

Museum Advisory Board

February 19, 2026

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](mailto: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: Marcus Embry (Chair), George Junne, Omar Munoz, Emma Pena-McCleave, Nancy Masimer, Scott Chartier, Anne Masterson, Donna Hendren, Annareli Morales.

1. Approval of the January 2026 Museum Advisory Board minutes.
2. Reports:
  - Managers' Report
    - Board Roles and Responsibilities
3. Old Business (10 minutes):
  - Discussion of Combined Commission
4. New Business (10 minutes):
  - Annual Report from Museum Advisory Board
5. Adjournment

Next meeting March 19, 2026, at 4:00 p.m. at the Greeley History Museum

## Minutes

### Museum Advisory Board

January 15, 2026, at 4:00 p.m.

1. The meeting was called to order by Marcus Embry at 4:02 p.m.

Board Present: Marcus Embry, Emma Pena-McCleave, Nancy Masimer, Donna Hendren, Annareli Morales, George Junne.

Board Absent: Scott Chartier, Anne Masterson.

Staff Present: Megan Weiler, Chris Bowles, Holly Berg, Geoff Havens, Joanna Stull, Gus Rudnick, Kristjana Eyjolfsson.

2. Agenda Amendment:

Motion was made by Annareli Morales to add status of absent board members, vote on combined commission, and letter from museum advisory board to city council on the agenda. Motion was seconded by Donna Hendren.

Motion passed unanimously.

3. Approval of the November 2025 minutes.

The minutes were approved unanimously.

4. Reports:

- CPRD Report:

- The culture commission presentation is scheduled to be presented to council January 27<sup>th</sup>. This presentation is to receive a yes or no from council on the concept only.
  - Megan stated that the presentation she made to each board was a courtesy presentation of the idea.
- There was a question about the Museum budget. The City Council is going to go on a budget retreat and look for where we can cut depending on the 20-million-dollar deficit. This retreat will look at the high-level budget and where things could be tweaked. What percentage of the city's budget is 20 million? It was estimated that it is 3%. Marcus had asked when does the advisory board get a say or get to see the presented budget? Megan would need to gather more information to see what the budget process looks like in those terms. Megan also reminded the board that they can view the budget when it is made public.

- Museum Report:
  - Page 4 of the Museum report: Homesteader Holiday was a success. The 13-minute warning exhibit closed to the public December 11. Axiell is finalized and available for staff testing.
    - Exhibits:
      - The 13-minute warning exhibit was photographed to then be turned into a virtual exhibit.
      - The installation of the incoming traveling exhibit “The Great Frontier Odyssey: Sketching the American West” Was installed and then opened to the public 12/18.
    - Collections:
      - Katie is off until the middle to the end of February.
      - Miranda had finished cataloguing items from the AB Copeland box. AB Copeland was the museums first curator.
      - Laura Cutler finished her work with Axiell and the online portal. She does not work for the museum anymore, but she has joined the Friends of the Museum.
    - Education and Interpretation:
      - There were some presentations for 4<sup>th</sup> graders that the team went and did. The next group will be 5<sup>th</sup> grade.
      - Gus is working with HR to create a History of Greeley presentation for new city employees.
      - Geoff and Kristjana have 4 interns from UNC.
    - Historic Sites:
      - Island Grove Facilities staff helped get Centennial Village decorated for Christmas.
      - Staff is working to prepare for the 2026 season
      - White Plumb farm is getting repaired; the contract work has started.
      - The depot will be repainted this year and then we are working with public works to help with getting the pavement ADA accessible.

5. Friends of the Greeley Museums Report:

- There are currently 4 friends' members, and there was a vote to effectively stay on the friends to maintain. They are looking for guidance on how to run a non-profit-501c3. There would have to be a change of bylaws to become a charitable trust. The hope is to have a board of directors.

## 6. Task Force Reports:

- Experience Team:

The experience team has altered the structure of the meeting. There is reformatting and created a purpose statement. Produce a comprehensive plan of Museums exhibits, events, projects for the aim of creating consistent high-quality experience for visitors and sustainability for staff. This team is creating plans of works. Annareli Morales has volunteered to be a part of the experience team.

- Acquisitions Task Force:

Got a new printing press and type face that will be put into centennial village. Donation from the Klank family a stampede jacket. Men's clothing from the Gilbert Family. Coca Cola bottle that was made from the Greeley Coca Cola bottle and it says it was made in Greeley factory. There will now be every other month meeting format for 2 hours. Donna Hendren volunteered to be on the Acquisitions task force.

## 7. Old Business:

- Status of absent board members: Omar Munoz resigned from the board. Finn Foster have been working to get in touch with Anne Masterson and Scott Chartier. The next steps are to get in touch and wait for a resignation or work with city clerks to get a formal administrative hearing.
- Vote on Combined Commission: There is not really a proposal being presented to council. Staff is asking for a confirmed yes or no from city council. There was no vote held.
- Letter to City council from Museum advisory board. This item was skipped.

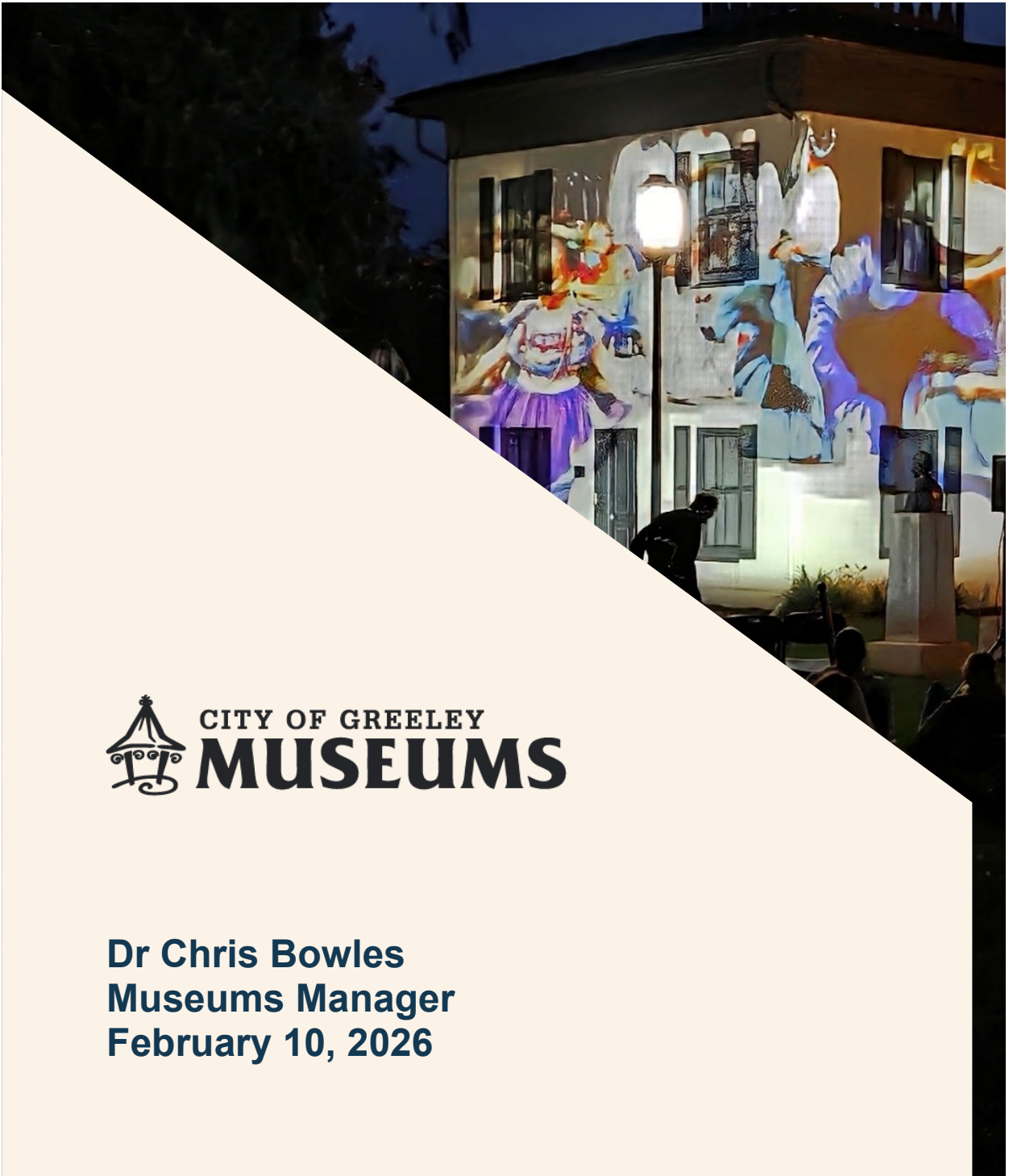
## 8. New Business:

- Annual Museum report:
  - Not having a Fall History Fest caused 2,000 less visitors from last year. There were also less people coming to special events.
  - The Rattlesnake Kate concert brought 200 people into the village.
  - Homesteader Holiday canned food drive brought in free admission. This decreased revenue by 1,000 but we were able to give \$2,000 worth of food to the weld county food bank.
  - There was an increase in revenue from last year.
  - Virtual exhibit in 2025 got 4,429 views.

Meeting adjourned 5:04 p.m.

The next meeting will be held February 19, 2026, at the Greeley History Museum.

# January 2026 City of Greeley Museums Report



**Dr Chris Bowles**  
**Museums Manager**  
**February 10, 2026**

## Manager's Report for January 2026

### Highlights of the Month

Another year, another style! I've been wanting to try something more visually appealing for you, and I hope you like it.

2026 began in an exciting new direction for our museums. Our general admissions are now free for all. There are two reasons behind this decision. First and foremost is increasing access to our collections and the heritage they represent. With the introduction of fees between 2010 and 2020, the museums became less accessible to an increasing number of people. As a result, the trendline of visitation dropped between 2015 and 2025. However, in January we saw an increase of almost 200 people over 2025!

The second reason for removing fees is that our visibility in the community has suffered as fewer people visited because of fees and the post-Covid slump in attendance seen in cultural institutions around the world.

It's still very early, but the increase in visitors for January is encouraging. Along with going free, we're also embarking on new mission, vision and strategy work in 2026 so we can better represent all of Greeley and Weld County's heritage. We hope that as the word spreads, we'll continue to see increasing footfall *and* an increase in shop, event and rental income.



Figure 1 Enjoying a Wagon Ride at Baby Animal Days, 2025



Figure 2 Learning about the Courthouse at History Fest, 2025

## Staff Reports

### Exhibits (Holly Berg and Britannia Barbour)

- Assistant Curator of Exhibits, Britannia Barbour, returned to work from maternity leave.
- The Education and Interpretation team met with the Exhibits team to tour the Great Frontier Odyssey exhibit and brainstorm activities for upcoming field trips.
- Holly and Britannia attended a webinar about the History Colorado exhibit titled Moments that Made US. They reviewed exhibit content and were able to download the free exhibit materials for use in the GHM lobby for the 250/150 anniversary year.

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

- Katie Ross was off for most of January and will return after February 2026.
- Chris Bowles worked with IT and our database supplier, Axiell, to take forward the added Digital Asset Management System, Piction. This add-on allows us to store and preserve the museums' digital assets (oral histories, scans, photos, videos) long-term and make them more accessible to the public.
- Chris and Joanna attended City Hall Farewell planning meetings to ensure digital building recording becomes a collection item, and that we collect memorabilia from the building.
- Miranda completed webinars on copyright, accessibility training, museum trends, museum prep for fire and flood

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

- Kristjana celebrated 1 year at COGM
- She also scheduled and took part in Museums 2 U for 4th and 5th grades.
- Kristjana traveled to Montana to certified 10 historic/natural interpreters for the National Association of Interpreters (NAI), which keeps her NAI trainer certification valid and fresh. Both her and Geoff are certified to train interpreters to national standards.
- Gus, Geoff and Kristjana scheduled staff training for the CV open season including both the visitor services team and the interpretive team. These will be combined into a new Frontline Experiences team.
- Gus scheduled and executed two traveling presentations including a tea workshop at the LINC library and piloting the use of the Ute STEM kit at the Brighton Senior Center. This is a continued effort to get the museum research and interpretation out into the community through partner organizations.
- After a request from HR, Gus put together a presentation about the history of Greeley for the Emerging Leaders Academy in February. This presentation may also be utilized for new hire orientations in the future.
- After a lot of research, Chris, Geoff, and Lilah were able to propose the idea of having an artist in residence to the Art Commission's board.

- The Interpretive team was able to get all art supplies moved from the railroad depot into what will now be Selma's Studio. The studio will combine a maker's space for younger visitors with an art studio for a future artist in residency program.
- Lilah worked on fantastic art for her Centennial Village collector cards project
- Rachel compiled all volunteer hours from 2025 for a total of 3669. This translates into \$142,127.38 in in-kind community support for the city!
- She also on-boarded 5 new volunteers
- Rachel drafted and submitted for review new volunteer policies, orientation manual and SOPs

## Historic Sites and Facilities

- Geoff Was assigned to and completed cost-recovery analysis for Museum Programs via spreadsheet analysis for broader CPRD initiatives.
- Geoff also began working more closely with Rachel and Jessi to plan volunteer recruitment and outreach efforts for 2026.
- The second-floor railing on the Monfort House was found to be rotten and needing replacement. The process was started and will follow historic preservations standards.



Figure 3 Museum Interpreters Stephanie Work and Lilah Barth during a tea workshop at the Active Adult Center, March, 2025

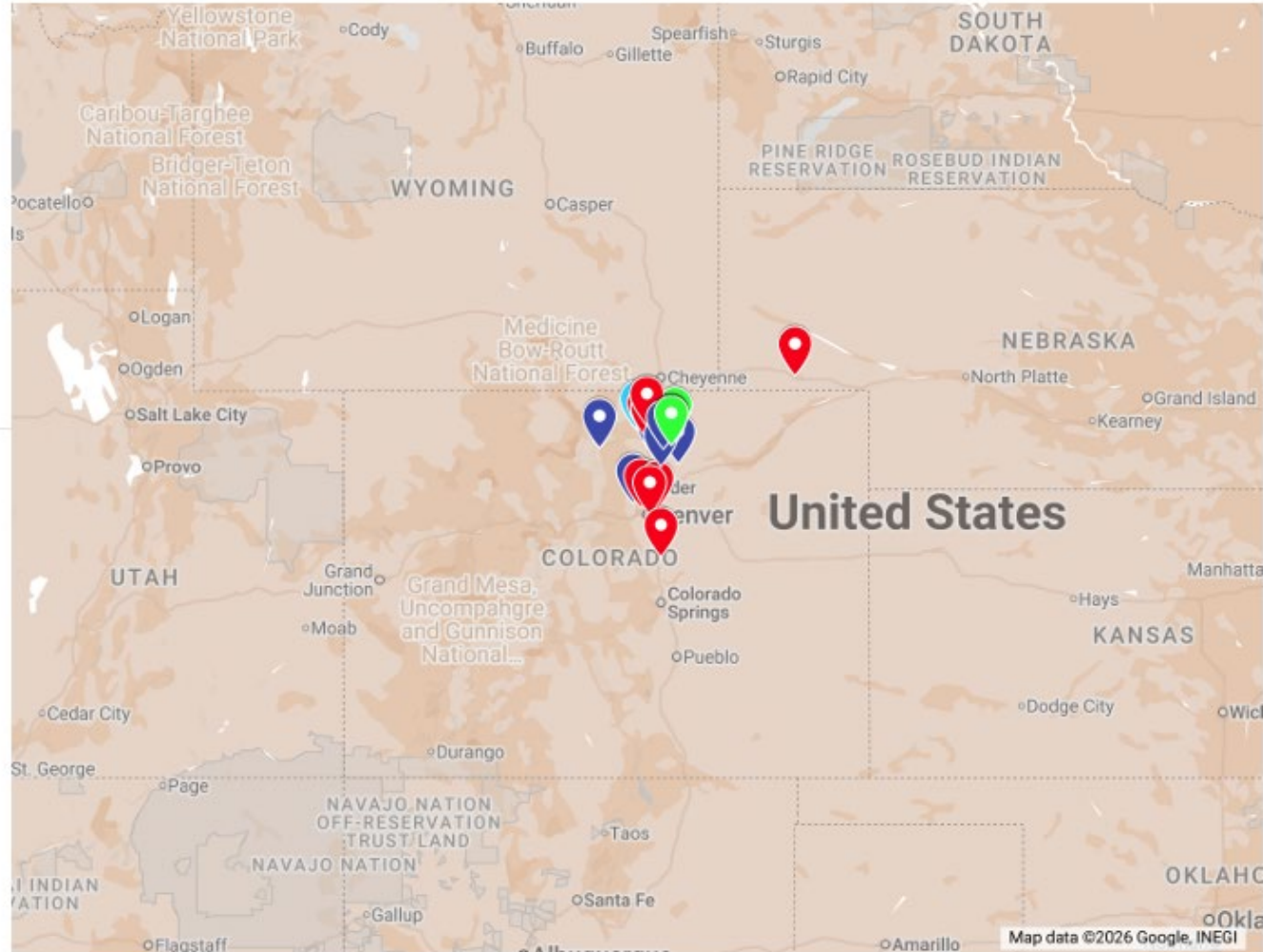
## Where Did our Visitors Come From in January, 2026?

### January 2026 Zip Codes

Monthly Zip Codes(1-211).csv

-  1.0-2.0
-  3.0-4.0
-  5.0-6.0
-  16.0-16.0

Map showing zip codes of museum visitors



## January 2026 Museum Statistics



### Attendance and Revenue Statistics - Greeley History Museum

Statistical Categories	January 2026	December 2025	January 2025
Attendance	215	139	103
Admissions Sales <sup>1</sup>	\$94	\$432	\$723
Store	\$506	\$811	\$349
Research Center	\$0	\$0	\$105
Donations or Grants	\$0	\$1000	\$17,000 <sup>2</sup>
Facilities Rentals	\$0	\$0	\$0
Total Revenue (minus grants or donations)	\$600	\$2243	\$1177

### Attendance and Revenue Statistics - Historic Sites

Statistical Categories	January 2026	December 2025	January 2026
Attendance	\$0	0	\$0
Admissions Sales	\$0	\$428	\$0
Store	\$0	\$299	\$0
Donations	\$0	\$0	\$0
Special Events	\$0	\$456	\$0
Facilities Rentals	\$0	\$0	\$0
Combined Revenue	\$0	\$727	\$0

### Attendance and Revenue Statistic Totals

Statistical Categories	January 2026	December 2025	January 2025	2026 YTD	YTD Diff.
Combined Attendance	215	595	103	103	 70%
Combined Revenue	\$600	\$2970	\$1177	\$1177	 65%

<sup>1</sup> In 2026, this will only refer to group admission sales. 2025 figures represent admission sales prior to going fee free.

<sup>2</sup> A grant from the Union Colony Company of Colorado to support a Volunteer Coordinator position

## Volunteer Statistics

Statistical Categories	January 2026	December 2025	2026 Total	2025 YTD
Volunteer Hours	253	278	278	93
In-Kind Equivalent (2025 Colo. Volunteer Rate @\$38.74/hr)	\$9801	\$10,770	\$9801	\$3603

## Collection Interactions

Statistical Categories	January 2026	December 2025	January 2025
Number of Researchers Served	Not Available	21(6 internal, 15 external)	22 (5 internal, 17 external)
Virtual Collection Views	Not Available	NA	719
Revenue (after discounts)	Not Available	\$0	\$105

## Educational Reach

Statistical Categories	January 2026	December 2025	January 2025
K-12 Visits to museum	Not Available	16	0
Museums-to-You or Outreach	Not Available	252	975

## Digital Exhibits and Programs

Title of Virtual Experience	January 2026	December 2025	January 2026
Beyond Suffrage Virtual Tour	27	20	8
Meeker Home Virtual Tour	64	60	165
Viewfinder Exhibit	14	9	12
War Comes Home Virtual Exhibit	39	29	18

<b>Title of Virtual Experience</b>	<b>January 2026</b>	<b>December 2025</b>	<b>January 2026</b>
Our History, Our Voice	325	164	0
Unsolved	29	28	29
Stqry	1	11	3
Exhibit-related Virtual Programs	0	0	0
Digital Use Totals:	499	321	235

### **Social Media (Facebook)**

<b>Statistical Categories</b>	<b>January 2026</b>	<b>December 2025</b>	<b>January 2025</b>
Posts	9	13	8
Reach	34,000	63,600	8000
Views	94,000	153,100	27,000
Top 3 Posts:	Free Admission; New Hours; Coca-Cola	Greeley 1984; 13 Minute Warning; Christmas 1915	Chinese New Year; Previous Trib Location; Ettella Kelly