discussed for the Agricultural Heritage Building plans.
- Chris Bowles posed the question to the board about whether they would like to bring back the sub-committee focused specifically on Community Outreach. No decision was made, but the matter will be discussed in a further meeting.

Next meeting will be January 18, 2024 @ 4:00 p.m. at the Greeley History Museum.

Meeting Adjourned 5:12 p.m.

X

Witnessed by:

X

Approved by: