

**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, September 8, 2014 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Kevin Kuehn, Bernie Erickson, Tom Sieber, Eric Hoyer, Kramer Rock, Sandy Juno, and Diane Ford
ALSO PRESENT: Beth Lemke, Kasha Huntowski, Kirsten Smith and Louise Pfothenhauer

CALL MEETING TO ORDER

1. Chairman Kuehn called the meeting to order at 4:32PM.
2. APPROVE/MODIFY AGNEDA

Motion made by Eric Hoyer and seconded by Tom Seiber to approve the agenda.
Vote taken.

MOTION APPROVED UNANIMOUSLY.

3. Kirsten Smith, Education Specialist provided a review of NPM's Educational Programing Goals and Objectives for the exhibit *Edge of the Inland Sea* for the 2014-15 school year. Discussion ensued, action will be follow up on the marketing of the program and tracking of incoming reservations.
4. Louise Pfothenhauer provided background information on a collections item that came to the attention of the Director per an inquiry of ownership. Discussion ensued and it was reaffirmed that the Neville is the owner of the artifact and that if asked the Neville would consider loaning the artifact if it was not critical to an exhibit storyline.
5. Museum Directors Report. Overall July/August 2014 admission revenue did not performed as well as July/August 2013. In comparison August 2013 occurred during the tail end of the JEM marketing campaign. In 2014, the JEM marketing campaign began at the end of July. Noteworthy is that the fact that July 2014 admission revenue was slightly above 4 year average. Additionally, at the time of this report August 2014 is on trend with 4 year average regarding admission revenue.

**July 26, 2014 - August 25, 2014
Social Advertising Marketing Summary**

6. Month	Impr.	Clicks	CTR	Page Likes	Offers Claimed	Actions
July 2014	18,070	208	1.15 %	3	0	166
August 2014	325,952	3,031	0.93 %	26	0	1,769

At the time of this report we have 90 leads i.e. valid email addresses

Impressions: The number of times consumers saw our social media ads online

Clicks: The number of times consumers clicked or responded to our ads

Actions: The number includes, liking our page, liking/commenting/sharing a suggested post, and also people form-filling. Discussion ensue, no action taken.

7. Such other matters as authorized by law:
Next meeting of the Neville Public Museum Governing Board will be Monday, October 13, 2014 at 4:30pm.

8. Adjournment. Motion to adjourn made at 5:45 by Kramer Rock seconded by Sandy Juno. Vote taken.
MOTION APPROVED UNANIMOUSLY