



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, February 9, 2015 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Kevin Kuehn, Bernie Erickson, Tom Sieber, Sandy Juno, Kramer Rock,
and Diane Ford
ALSO PRESENT: Harold Kaye, Kasha Huntowski, Kevin Cullen and Beth Lemke

CALL MEETING TO ORDER

1. Chairman Kuehn called the meeting to order at 4:34PM.
2. APPROVE/MODIFY AGNEDA

Motion made by Kramer Rock and seconded by Diane Ford to approve the agenda.
Vote taken.

MOTION APPROVED UNANIMOUSLY.

3. Museum Directors Report.
The Neville Public Museum Governing Board met Monday, February 9, 2014. The meeting included detailed review of the February Education and Recreation Committee meeting; discussion of position recruitment, and discussion of January museum attendance and admissions revenue.

Upcoming Exhibits: *Wisconsin History Tour.* Since 1846, two years before Wisconsin officially became a state, the Wisconsin Historical Society has been preserving and sharing stories. Now, the Wisconsin Historical Society is one of the largest and most diversified societies in the nation. The Wisconsin History Tour is the Society on the road, coupled with local history (Feb. 3-March 15, 2015)

*Community Partners

- Ashwaubenon Historical Society
- Brown County Historical Society
- De Pere Historical Society
- Green Bay and De Pere Antiquarian Society

- Pulaski Area Historical Society
- UWGB Archives

Stakeholders met Tuesday, January 6, 2015 and participated in a group exercise with the intention to identify the Neville Public Museum's Strategic Purpose. A leadership team has been defined of the following staff: Beth Lemke, Kasha Huntowski and Kevin Cullen. The leadership team continues to meet Metacomm.

January 28th: Leadership Team met with Metacomm to discuss strategic narrative
January 30th: Survey sent to Neville Public Museum Foundation, Governing, Education and Recreation, and staff with strategic narrative options
February 5th: Leadership Team participated in Strategic Message Training & Coaching
February 6th: Survey results shared Bridging communities. Connecting generations.
February 19th: Museum Staff participated in Strategic Message Training & Coaching
February 23rd: Neville Public Museum Foundation, Governing, Education and Recreation participated in Strategic Message Training & Coaching

Special thanks to Foundation Director Kasha Huntowski for developing an annual report for the Neville Public Museum. All Neville Public Museum Members received their copy by mail the week of January 26th.

The Neville's monowheel was conserved in November and December 2014. It safely arrived in Madison at the Wisconsin Historical Museum and will be on display starting February 27th in their newest exhibit *Shifting Gears* in partnership with the History Museum at the Castle.

Museum Director Lemke provided a spreadsheet highlighting the Neville's 2015 promotion budget. Promotion budget focus on local and regional marketing highlighting all three subjects—history, science and art. New promotions partners have been approached such as Green Bay Metro. WFRV is the media sponsor for Building Our Community, Spies and Sisters in Spirit. Media sponsorship for Extreme Deep needs to be secured. Press Gazette media sponsorship will continue in 2015. Specifics need to be determined in 2nd quarter.

2015 Governing Board Meeting Dates

No meeting on Monday, March 9, 2015

Monday, April 13, 2015

Monday, May 11, 2015

Monday, June 8, 2015

Monday, July 13, 2015

Monday, August 10, 2015

Monday, September 14, 2015

Monday, October 12, 2015

Monday, November 9, 2015

Monday, December 14, 2015

Lively discussion ensued, Follow up action to be taken on museum admission fees. Chair Kuehn requested that the Foundation discuss museum admission fees at their February 17, 2015 Board Meeting. In which the opinion and feedback would be brought to the April 13th Governing Board for discussion. Information will be provided at the April meeting.

4. Such other matters as authorized by law:
Next meeting of the Neville Public Museum Governing Board will be **Monday, April 13, 2015 at 4:30pm.**
5. Adjournment. Motion to adjourn made at 5:07PM by Tom Seiber and seconded by Diane Ford. Vote taken.
MOTION APPROVED UNANIMOUSLY