

NEVILLE PUBLIC MUSEUM
OF BROWN COUNTY



BRIDGING COMMUNITIES. CONNECTING GENERATIONS
NEVILLEPUBLICMUSEUM.ORG

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, October 10, 2016 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Kevin Kuehn, Sandy Juno and Kramer Rock
ALSO PRESENT: Louise Pfothenauer, Kasha Huntowski, Kevin Cullen and Beth Lemke

CALL MEETING TO ORDER

1. Chairman Kuehn called the meeting to order at 4:35PM.
2. APPROVE/MODIFY AGNEDA
Motion made by Kramer Rock and seconded by Sandy Juno to approve the agenda.
Vote taken. MOTION APPROVED UNANIMOUSLY.
3. Collection Manager Report. Louise Pfothenauer shared a PowerPoint presentation with the Board highlighting the behind the scenes work of the last nine months in the collections management software and database conversion. She shared the reasons why the museum needed to separate from the past product and acquire the new product Past Perfect.

One of the 2017, Museum Department Initiatives is the Neville Digital Initiative. The Neville staff is well on their way in finalizing the conversion of the museum's collections management database to new software application. As a department we have yet to finalize the plan to utilize new opportunities with Past Perfect software in making Brown County Collections much more publically accessible through improved research request techniques and online search functions.

Much discussion ensued; staff was directed to continue forward on the Neville Digital Initiative while measuring the impact to patrons accessing information and content in a virtual manner vs physically visiting. Museum Director Lemke informed the Board that she currently reports on Neville Digital Initiative statistics in the current monthly reports for oversight Committee Education and Recreation.

4. Museum Director Report. Museum Director Lemke informed the Board that the Neville's Guest Services Coordinator recruitment was progressing forward. Several dozen candidates have applied and the application process closes October 12, 2016 at 11:59pm. Interviews will likely take place the week of October 24, 2017. In the meantime, Director Lemke has assumed the critical roles of contract staff scheduling/evaluation and all room reservation requests to bookings. Deputy Director Cullen has taken on the weekly deposit verification, daily change runs and coordination of breaks/lunches. Research Technician Peth has taken on group sale entry and invoicing.

Museum Director Lemke provided a budget overview in anticipation of the October 18, 2016 oversight Committee Education and Recreation budget meeting. She shared with members four additional documents that detailed how the 2017 budget was formulated.

These documents included were: Neville Public Museum Temp Exhibit Schedule 2016_2018, Neville Public Museum 2017 Exhibit Budget request to NPM Foundation, Neville Public Museum Draft 2017 Promotions

Budget, and Neville Public Museum Draft 2017 Promotions Grid.

Much discussion ensued; staff was directed to review budgets/staffing/funding sources of comparable museums in the Midwest for comparison.

5. Museum Deputy Director Report. Deputy Director Cullen shared information about the Neville Cellar Series and invited Board Members to participate. 2016 celebrates the 150th anniversary of Green Bay's former Rahr's Brewery. Online registration can be processed at <http://www.nevillepublicmuseum.org/neville-cellar-series>

Elk Head Beer

Special Guest Brewer: Dave Oldenberg (Titledown Brewing Co.)

A malt-forward beer with German roots, once brewed at the Rahr's brewery in Oshkosh.

Brewing: Tuesday, November 15, 6-8:00pm

Bottling: Tuesday, November 29, 6-8:00pm

All-star Lager

Special Guest Brewer: Jacob Sutrick (Leatherhead Brewing Co.)

An historic American lager originally brewed to honor of the Green Bay Packers early championships.

Brewing: Tuesday, December 6, 6-8:00pm

Bottling: Tuesday, December 27 6-8:00pm

Deputy Director Cullen also informed the Board of the Neville Public Museum Exhibit Logistics and how point people and important dates were established to improve workflow and efficiencies with staff.

Discussion ensued; staff was commended on the process, full support was noted.

6. Such other matters as authorized by law:
Next meeting of the Neville Public Museum Governing Board will be Monday, November 14, 2016 at 4:30pm.
2016 Governing Board Meeting Dates
Monday, December 12, 2016
7. Adjournment. Chairman Kuehn called the meeting to an end at 5:33 PM.
Motion made by Sandy Juno and seconded by Kramer Rock to approve.
Vote taken. MOTION APPROVED UNANIMOUSLY.



2017 Neville Public Museum Exhibit Budget Request to Neville Public Museum Foundation	2017 2017 Budget	YTD Actual	YTD Actual Plus Est Final
Green Bay Art Colony Inspirations from the Neville (includes January reception costs)	\$1,500.00		
<i>Alice in Dairyland: Wisconsin's Agricultural Ambassador</i>	\$10,000.00		
<i>Estamos Aquí: Celebrating Latino Identity in Northeast Wisconsin (includes reception costs)</i>	\$27,000.00		
Artistic Discovery: 2017 Congressional Art	\$250.00		
72th Art Annual (includes award costs)	\$4,000.00		
<i>Permian Monsters: Life before the Dinosaurs</i> \$49,000 rental, \$6000 shipping plus reception	\$56,000.00		
<i>Neon Darkness Electrified</i> \$24,000 rental plus not to exceed \$3000 delivery/hourly fees/\$1000 reception/\$4000 graphic/construction	\$32,000.00		
<i>The Initiated Eye: Secrets, Symbols, Freemasonry and the Architecture of Washington, DC</i> (\$17,120 shipping, \$1,880 fabrication, \$1000 reception NPMF TBD)	\$20,000.00		
Holiday Memories (includes reception NPMF TBD)	\$6,000.00		
Main Exhibit Gallery Upgrades CY2017	\$4,000.00		
First Floor Hallway	\$1,000.00		
Mezzanine	\$2,000.00		
Deposits	\$2,000.00		
Total Exhibits	\$165,750.00	\$0.00	\$0.00

Programing: Education and Events

\$7,500.00

Grand Total Exhibits/Programs

\$173,250.00

\$0.00

\$0.00



Neville Public Museum Promotion Budget Brown County Funded	2017 Budget	2017 YTD Actual	In-kind support	Notes
FY 16 Green Bay Art Colony: Inspirations from the Neville (replaces Eyes on the Sky installation November 7, 2016) 15x15 outdoor banner includes installation	\$0.00			
Pylon 71st Art Annual double outdoor banner (replaces Embroiders Guild installation January 9, 2017) *picked up museum staff and installed by museum staff	\$529.00			
Alice in Dairy land: Wisconsin's Agricultural Ambassador 15x8 (replaces Holiday Memories installation January 16, 2017)	\$800.00			
Estamos Aqui (replaces Fort Howard installation April 3, 2017) 15x15 outdoor banner	\$800.00			
NEON (replaces Green Bay Art Colony: Inspirations from the Neville installation April 3, 2017) 15x15 outdoor banner	\$800.00			
Pylon: The Initiated Eye double outdoor banner (replaces 71st Art Annual installation June 5, 2017) *picked up museum staff and installed by museum staff	\$529.00			
Permian Monsters: Life before Dinosaurs 15x 8 (replaces Alice in Dairy land installation July 10, 2017)	\$800.00			
Greater Green Bay Visitors and Convention Tourism Guide 1/8 page ad Due October 1st	\$750.00			
Greater Green Bay Visitors and Convention bureau fee and brochure placement fee	\$450.00			
Downtown Green Bay Inc. Sponsorship	\$3,000.00			
Constant Contact Newsletter -Education Program need	\$282.00			
Wisconsin Fun ad Spring 2017 (due February 1st) & Fall 2017 (due August 1st)	\$1,000.00			
Voyager Magazine 2 ads (\$204.50) Winter/Spring 2017 (Due October 1st) Summer/Fall 2017 (due March 1st)	\$415.00			
Fox Cities Magazine Listing January and September	\$200.00			
Fox Cities Kid Biz March 2016	\$95.00			
4th quarter marketing Y Magazine	\$250.00			
Green Bay Metro (Bridging tall 12 months tall / Estamos Aqui 12 months tall) Approx. \$1,100 per campaign	\$2,200.00			
Press Gazette Media: 199 things to do ad	\$200.00			
Promotion of Snapshots in Time photo sales	\$500.00			
Outreach banners	\$500.00			
Outdoor Sculpture Signage (Renco Machine will charge for materials and we need to determine uniform installation)	\$1,000.00			
WFRV general brand (177 :15)	\$4,000.00		Supporting Alice in Dairyland, Neon, and Permian Monsters	
WBAY: Estamos Aqui *start in April	\$4,000.00			
WAUN La Mas Grande 92.7 96.9 98.9 FM Green Bay WI (May, July, October)	\$2,040.00			
Green Bay Bullfrogs promotion	\$2,500.00			
Fixed Promotions Costs	\$27,640.00			

