

Museum Advisory Board

October 17, 2024

Greeley History Museum

Roll Call: Gary Alexander, Marcus Embry, George Junne, Floris Mikkelson, Emma Pena-McCleave, Nancy Masimer, Scott Chartier, Omar Munonz, Michael Weiland.

1. **Approval** of September 19, 2024, Museum Advisory Board Minutes.
2. **Presentation** from City Attorney's Office: City of Greeley Board Meetings
3. **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 (Katie Henry or Geoff Havens)
4. **Friends of the Greeley Museums Report:** (Nathaniel Johnson or Representative)
5. **Task Force Reports** (10 minutes)
Public task force input reports:
 - Experience Task Force (Mike/George)
 - Acquisitions Task Force (Marcus/Staff)
6. **New Business**
 - Public Comment
7. **Next Meeting, November 21, 2024**, at 4:00 p.m. at the Greeley History Museum.
8. **Adjourn**

Museums' September 2024 Report

Major Events

Museum Manager

September was one for the record books!

- The Centennial Village Landscaping project concluded! We very sincerely thank all of our CPRD colleagues and volunteers who helped make CV look the best it has in years.
- The Second Fiesta in the Plaza was an enormous success! This wonderful partnership event saw nearly 700 people attending and enjoying the entertainment. Museums contributed a replica Spanish Colony House cake to help commemorate the 100th Anniversary of the Spanish Colony.
- Cattlebaron's Ball, went off without a hitch. We received nothing but complements on the landscaping.
- We hosted another fun and educational Fall History Fest. This time, 1400 students, parents and teachers attended. While these numbers were down slightly, the operation ran the smoothest it has in years (thanks to staff and volunteers!) and we received incredibly positive feedback.
- SmartRec went live at long last. Holly, Jessi and Katie worked on the final pieces including hardware and software testing and tweaks and barcoding our GHM stock for the first time. Holly provided training and oversaw the go-live date. We were also joined by CPRD staff to help us test the system during History Fest.
- Work on Axiell continues. Staff received training on the new database, and Laura helped us make a lot of progress in the mapping our existing database to the new one.

Exhibits

- Holly trained museum staff on how to use SmartRec, and also ensured that the first week using the system went smoothly.
- Holly also worked the desk at CV for History Fest. Staff from CPRD helped us test the system's ability to run credit cards remotely and some of its other capabilities.
- Holly and Britannia both helped with all 5 days of Fall History Fest.
- Britannia and Annie did the condition report for "Weld Towns - 1861 to Today" traveling exhibit after it was rented out by Erie Library.

Museums' September 2024 Report

Collections

- Katie Ross helped with launch and training for SmartRec's use in the Research Center.
- Katie also organized, made, and served breakfast and lunch for 5 days of History Fest for volunteers and staff working the event.
- Katie and Laura attended 4 half-day training sessions for Axiell Collections.
- JoAnna and Annie worked with the City Clerk's office on registering, declining or transferring the last remaining items in the 1967 City of Greeley Time Capsule.
- JoAnna also worked with the City Clerk's office to determine the current practices on preserving Permanent Retention files and how they should be stored--in a fireproof vault file vs. a regular file cabinet.
- The Registrar's office managed three new incoming loans for History Fest including the live animal exhibits provided by the Greeley West Future Farmers of America, Courtney Willis's quilts and the Colorado Model Railroad Museum's Lionel train.
- Miranda, JoAnna and Annie assisted as station interpreters during History Fest, with JoAnna again spinning the story of Union Colony, temperance, agriculture, irrigation, First in Time, First in Right, and the Colorado River Compact to all time travelers at the Carpenter House.
- Miranda began a fun project cataloging Greeley's first building permits.

Education and Interpretation

- Gus worked with staff and the Mexican American History Project Greeley volunteers to set up and operate the second annual Fiesta en la Plaza. This year the attendance nearly doubled. There was also the celebration of the 100th anniversary of the Spanish Colony neighborhood which added elements to the event.
- Gus, Katie Henry and the interpretive staff worked solid for a few weeks the Museum Educator in preparing for Fall History Fest.
- Gus began the process of creating a training program for staff and volunteers at the print shop. This will allow for staff to know when volunteers can be expected to take on additional roles and for volunteers to have set expectations. This is a longer project in conjunction with the volunteer program makeover to restructure how volunteers help at Centennial Village.

Historic Sites

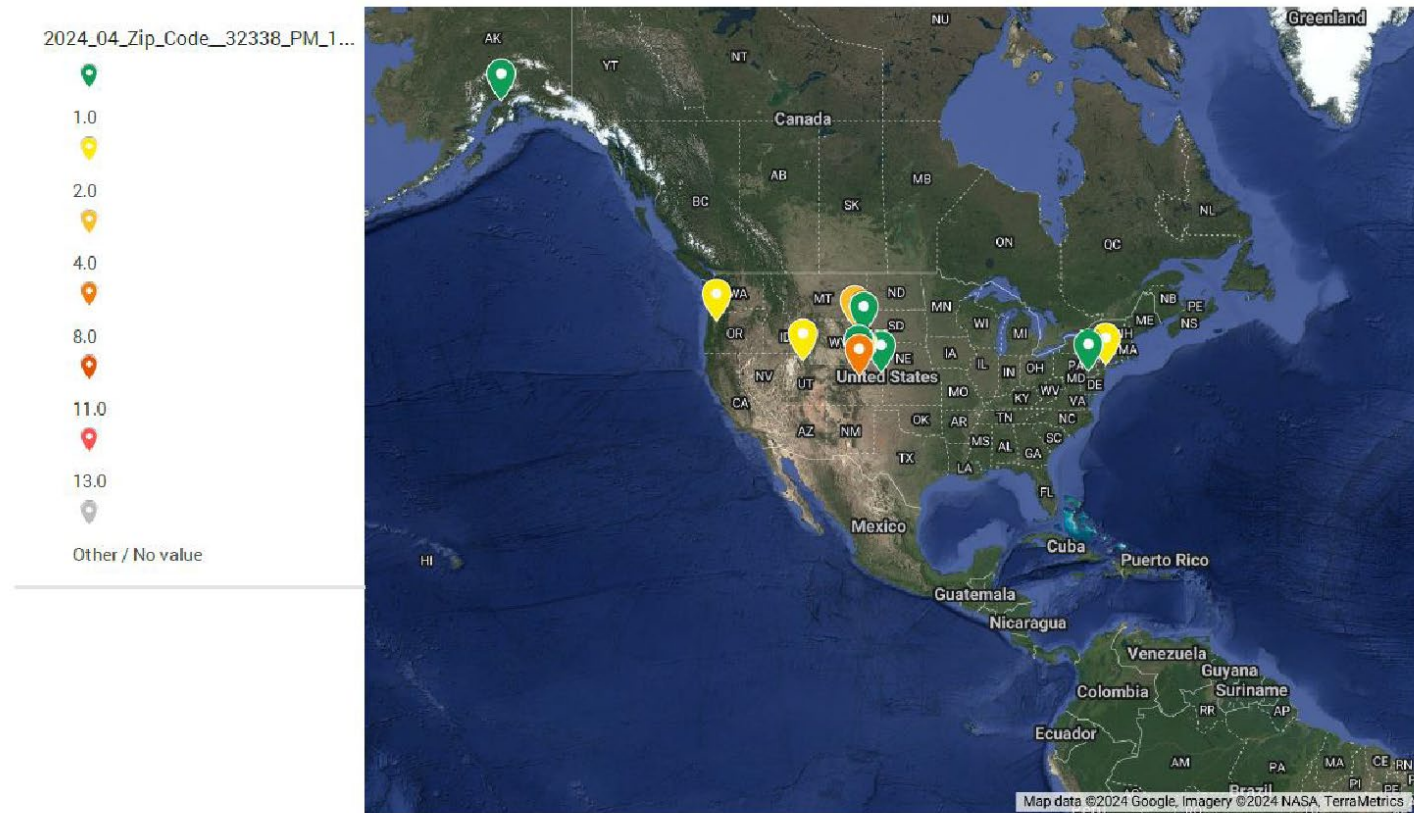
Museums' September 2024 Report

- The CV Landscaping project was finished just in time for the Cattlebaron's Ball. We are incredibly grateful for all CPRD staff and our volunteers who helped! All in all, the work over a month included some much needed irrigation repairs, creation of new xeriscape areas, planting dozens of new shrubs and trees, construction of a new patio next to Selma's Store, touch-up painting, large areas of new and existing turf replacement, significant tree removals and doctoring.
- During this time, we also held a major event, the Fiesta in the Plaza, and a rental with staff coordinating a fine line between event management, rental management and working closely with the landscaping crews.
- Staff had a very quick turnaround between the Cattlebaron's Ball and History Fest, with only one day between to set up all the History Fest Stations. We were assisted by senior leadership and Parks staff and managed to set it all up in record time.
- Geoff and Barry also coordinated the procurement of a contractor to fence in Meeker Home.

Museums' September 2024 Report

Where Did Our Visitors Come From in August, 2024?

COGM Visitor Zip Codes September 2024



Museums' September 2024 Report

COGM Visitor Zip Codes September 2024

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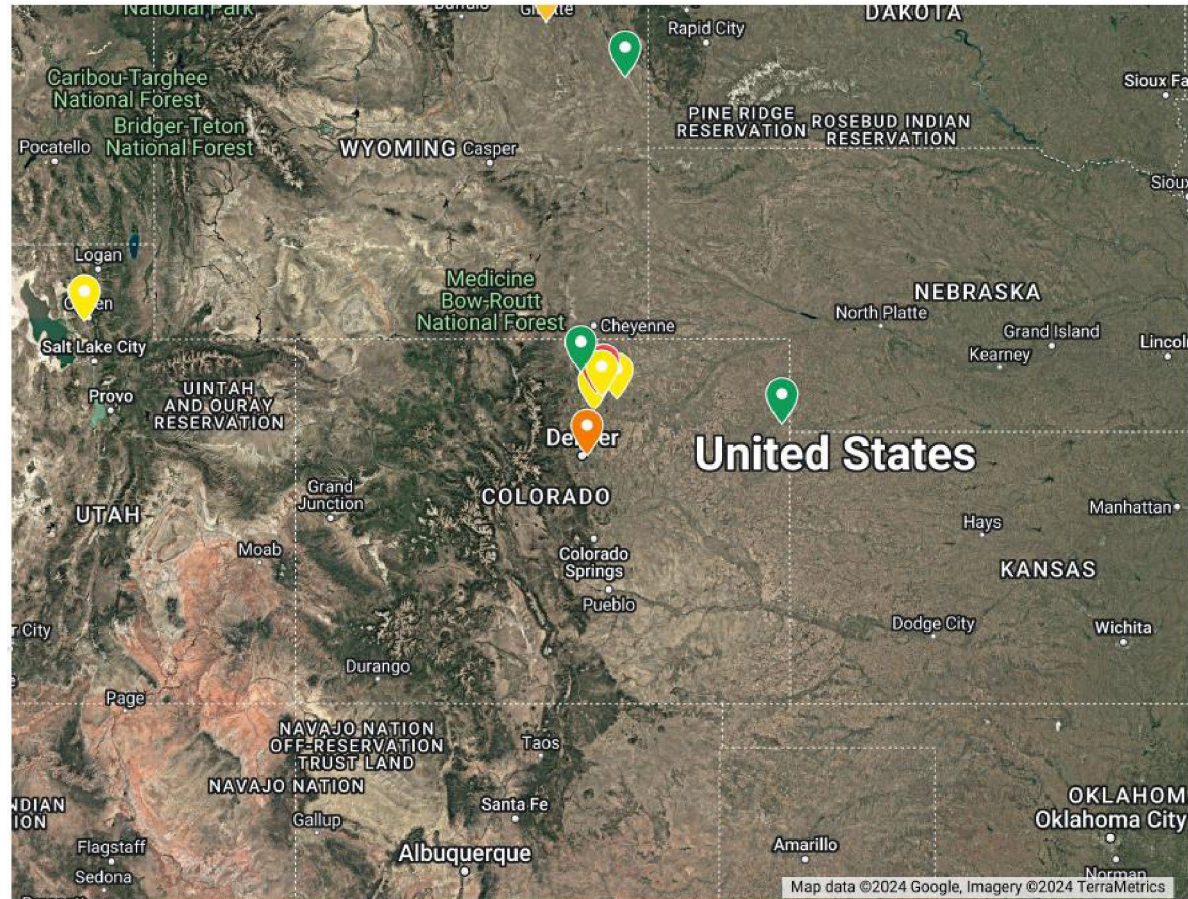
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Other/ No value



Museums' September 2024 Report

Museum Statistics

Visitor Services - GHM

	September 2024	August 2024	September 2023
Attendance	141	242	246
Admissions Sales	\$650	\$777	\$561
Store	\$175	\$597	\$480
Research Center	\$96	\$170	\$58
Donations	0	0	\$0
Facilities Rentals	0	0	\$150
Combined Revenue	\$921	\$1544	\$1249

Visitor Services – Historic Sites

	September 2024	August 2024	September 2023
Attendance	2187	503	617
General Admissions	\$523	\$1955	\$2121
Store	\$1,178	\$1048	\$811
Donations	\$213	\$0	\$0
Special Events	\$11,205	\$952 (included in numbers above)	\$1479 (included in numbers above)
Facilities Rentals	\$1425	\$0	\$2500
Combined Revenue	\$14,544	\$3003	\$5432

Visitor Services Totals

	September 2024	August 2024	September 2023
Combined Attendance	2,328	987	863
Combined Revenue	\$15,465	\$4547	\$6686

Museums' September 2024 Report

Collections

	September 2024	August 2024	September 2023
Number of Researchers Served	25 (9 Internal, 16 External)	17 (3 Internal, 14 External)	25 (8 internal, 17 external)
Revenue	\$96	\$430 (after \$260 in discounts)	\$58 (after \$870 in discounts)
Virtual Collection Views	1411	1057	801

Education

	September 2024	August 2024	September 2023
PreK – 12 th Grade Students Served	1345	0	1999
Museums-to-You Outreach	0	0	0

Digital Exhibits and Programs

	September 2024	August 2024	September 2023
Beyond Suffrage Virtual Tour	21	13	16
Meeker Home Virtual Tour	69	42	43
Viewfinder Exhibit	6	17	20
War Comes Home Virtual Exhibit	45	23	32
Unsolved	16	28	NA
Stqry	32	32	23

Museums' September 2024 Report

Exhibit-related Virtual Programs	0	0	0
Digital Use Totals:	188	155	134

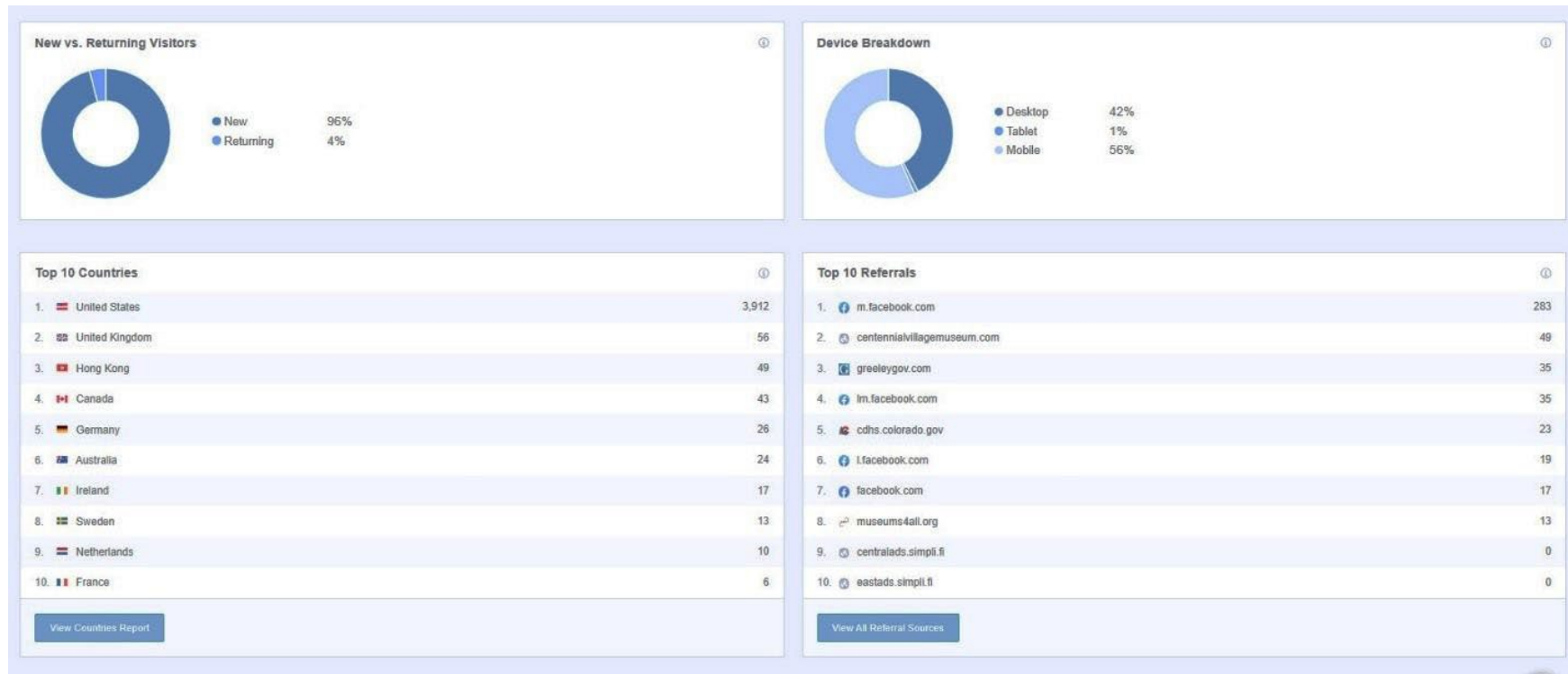
Social Media (Facebook)

	September 2024	August 2024	September 2023
Posts		16	13
Reach	32.1k	122.1k (95,187 organic, 32,865 ads)	23.55k
Engagement	12.k	2.8k	39.39k
Top Posts:	Howl-O-Ween, PBS Dearfield, Halloween Costumes	Teething Rings, West Greeley 1958, Greeley Grays vs. Canyon City	Organic and Paid: Potato Day

Website Use



Museums' September 2024 Report



Stats at a Glance

