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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, August 10, 2015 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Kevin Kuehn, Erik Hoyer, Sandy Juno, Kramer Rock and Diane Ford
ALSO PRESENT: Kevin Cullen, Lisa Zimmerman, Kasha Huntowski, and Beth Lemke

CALL MEETING TO ORDER

1. Chairman Kuehn called the meeting to order at 4:32PM.
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.

As part of the 2016 budget process Museum Director Lemke provided board members a copy of the 2016 Variations to Department Budget that was submitted to Administration. Director Lemke highlighted a few revenue and expense budget lines for clarification. Museum Director Lemke reminded the board that the proposed fee increases in 2016 would allow for a balanced budget and provide for marketing and promotions of the 2016 exhibits the Neville Public Museum Foundation supports financially. Additionally, the proposed admission fee increase offsets the expense of 2016 advertising and public notice. Discussion ensued, no action taken.

Museum Director Lemke provided an update on museum promotions which include:

1. A 30 second Spies commercial is running on WJMN in Marquette MI
2. A 30 second Spies PSA is running in WFRV
3. A 15 second Spies commercial is running on Cumulus Broadcasting on Star 98
4. The Spies Metro Bus ad will run thru August
5. The Extreme Deep bus ad stated running this month and will run thru December
6. A 30 second Extreme Deep commercial will begin to run in August on WBAY
7. A new Facebook ad campaign is up and running (Spies-August, Extreme Deep October and November) –this time there is no offer to claim—we are just boosting an ad
8. Press Gazette print media campaign will begin to run Thursday 8/6 thru Thursday 12/24. Quarter pages ads will vary between Spies, Snapshots in Time, Extreme Deep, Cellar Series, and Membership
9. WFRV will also record a Sisters in Spirt PSA once the exhibit is up in September
Discussion ensued, no action taken.

Museum Director Lemke updated the board on an incident involving a group of men in Veterans Park in July that ended up in the museum's front parking lot. Security and safety of guests, staff and collections were discussed. Director Lemke stated that in June all staff participated in personal safety training with Captain Dan Sandberg. In July, staff participated in blood born pathogen training. In August, staff participated in active shooter training and in September staff will go through fire extinguisher training with Lieutenant Nick Craig. At the same time staff is updating both the collections and personal building safety policies and action plans. Discussion ensued, no action taken.

4. Update on visitor exhibit evaluation process

Curator Lisa Zimmerman gave a PowerPoint presentation on the recent collection of *Building Our Community* gallery observations, visitor interviews, social media comments, online comments, and in lobby comment book reviews. There are several positive reviews and few comments the museum team needs to take into consideration when determining temporary exhibit subjects as well as in the visitor experience planning for the main exhibit gallery. Overall the plan in place is strong but more data needs to be collected as the sample size is small.

The purpose of observation is to use the data to drive future decisions and secure potential funding sources. Collecting data internally also assists in the visitor experience planning process as the museum will have information in hand and will not require additional expenses with a future vendor to in acquiring data.

In September Research Technician Ryan Swadley will present data and analysis on summer program surveys and Curator Lisa Zimmerman and Communication Coordinator Rachel Paterson will be presenting an update on a new social media plan for the museum.

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

2015 Governing Board Meeting Dates

Monday, October 12, 2015

Monday, November 9, 2015

Monday, December 14, 2015

5. Such other matters as authorized by law:

Next meeting of the Neville Public Museum Governing Board will be **Monday, September 14, 2015 at 4:30pm.**

6. Adjournment. Motion to adjourn made at 5:33PM by Erik Hoyer and seconded by Diane Ford Vote taken.

MOTION APPROVED UNANIMOUSLY