



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

PRESENT: Kevin Kuehn, Bernie Erickson, Erik Hoyer, Tom Sieber, Kramer Rock and Diane Ford
ALSO PRESENT: Ryan Swadley, Kevin Cullen, Kasha Huntowski, and Beth Lemke

CALL MEETING TO ORDER

1. Chairman Kuehn called the meeting to order at 4:30PM.
2. APPROVE/MODIFY AGNEDA

Motion made by Bernie Erickson and seconded by Kramer Rock to approve the agenda.
Vote taken. MOTION APPROVED UNANIMOUSLY.

Museum Education Update. Education Specialist Ryan Swadley provided the board the following summary and next steps.

Summary

- The Museum's youth tour program was recently overhauled, but it has not been evaluated; will need to implement individual evaluations for each tour going forward, and also begin reaching out to educators and assess the overall program to determine if it meets their needs, and what we can do to better meet their needs.
- There has been success with our youth programming, but those programs also need to have an evaluation system put into place. New initiatives are already underway, and this is the area with the greatest potential for growth.
- Similarly, adult programs have also been successful, and improvements are already underway. This is the area we've evaluated the most, and have gleaned much useful information.
- Our management of volunteers has been poor in terms of recruitment, engagement, and retention. Simply, we need to find better ways to utilize the volunteers we have, and as the needs for volunteers increase as program attendance increases, we will need to do a better job of managing those volunteers.
- While we do have a couple solid community partnerships, there is no shortage of folks we need to reach out to and work with.

For each programmatic area, the following steps will lead to improvement:

1. Identify the museum's core audiences and design programs around that audience's needs going forward, instead of developing programs and then trying to "sell" them to audiences.

2. Implement three levels of evaluation: Evaluation of the core tenants of each program series by stakeholders, participant/teacher evaluations, and internal evaluation to ensure programs support our mission.
3. Remain responsive, data-driven, and remember that nothing is sacred.

Next Actions

- Implement evaluations for youth tours and programs, and begin implementing changes based on those results.
- Reach out to contacts within the school system to determine that audience’s needs from NPM, and adopt changes accordingly. Form a group of educators and professionals that can act as an advisory body.
- Reach out to community organizations to develop mutually beneficial programming.
- Reboot the volunteer experience from the ground up; develop new procedures for recruitment, continued education and engagement, communication methods, etc.
- Find new ways to make core audiences more aware of the programming designed for them.

Discussion ensued, Erik Hoyer recommended reviewing other local cultural venues volunteer programs specifically the Botanical Gardens. Bernie Erickson suggested once a revamped volunteer program was in place that the museum present its needs to the Retired Men’s Club for assistance. Foundation Director Huntowski stated that once the program is revamped the Brown County Women’s Community Club would also be a resource for the museum. Kramer Rock recommended better utilizing UWGB resources. Director Lemke stated that the museum’s internships specifically in the collections department are greatly successfully with students from UWGB and St. Norbert. NWTC has had involvement on the grounds form Landscape and Design. Lego Lambeau would not have made the move from Bellin Hospital if it was not the volunteering of NWTC’s Prototype and Design class and the museum in conjunction with a NWTC Problem Solving Class is hosting a Red Cross Blood Drive.

3. Museum Directors Report. Museum Director Lemke asked Deputy Director Cullen to provide a report on the 2015 Wisconsin Museums Conference presented by the Wisconsin Federation of Museums which the museum hosted on Monday, November 2nd. Deputy Director Cullen and Curator Zimmerman lead a session called Breathing New Life Into an Old Exhibit. The intent of the session was to gain expert museum opinion on methods to revitalize our aging permanent exhibition *On the Edge of the Inland Sea*. Participants had the chance to review the exhibition and generate content and design input, before reconvening for a group discussion regarding the project. The purpose of collecting data internally will drive future decisions in the visitor experience planning process.



Since the last board meeting the museum hosted our second Dinner Series Program for the year, hosted a sold out School Day Off Robotics Workshop, hosted a Brewing and Bottling Event for the Current Young Professionals group for 49 people, held a Kids and Canoes workshop in conjunction with Sisters in Spirit, opened a new “exhibit” in two cases in the Main Gallery with Jennifer Stevens with a program.

Staff is preparing the holiday truck for the Downtown Green Bay Parade. Lego Lambeau is getting set up for its debut on Saturday, November 21st. Bruce the Spruce and The Childrens Only shop will open for business Saturday, November 21st.

The Museum was invited to decorate a tree for auction for the 2015 Connect Inc., a cancer concierge and Nagel Private Wealth Management Christmas Tree Jubilee gala on Tuesday November 24th. The museum's tree is called *Snapshots in Time* and features 40 nostalgic images from the photography collection.

The Museum is also sponsoring Santa at the Bay Park Square Mall this Holiday Season. Santa will be handing out Museum passes with suckers. The Museum has a few exhibit, gift shop and membership ads in the Fox Cities Magazine, You Magazine and the Press Gazette. Additionally the Museum is a stop on the Holiday Gingerbread House Tour again this year.

Museum Director Lemke met with PMI and has started operational and programmatic discussions for the 2016 Tall Ships Festival.

The Research Technician recruitment has moved to interview selection.

Discussion ensued, no action taken.

2015 Governing Board Meeting Dates

Monday, December 14, 2015

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: With Veterans Day approaching Kramer Rock asked to recognize Bernie Erickson for his military service and for his ongoing community involvement with Veteran's and Veteran's Services.

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

5. Adjournment. Motion to adjourn made at 5:14PM by Bernie Erickson and seconded by Erik Hoyer Vote taken.
MOTION APPROVED UNANIMOUSLY