Museum Advisory Board

March 20, 2025

At 4:00 p.m. at the Greeley History Museum

This meeting is held in person at the physical location.

You can provide public input/public comment for this meeting by emailing your comments to Chris Bowles at Chris.Bowles@greeleygov.com or call 970-350-9218.

Comments received up to an hour before the meeting will be read into the record at the appropriate time.

Agenda:

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

1. Approval of February 2025, Museum Advisory Board minutes.

2. Reports: (10 minutes)
    - CPRD Report
    - Museums Report
    - Additional Staff Report
        - Exhibits
        - Collections
        - Historic Sites
        - Education/Interpretation

3. Friends of the Greeley Museums Report

4. Task Force Reports (10 minutes):
    - Experience Team
    - Acquisitions Task Force

5. New Business (10 minutes):
    - Deaccession recommendation

6. Old Business (10 minutes):
    - Vote for Vice Chair

Next meeting April 17, 2025, at 4:00 p.m. at the Greeley History Museum

Minutes

Museum Advisory Board

February 20, 2025, at 4:00 p.m.

1. The meeting was called to order by Mike Weiland at 4:03 p.m.

   Board Present: Gary Alexander, Marcus Embry, George Junne, Emma Pena-McCleave, Nancy Masimer, Scott Chartier, Mike Weiland.
   Board Absent: Omar Munoz, Floris Mikkelson.
   Staff Present: Katie Ross, Holly Berg, Geoff Havens, Chris Bowles, JoAnna Stull, Megan Weiler, Finn Foster, Brecklyn Everhart.

2. Approval of December 2024 minutes:

   Motion to approve the December 2024 minutes made by Emma Pena-McCleave and seconded by Marcus Embry.
   Motion passed unanimously.

3. Reports:
   - CPRD Report:
   - Museums Report:
     - We purchased a 3D scanner and expert photo backdrops so we can begin improving our online images, hopefully leading to more virtual museum content.
   - Additional Staff Reports:
     - Exhibits: The collections and exhibits team deinstalled the loan and Museums items from Pleibol and then reinstalled the exhibit and renamed it Beisbol
     - Collections: Katie and Laura created procedures for the data migration from PastPerfect to Axiell and started testing the first migration of the data into Axiell.
     - Historic Sites: Selma's Store is moving to the depot, and the project should be done in the next couple of weeks.
     - Education/Interpretation: Kristjana was hired, and work has begun to plan History Fest.

4. Friends of the Greeley Museums Report:
   - There was not a meeting this month as they are trying to re-invent themselves. Cindy is now the president.

5. Task Force Reports:
   - Experience Team:
     - "13 Minute Warning: Weld County in the Atomic Age" is scheduled to open April 24, 2025. Preparations are well underway and mostly on track.
     - "Our History, Our Voice: Mexican American History Project Greeley", This exhibit is guest curated by the MAHB book and focuses on the group's grass roots effort to

collect, research, and compile the community's histories into a book. This exhibit will open August 21, 2025.
    - "Home News: A Greeley View of the Nation's Centennial". It will open in the West Gallery on October 23, 2025.
- Acquisitions Task Force:
    - There was a donation of archival materials including oral histories conducted by the Heritage Association of Northern Colorado related to Centennial Farms that will go through archival processing.
    - The abstract of title is for 1938 7th Ave and the earliest information in it relates to a Union Colonist (William Pabor).
    - There was a video that is for the Greeley Trail Dusters (a youth equestrian team) dated to 1962-1963.

6. New Business:
    - Deaccession Recommendation:
      Motion to approve the deaccession recommendations made by Scott Chartier and seconded by Marcus Embry.
      Motion passed unanimously.
    - Election for Chair and Vice Chair:
        - The current Vice Chair, Flo Mikkelson, was not present at this meeting so the board decided to table that portion of this agenda item until she attended.
        - Mike Weiland decided to step down from being chair and give another member a chance to be chair. The board recommended that Marcus Embry be the chair.
          -Emma Pena-McCleave nominated Marcus Embry to be the chair, and Nancy Masimer seconded.
          The board voted in favor unanimously.
    - Bylaw discussion:
        - There was a brief discussion about the need to write bylaws and what bylaws would do for the board. There will be continued discussion about this agenda topic.
    - Boards and Commission appreciation event will be held May 29th, 2025, at the UNC campus.

Meeting adjourned 5:02 p.m.

Next meeting will be held March 20, 2025, at 4:00 p.m. at the Greeley History Museum.

Museums' February 2025 Report

Major Events

- We're very sad to announce that Barry Alvarado has left the Museums team. We are incredibly grateful and proud of all the work he put in over 10 years. We wish him luck in all future endeavors.
- We're happy announce that we have a new Volunteer Coordinator with the help of a generous grant from the Union Colony Company of Colorado. Rachel Walker joined us at the end of the month and has already dug deep into the past, present and future of the volunteer program.

Museum Manager (Chris Bowles)

- In early February, Geoff and I met with Megan Weiler, Brett Ford (Rec) and Daniel Lawrence (Rec) to begin discussions of a re-organization of our Maintenance and Grounds support. Beginning in March, Maintenance will be centralized under a new team run by Brett, while our Grounds staff will work under the Island Grove team. We will also benefit from a new Horticulture Technician working in Parks. The transition will take place over several months and will allow us to have more hands on at Centennial Village, Meeker and White Plumb Farm.
- Geoff and I also worked with Augustana Arts (Denver) and UCCC staff to identify the staging and sound needs for the upcoming RSK concert in June.
- I had a number of meetings with CPRD leadership to begin the budget prep for 2026
- I've started research into an exhibit for later this year called *Home News*. This will contribute to the 250/150 anniversary year in 2026 I'm reading every Greeley Tribune from 1876 to understand what Greeleyites, and the paper's editor Nathan Meeker, were discussing in the year of the nation's Centennial and Colorado's admission as a State.

Exhibits (Holly Berg and Britannia Barbour)

- On 2/3, the Exhibits Team on-boarded a new volunteer, Cruz Shirtz. Cruz will be helping with research and graphics and media creation.
- Holly was asked to do two interviews for the City's social media this month. On 2/13, she was interviewed about early local African American families for Black History Month and on 2/20, she was interviewed about Beyond Suffrage for Womens History Month.
- Holly attended the AASLH Virtual 250 Con on 2/27 and 2/28.
- Britannia and Holly met with local theater arts craftspeople to plan out the building and design of a replica Fallout Bunker for the Missile Site Exhibit
- Holly and Britannia continued working on 13 Minute Warning exhibit. Conducting further research on the ICBM missiles and the history of uranium in Colorado
- The team met with Mexican American History Project Greeley representatives to begin the planning process for the MAPHG book exhibit in the Mezzanine this coming Summer

Collections (Katie Ross, JoAnna Luth Stull, Miranda Todd, Annie Talmadge, Laura Cutler)

- Katie and Laura completed the second round of migration testing in the new Axiell collections database and exported all new data for the third round.
- Katie held two artifact viewing sessions with Exhibits staff for preparation for Missile Site exhibit

Museums' February 2025 Report

- Katie met with Kristjana to inform her on what all goes in to planning/managing food for staff/volunteers during History Fest
- JoAnna and Annie reduced the number of active Temporary Custody from 8 to 2,
- Annie started to process incoming loan items for the upcoming missile site exhibit by taking photographs and completing condition reports for items on site.
- Miranda completed cataloging early Greeley building permits, and began compiling an index of historical downtown Greeley businesses.
- Miranda also began work on the rehousing of the A. B. Copeland papers.

Education and Interpretation (Kristjana Eyjólfsson, Gus Rudnick, Lilah Barth, Stephanie Work, Gabe Llanas)

- Kristjana began the process of learning all the things and meeting all the people.
- With help from Geoff, Gus, and Holly, she also created a new History Fest registration form and filled nearly all of our program days.
- Kristjana started taking the reins of the 5th grade M2U program and was the lead facilitator twice.
- Gus organized and planned all of the stations and themes for the 2025 open season.
- Gus worked with reaching out to community experts about different fields of historic knowledge. She met with a man who does letterpress and operates a letterpress museum in Oklahoma to help provide knowledge for the operation of the print shop. She also solicited demonstrations from local craft stores in Northern Colorado to bolster Baby Animal Days and to expand the offerings provided to museum visitors.
- Gus began the process of cataloging and moving the education items from the Shaw House upstairs storage area to the Depot. This will prepare the space for asbestos remediation and cleaning of the space.

Historic Sites (Geoff Havens, Barry Alvarado, Brendan Johnson, Caleb Rogers)

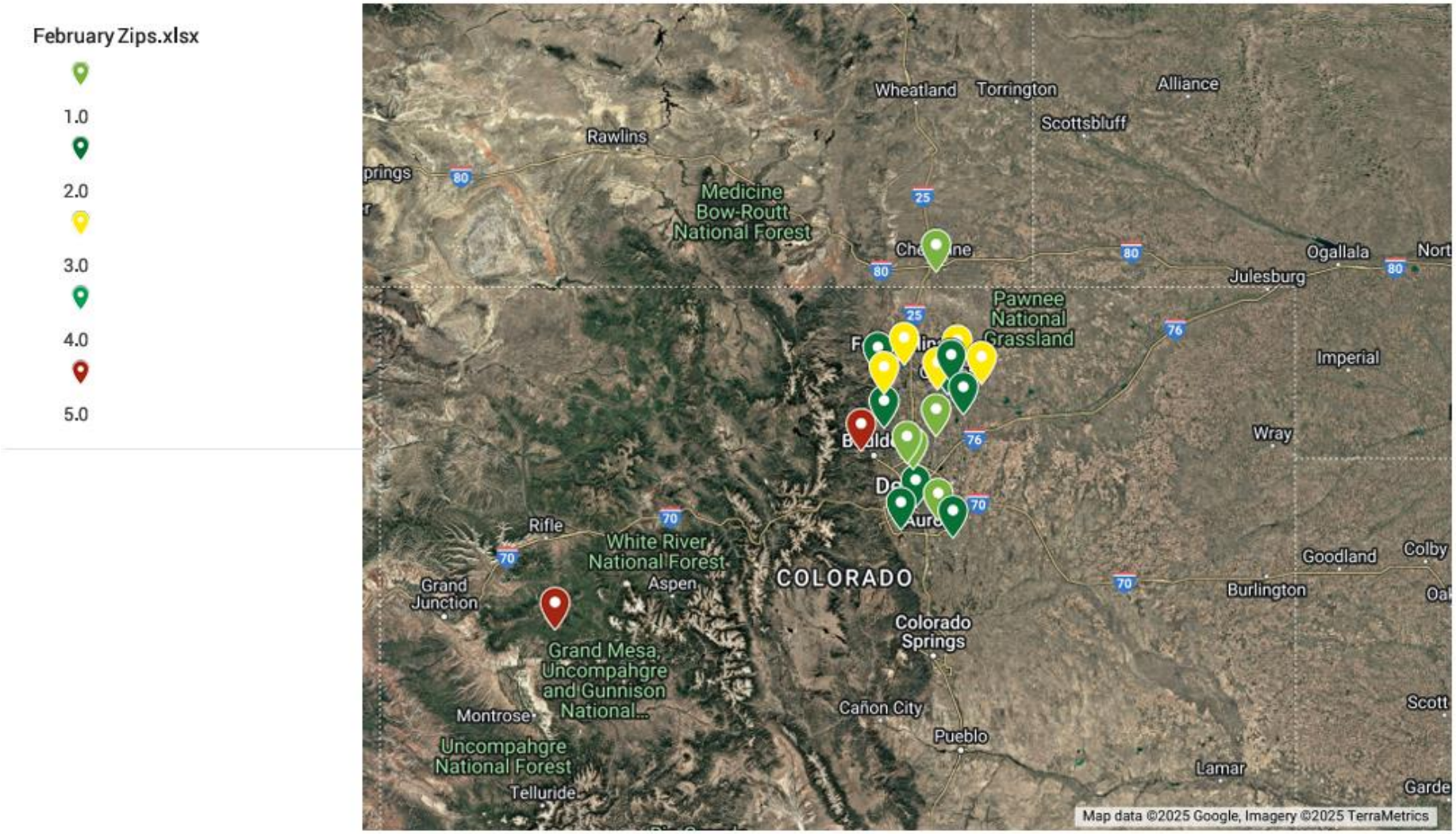
- Geoff and the Historic Sites Team began on-boarding and training Kristjana.
- Geoff finalized planned CIP Budget Line projects with Barry and Facilities staff for 2025. Plans include painting the Depot, School, and Selma's, doing phase two of asbestos remediation in Shaw, finishing the chimney code compliance project, replacing several areas of sidewalk, and investigating partial irrigation replacement options.
- Geoff organized and moderated planning for a one-time event in June 2025 to celebrate the 100th Anniversary of the Rattlesnake Kate Incident. Partners included on the planning and event committee include the UCCC Staff, COG Special Events Team, Museums Crew, Augustana Arts Center, and Island Grove.

Museums' February 2025 Report

Where Did Our Visitors Come From in February, 2025?

Museums' February 2025 Report

COGM Visitor Zip Codes January 2025



Museums' February 2025 Report

Museum Statistics

Visitor Services - GHM

	February 2025	January 2025	February 2024
Attendance	139	139	135
Admissions Sales	$506	$723	$643
Store	$185	$349	$493
Research Center	$105	$140	$362
Donations or Grants		$17,000 (UCCoC donation)	$100
Facilities Rentals			$150
Total Revenue (minus Donations or Grants	$832	$18,177	$1748

Visitor Services – Historic Sites

	February 2025	January 2025	February 2024
Attendance	0	0	0
General Admissions	0	0	0
Store	0	0	0
Donations	0	0	0
Special Events	0	0	0
Facilities Rentals	0	0	0
Combined Revenue	0	0	0

Visitor Services Totals

	February 2025	January 2025	February 2024
Combined Attendance	139	139	135
Combined Revenue	$832	$18,177	$1748

Museums' February 2025 Report

Collections

	February 2025	January 2025	February 2024
Number of Researchers Served	27	22	22 (1 internal, 21 external)
Revenue	105	140	$47
Virtual Collection Views	653	719	NA

Education

	February 2025	January 2025	February 2024
PreK – 12th Grade Students Served			NA
Museums-to-You Outreach	1006	873	NA

Digital Exhibits and Programs

	February 2025	January 2025	February 2024
Beyond Suffrage Virtual Tour	39	8	30
Meeker Home Virtual Tour	71	165	316
Viewfinder Exhibit	8	12	27
War Comes Home Virtual Exhibit	27	18	43
Unsolved	34	29	NA
Stqry	3	9	NA

Museums' February 2025 Report

Exhibit-related Virtual Programs	**0**	**0**	**41**
Digital Use Totals:	**188**	**235**	**457**

Social Media (Facebook)

	February 2025	January 2025	February 2024
Posts	**4**	**8**	**13**
Reach	**95,700**	**8,400**	**54,000**
Views	**122,000**	**27,000**	**NA**
Top Posts:	**Museum Survey, Freezy Daze, Grover Preservation**	**Year of the Snake, Tribune History, Etella Kelly**	**Dino Book, Pleibol Preview, Pleibol**