



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, April 13, 2015 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Bernie Erickson, Erik Hoyer and Diane Ford
ALSO PRESENT: Lisa Zimmerman, Ryan Swadley, Kasha Huntowski, Kevin Cullen and Beth Lemke

CALL MEETING TO ORDER

1. Vice Chairman Erickson called the meeting to order at 4:33PM.
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.

The Neville Public Museum Governing Board met Monday, April 14, 2015. Museum admission fees were discussed. Museum Director Lemke provided the motion from the February 17, 2015 Neville Public Museum Foundation Board of Directors meeting, comments shared by county supervisors and regionally comparable fee structures. After review and discussion the Neville Public Museum Governing Board recommends as part of the 2016 budget process to amend the adult rate to \$7 per adult, retain the military discount and review the youth rate as part of the 2017 budget process.

2016 Budget Recommendations

\$7.00 per adult

\$3.00 per youth ages 6-15

Children under 5 free

Military active and veteran free

Military spouse and/or child half price

Free for Neville Public Museum Foundation Members

Museum Director Lemke provided board members copies of two facility assessments: 1. TRANE Preliminary Analysis Report 2. Focus on Energy Report (lightning). Museum Director Lemke will be working with Administration, Public Works and the department budget process to pursue options for reducing facility costs both in lighting/energy use and mechanical costs.

The final Strategic Messaging meeting was held on February 23rd. Over the course of the project, Metacomm observed the following major accomplishments:

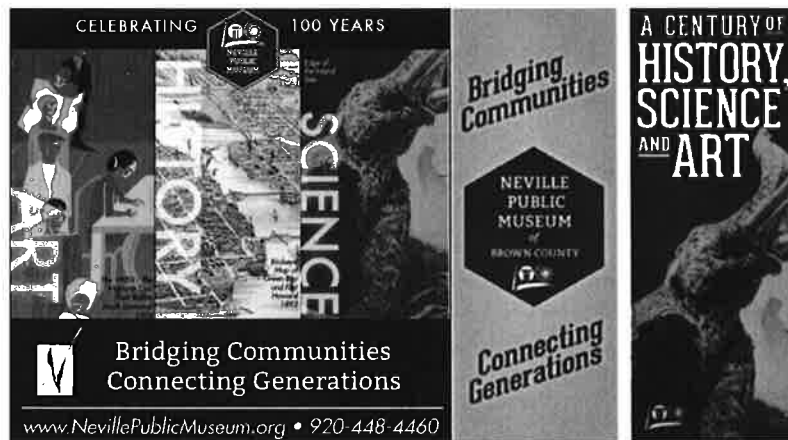
1. **Established a baseline of audience reactions to the Neville.**
2. **Developed a strong collaborative leadership team capable of mastering the challenges of the future.**
3. **Crafted a strategic purpose statement that can serve as the basis for decision-making, marketing, staff training, and public relations.**
4. **Improved the collaboration between the two boards.**
5. **Improved communication with external audiences.**

The Leadership Team will specifically be working on the following opportunities as part of the Neville's Strategic Planning.

- Use the strategic purpose to hold employees accountable. This means routinely asking the employees to show how they have improved "bridges to the community" and "connecting generations".
- Train employees on how to use the strategic purpose statement in their daily interactions and decision-making. We started this training but it needs to be reinforced. And it is unclear if all employees really buy in to this shift in direction.
- Advocate for the Neville based on the strategic purpose. Seize every chance to amplify on the core message of "Bridging communities. Connecting generations." This has already started and the results have been encouraging.
- Craft a short fundraising video based on the strategic purpose. The focus should be on the role of the Neville in the community (e.g. "why") and NOT on the exhibits per se (e.g. "what"). In short, tell the experiential stories that occur at the Neville.
- Re-orient marketing efforts around the strategic purpose. This could be as simple as including the phrase in all communications, posters and advertising.
- Conduct a top-bottom review of all exhibits, protocols, space utilization, messaging, fundraising, staff training, volunteer training, etc. in light of the strategic purpose. Every major activity and decision needs to be evaluated in light of the strategic purpose in order to prioritize efforts and drive change.

- Create a large infographic for the conference room that unpacks the strategic purpose statement. This will serve as a continual reminder of the role of the Neville in the community.
- Craft an integrated PR and media strategy to educate the public about the role of the Neville in the community. Currently, the de facto strategy is based on responding to media requests rather than on a cohesive approach toward community relations.

Below are graphic examples of Bridging Communities. Connecting Generations.



Museum Staff will participate in a **LEAN Event** May 4th and 5th. Governing Board members are invited to attend the project report out May 5th at 3:30pm in the 3rd floor board room.

Process Importance - Business Need for Improvement

Increased efficiency and communication regarding the implementation of in-house exhibits

Process Problem

Lack of knowledge of multiple time lines related to communication with the ability to remain flexible in a constantly changing environment

Exhibits: Discussion was held but no decision was made regarding a motorcycle or Harley Davidson themed exhibit. Follow up investigative action will be taken by the museum's exhibit team to review possibilities in conjunction with anniversary dates.

2015 Governing Board Meeting Dates

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

4. Such other matters as authorized by law:
Next meeting of the Neville Public Museum Governing Board will be **Monday, May 11, 2015 at 4:30pm.**
5. Adjournment. Motion to adjourn made at 5:22PM by Erik Hoyer and seconded by Diane Ford. Vote taken.
MOTION APPROVED UNANIMOUSLY