

Museum Advisory Board

September 19th, 2024

Greeley History Museum

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

1. **Approval** of August 15, 2024, Museum Advisory Board minutes.
2. **Reports** (10 minutes)
 - Culture Parks and Recreation Department Report (Diana Frick)
 - Culture Division Report (Megan Weiler)
 - Museums Report (Chris Bowles)
 - Additional Staff Report
 - o Exhibits (Holly Berg)
 - o Collections (Katie Ross)
 - o Historic Sites (Geoff Havens)
 - o Education/Interpretation (Katie Henry or Geoff Havens)
3. **Friends of the Greeley Museums Report:** (Nathaniel Johnson or Representative)
4. **Task Force Reports** (10 minutes)
 - Public task force input reports:
 - Experience Task Force (Mike/George)
 - Acquisitions Task Force (Marcus/Staff)
5. **New Business** (10 minutes)
 - Public Comment and Discussion on CV landscaping
6. **Next Meeting October 17th, 2024, at 4:00 p.m.** at the Greeley History Museum.
7. **Adjourn**

Museum Advisory Board

August 15, 2024, Minutes

Greeley History Museum

The meeting was called to order by Michael Weiland at

1. Roll call and Determination of Quorum:

Board Present: Gary Alexander, Nancy Masimer, Scott Chartier, Micheal Weiland, Marcus Embry, Floris Mikkelsen.

Board Absent: Emma Pena- McCleave, George Junne.

Staff Present: Katie Henry, Joanna Stull, Holly Berg, Megan Weiler, Geoff Havens, Katie Ross, Chris Bowels, Brecklyn Everhart.

2. Motion to approve the minutes made by Floris Mikkelsen and seconded by Gary Alexander.
Motion passed unanimously.

3. Reports:

CPRD Report:

- Megan gave a brief overview of current projects with the city. The city is exploring customer experience. There is also continuation in the city masterplan. The masterplan is getting reviewed and then it should be announced soon.

Culture Division Report:

- Berry Dunn has shifted the focus and the funding for the comprehensive plan for cultural affairs. This is because there is not a comprehensive cultural plan. There will be a meeting to understand the cultural. Now that the strategic plan is wrapped up there is going to be a comprehensive plan (10-year plan) made.

Museum Report:

- We welcome back Katie and Geoff back.
- Meeker home will be fenced in. We are in the early stages of getting quotes.
- Hands on History was a wonderful success. This is a summer camp that GHM co-designed with History Colorado.
- Naturalization Ceremony took place at Centennial Village on July 25th.
- Museum of Boulder has been talking about bringing in a traveling exhibit. "Colorado's Black History"
- Fiesta in the Plaza
- Working on the Rectrac to Smartrec transition.

Exhibits:

- Holly and Jessi have been creating the new smart rec point of sale system and have worked on retail and inventory.

Collections:

Migrating over to the new database that is taking over PastPerfect. There will be a temporary part time position that will be hired to help with mapping how the data will be migrated.

Historic Sites:

- Geoff is back.
- Staff did a wonderful job while Geoff and Katie were out managing everything.

Education and Interpretation:

- Gus is continuing with the themed weekends.

4. Friends of the Greeley Museums Reports:

- Potato days is cancelled due to there not being enough people to get it done. There will be a meeting with the board and the friends to discuss how to fix this issue.

5. Task Force Reports:

Experience Task Force:

- Form a new group focusing on educational services and programs specifically.
- Exhibits schedule being pushed back due to the smart rec launch.

Acquisitions Task Force:

- Book will be going in category 4
- Family who ran the gas station in brigs dale.
- Pictures of Historical House 918 12th st.
- There was a ceremony at Linn Grove for the people who have been there for 150 years.

6. New Business:

- There are no deaccession items this month.
- There have been a lot of issues at Meeker home that has lead staff and the police department to put in a perimeter fence. There will be a 5ft rod iron fence installed. There will be a preservation committee meeting on August 24th at 4 pm to discuss putting in the fence.
- There is a meeting on the calendar to talk about the museum programing and draft a formal addendum to outline each party's responsibility. More news will be coming.
- Cattle baron's ball with be at Island Grove and they have approached Centennial Village to use the museum as a site for the ball. There were some concerns about the site beautification. This has led the parks staff to come in and help landscape and help maintain the grounds.
- City Official Lunch is going to be on the 28th there is 22 people.

7. Next meeting will be September 19th

Meeting Adjourned at 5:13 p.m.

Museums' August 2024 Report

Major Events

Museum Manager

Hello everyone! It's been a packed month, so let's get started.

- **CV Landscaping** Centennial Village is getting some TLC! Throughout August, staff from COGM, Parks and Island Grove have blitzed the site with updated landscaping, new paint on a few structures and a few capital additions, like a stamped concrete area in front of the arbor at the entrance. The site is looking the best it has in years, and all in time for events in September and October.
- **Train Depot Upgrades** After 50 years, the train depot will soon become the new Selma's Store. The bathrooms are being upgraded to ADA standards, removing the much-loved shower curtain dividers. Work was also done to extend fiber optic cabling into the depot to enable it for our point of sales computers and wi-fi. Over the Fall and Winter we will be moving Selma's to the depot as our main visitor center. The Selma's house will likely become an artist studio with a children's maker's space.
- **Meeker Home Fencing and Permissions** After a summer that saw vandalism and an increase in anti-social behavior, the decision was taken in July to fence in the grounds of Meeker Home Museum. A request for proposals went out in August, and at the same time we presented our case to the Historic Preservation Committee for a 5 foot wrought iron style fence. This will be installed in October.
- **Museums Ordinance** While COGM were grandfathered in as a city service when Greeley was re-chartered in 1958, neither its facilities or functions were ever legally defined. Chris Bowles, the City Attorney's Office and this Board drafted a new ordinance to rectify this oversight. This was anonymously passed by the City Council in August.
- **Amelia** Work continued throughout August on our RecTrac Point of Sale system replacement, SmartRec. Holly in particular used much of her available time this month to bring it in line with our needs. The system is now functional and more efficient than SmartRec thanks to hers, Brecklyn's, Katie's and Jessi's efforts. The system goes live September 10th.
- **Hands on History Wrap Up** After a successful month, we said goodbye to the History Colorado team who partnered with us for Hands on History. We had nearly 40 kids on site over the month learning history and having fun. We're beginning discussions with History Colorado for next year where we're hoping to rename it Hands on History at Lone Valley School.
- **Discussion with NAT** Myself and Megan met with staff from Natural Areas to begin discussing another upgrade to Centennial Village in line with the 2019 masterplan. This would see the field east of Monfort House planted with native High Plains creating a micro biome. This will include space for a "medicine wheel" interpretation area and a path through the field. We hope to engage tribes to help us interpret the natural environment of the High Plains from their perspectives and create a spaces for interpreting their culture
- **Discussion of Ag Heritage Future with Councilmember Hall** Megan, myself and Diana Frick met with Councilmember Hall who is interested in the concepts we produced for the Agricultural Heritage Building. He signaled interest in taking the project to a range of partners and gauging support.

Museums' August 2024 Report

- **Joint COGM/CSU Extension White Plumb Farm visit with Representative Yadira Caraveo**

Finally, Diana, Geoff and I toured White Plumb Farm with representatives from CSU Extension, the Master Gardeners and Representative Yadira Caraveo. We shared with her how our partnership came about, highlighted the work of the gardeners and talked about the future uses of the site.

Exhibits

- **Missile Silo Exhibit** Britannia and Holly met with potential guest curator for Missile Silo exhibit
- **Weld Towns** On 8/1, the outgoing traveling exhibit Weld Towns: 1861-Today went out to the Erie Community and Carbon Valley Library branches. It will be on display until September 30th.
- **SmartRec** In August, Holly spent 71.25 hours on the SmartRec implementation project, bringing the time total to 188.75 as of 8/31. Milestones reached this month include hardware delivery, install, and troubleshooting; POS screen setup; validating all retail items built in the system; and training and program strategizing with Geoff and Katie Henry.

Collections

- **Emergencies Talk** Katie presented a webinar on emergency preparedness for MPMA membership.
- **Axiell Assistance** We hired a part-time database tech to help with the new collections database implementation
- **Shaw Storage** About 1/2 of the items removed from the Shaw House storage area for the repair project have been put back into the storage room on the 2nd floor of Shaw.
- **ADA Finding Aides** Miranda has brought all completed/published finding aids into ADA compliance

Education and Interpretation

- **D6** Katie Henry spearheaded conversations with District 6 about revitalizing Museum to You
- **History Fest** Katie also began preparation and booking for Fall History Fest
- **Gus's Plaza** Gus finished and deployed the excellent town planning activity she's been crafting for over a year. She created replicas of typical Hispanic buildings that would have centered on a plaza according to Spanish rules. The goal is for people to read the rules and put them in their proper places around a square. This directly reflects the city's Hispanic/Latino heritage, and future iterations may see us tackling early Greeley.

Historic Sites

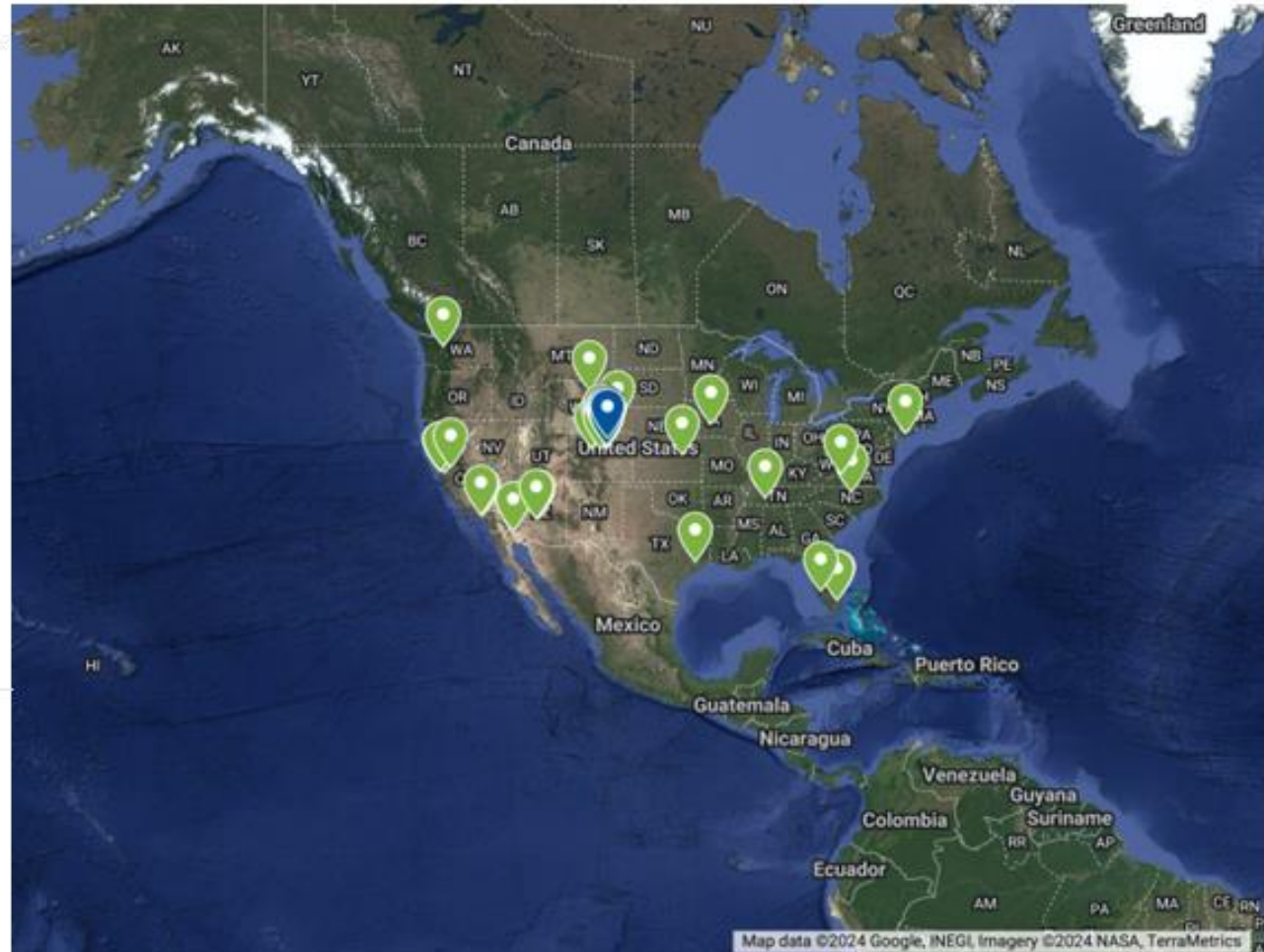
- **Pets N Popsicles** This event was a little muted this year because of the heat. Still, we welcomed over 300 people to the event.

Museums' August 2024 Report

Where Did Our Visitors Come From in August, 2024?

COGM Visitor Zip Codes August 2024

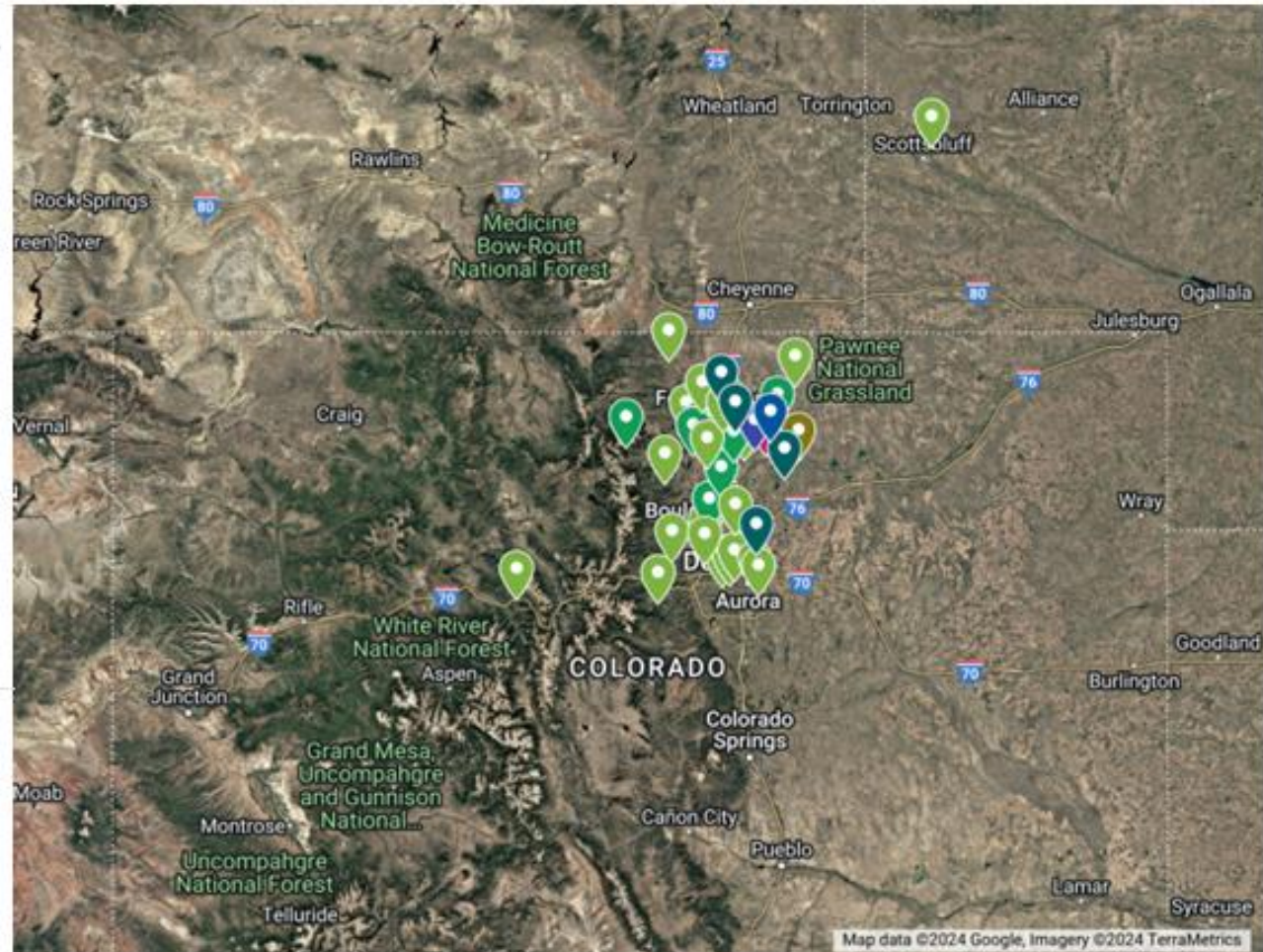
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Museums' August 2024 Report

COGM Visitor Zip Codes August 2024

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Museums' August 2024 Report

Museum Statistics

Visitor Services - GHM

	August 2024	July 2024	August 2023
Attendance	242	231	246
Admissions Sales	\$777	\$790	\$561
Store	\$597	\$538	\$480
Research Center	\$170	\$30	\$58
Donations	0	\$0	\$0
Facilities Rentals	0	\$0	\$150
Combined Revenue	\$1544	\$1358	\$1249

Visitor Services – Historic Sites

	August 2024	July 2024	August 2023
Attendance	503	181	617
General Admissions	\$1955	\$524	\$2121
Store	\$1048	\$482	\$811
Donations	\$0	\$100	\$0
Special Events	\$952 (included in numbers above)	\$40	\$1479 (included in numbers above)
Facilities Rentals	\$0	\$172	\$2500
Combined Revenue	\$3003	\$1318	\$5432

Visitor Services Totals

	August 2024	July 2024	August 2023
Combined Attendance	987	412	863
Combined Revenue	\$4547	\$2676	\$6686

Museums' August 2024 Report

Collections

	August 2024	July 2024	August 2023
Number of Researchers Served	17 (3 Internal, 14 External)	16 (2 Internal, 14 External)	25 (8 internal, 17 external)
Revenue	\$430 (after \$260 in discounts)	\$30 (after \$150 in discounts)	\$58 (after \$870 in discounts)
Virtual Collection Views	1057	752	801

Education

	August 2024	July 2024	August 2023
PreK – 12 th Grade Students Served	9	34	6
Museums-to-You Outreach	0	0	0

Digital Exhibits and Programs

	August 2024	July 2024	August 2023
Beyond Suffrage Virtual Tour	13	9	16
Meeker Home Virtual Tour	42	51	43
Viewfinder Exhibit	17	23	20
War Comes Home Virtual Exhibit	23	18	32
Unsolved	28	17	NA
Stqry	32	28	23

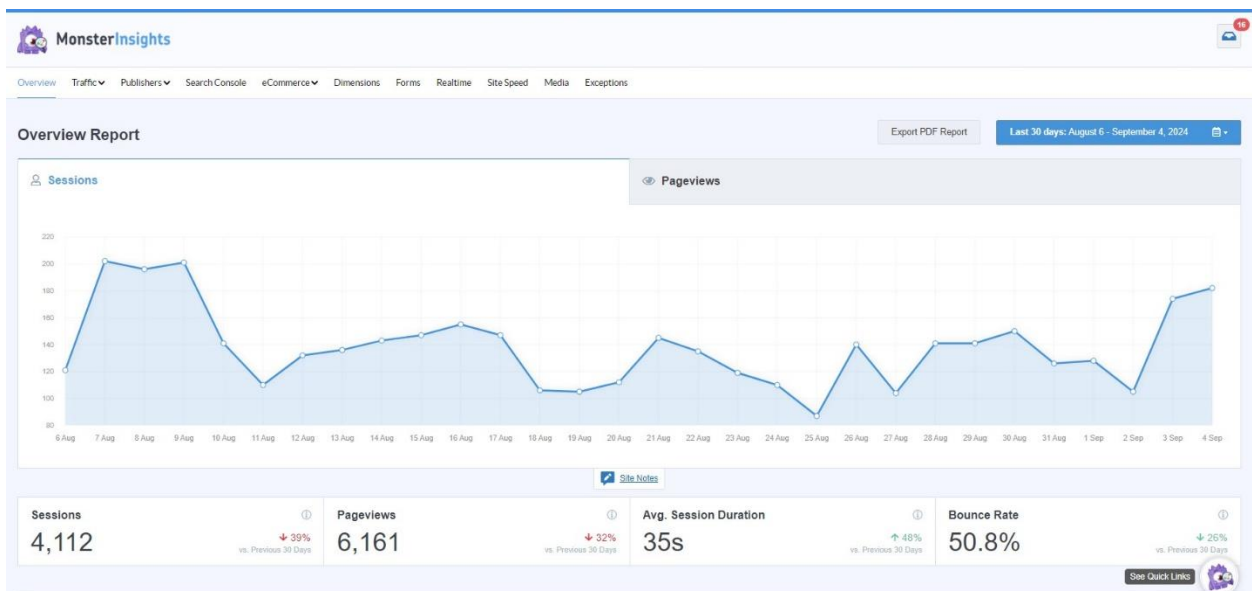
Museums' August 2024 Report

Exhibit-related Virtual Programs	0	0	0
Digital Use Totals:	155	146	134

Social Media (Facebook)

	August 2024	July 2024	August 2023
Posts	16	24	13
Reach	122.1k (95,187 organic, 32,865 ads)	66.2k (25.45k organic, 45.56k paid)	23.55k
Engagement	2.8k	1k	39.39k
Top Posts:	Teething Rings, West Greeley 1958, Greeley Grays vs. Canyon City	Pets n Popsicles, Rattlesnake Kate, Hands on History	Organic and Paid: Potato Day

Website Use



Museums' August 2024 Report

