



NEVILLE PUBLIC MUSEUM
OF BROWN COUNTY
NevillePublicMuseum.org

Bridging Communities • Connecting Generations

PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:30 p.m. on Monday, December 14, 2015 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Kevin Kuehn, Bernie Erickson, Erik Hoyer, Tom Sieber, and Diane Ford
ALSO PRESENT: Cressy Birder, Rachel Patterson, Lisa Zimmerman, Dennis Rosloniec, Kevin Cullen, Kasha Huntowski, and Beth Lemke

CALL MEETING TO ORDER

1. Chairman Kuehn called the meeting to order at 4:31PM.
2. APPROVE/MODIFY AGNEDA

Motion made by Erik Hoyer and seconded by Diane Ford to approve the agenda.
Vote taken. MOTION APPROVED UNANIMOUSLY.

3. Museum Directors Report. Museum Director Lemke asked Curator Lisa Zimmerman and Communications Coordinator Rachel Patterson to share their December 8th Night at the Museum social media plan with the board. Lisa and Rachel provided an outline of the platforms, person responsible and lessons learned for future coordinated efforts.

#NPMSocial

12/3	12:30pm	Instagram	Adopt a Mastodon	Live-Lisa
12/4	1pm	Instagram	Lincoln Bust	Live-Lisa
12/7	Afternoon	Twitter	Gif	Schedule-Rachel
	12pm	Facebook	Mastodon - Getting ready for event	Schedule-Lisa
12/8	9am	Twitter	Gif	Schedule- Rachel
	1pm	Instagram	Dinos	Live-Lisa
	3pm	Instagram	Food/Flowers/Music	Live-Lisa
	4:30pm	Twitter	Lincoln Bust	Schedule- Rachel
	5:35pm	Twitter	Doors Open	Schedule- Rachel
	6pm	Instagram	Silent Auction	Live-Lisa
	6:15pm	Twitter	Dessert Table	Live- Rachel
	6:45pm	Twitter	Part of Kasha or Beth's speech	Schedule- Rachel
	6:50pm	Twitter	Volunteers	Schedule- Rachel
	7:15pm	Twitter	Activities Starting	Schedule- Rachel
	7:30pm	Twitter	Bruce	Live- Rachel
	8pm	Instagram	People at Event	Live-Lisa
	8:45pm	Twitter	Silent Auction Wrap Up	Schedule- Rachel
	9:15pm	Twitter	Over-Thank You	Schedule- Rachel
12/9	12pm	Instagram	Thank You	Live-Lisa

	3pm	Facebook	Photo Album with Thank You	Schedule- Rachel
12/11	12pm	WebsitePost	Blog with Results from Kasha	Live-Lisa
	5pm	Facebook/Twitter	Blog Push	Schedule- Rachel/Lisa

Museum Director Lemke asked Media Technician Dennis Rosloniec to share his December 3, 2015 report to the LEAN Steering Committee regarding the 6S project Time Tunnel Clean Up with the Museum Governing Board. Dennis's report reflected one non-public area where the 6S process positivity affected employee work flow. The 6S process learned will be applied to several other non-public areas of the museum in 2016 to positively influence work flow and job productivity for other employees.

Museum Deputy Director Cullen updated the board on the museum's involvement in a Virtual Learning Partnership between the Neville Public Museum and the Ashwaubenon School District. On Friday, December 11, 2015 the Neville Public Museum in partnership with the Ashwaubenon School District launched a new digital initiative: connecting museum collections to students using Google Hangouts. With Hangouts, Ashwaubenon elementary students were able to connect with museum staff from their classroom. Students were given a behind-the-scenes look at artifacts that aren't usually available to the public. The next Hangout will take place on Friday, January 15, 2016 at the Neville with four more Hangouts in the works for 2016 that will be archived digitally on YouTube.

Museum Director Lemke provided board members a copy of the IFQ Energy Performance Contract Services 11102015 in which the museum was one of the site locations selected by Public Works for a facility tour on December 1, 2015. Director Lemke also announced the museum was going to be the Green Bay location for Wisconsin Public Television's premier of the first episode of the last season of Downton Abby on December 15, 2015.

Additionally, she reviewed the goals of the 2016 Visitor Experience & Architectural Exhibition Master Plan. Of which at the conclusion of the project the museum and the vendor will have completed an exhibition master plan that supports the Museum's strategic purpose of existing spaces including concept drawings, proposed budget and projected schedule of completion.

Museum Director Lemke provided the board the updated status of attendance and revenue. In comparing FY14 YTD and FY15 YTD the 2015 Museum Audience Analysis and Strategic Messaging is working. Adult attendance is down 6.15%, but member visitation is up 20%. She correlated data with exhibition subject matter as well as internal and external promotions. In FY14 the Neville was the temporary home for the Green Bay Packer Hall of Fame. Zip Code analysis of November 2014 indicates visitors from over 47 states and correlates to the Green Bay Packer home game schedule. In comparison November 2015 had visitors from 22 states and more visitors from Wisconsin and the Upper Peninsula of Michigan. Overall attendance is nearly flat in comparison to FY14 year to date but down from FY13 and FY12 year to date. This correlates to the 2014 budget adoption to decrease Wednesday evening hours from four to one a month.

In 2016 the Neville will have a full time education specialist to increase school aged children visitation and will continue to focus marketing and promotions on strategic messaging for families, members/ donors, educators, and local businesses. Exhibits, programming, outreach and marketing decisions will be based on ongoing data collection on what the community wants and will support.

To conclude, Museum Director Lemke thanked all board members for their terms of service to the Neville Public Museum and welcomed new term appointments for Bernie Erickson, Erik Hoyer, Tom Sieber, Kramer Rock and Terri Trantow.

Discussion ensued; staff was commended on the process and encouraged to continue capturing data to share with the board, no action taken.

2016 Governing Board Meeting Dates

No January meeting

Monday, February 8, 2016

Monday, March 14, 2016
Monday, April 11, 2016
Monday, May 9, 2016
Monday, June 13, 2016
Monday, July 11, 2016
Monday, August 8, 2016
Monday, September 12, 2016
Monday, October 10, 2016
Monday, November 14, 2016
Monday, December 12, 2016

4. Such other matters as authorized by law: Museum Director Lemke wanted to acknowledge Diane Ford's determination, commitment and faith in the Neville Public Museum as Chair of the Neville Public Museum Foundation Board and during her term on the Museum Governing Board. Diane Ford will remain on the Neville Public Museum Foundation Board as Past Chair for one year.

Next meeting of the Neville Public Museum Governing Board will be **Monday, February 8, 2016 at 4:30pm.**

5. Adjournment. Motion to adjourn made at 5:16PM by Diane Ford and seconded by Tom Sieber Vote taken.
MOTION APPROVED UNANIMOUSLY