



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 8, 2021 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Cassandra Erickson, Kramer Rock, Todd Bartels, and Tom Sieber
ALSO PRESENT: Kevin Cullen, Kasha Huntowski, and Beth Kowalski Lemke
EXCUSED: Kevin Kuehn, Tom Friberg, Alex Renard

CALL MEETING TO ORDER

1. Vice Chair Sieber called the meeting to order at 4:34PM.
2. APPROVE/MODIFY AGENDA
Motion made by Todd Bartels and seconded by Cassandra Erickson to approve the agenda.
3. Museum Director Report.
Budget Status and Update: Museum Director Lemke informed the board that Saturdays are still the busiest day of the week for attendance, that she was pleased with January’s admission revenue and was optimistic about the first quarter of 2021 due to the exhibit partnerships.

Education, Interpretation and Community Engagement: Museum Director Lemke requested the Boards assistance in sharing the link when the department launches the 2nd Annual Survey of Museum Goers from the American Alliance of Museums in February. This second year of data will be compared to 2020’s data and incorporated into program plans and strategic direction.

Museum Director Lemke and Foundation Director Huntowski provided information on the upcoming Give Big Green Bay community fundraising program **Tuesday, February 16 and Wednesday, February 17, Noon to Noon.**

The Neville Public Museum Foundation is one of 45 local non-profits accepting donations during this **24-hour community wide giving day**, led by the Greater Green Bay Community Foundation and the Green Bay Packers Foundation.

Willing to Lend a Helping Hand? To help make our campaign a success we have a few easy ways for you to get involved!

Mark your calendars and **make a donation** on our [Give Big Green Bay webpage](#) during the 24-hour giving event. *A grant from the Green Bay Packers Foundation will help every dollar you donate go even further.* **Share this email and our posts on Facebook and invite others to donate!** Spread the word with your friends, family, and colleagues about the importance of our work in our community. And please click “interested” on the Neville’s Give BIG Green Bay [Facebook event](#).

Join our team, be a **Fundraising Champion!** You can create your own fundraiser by clicking the [Fundraise button](#) on our [Give Big Green Bay webpage](#). This will provide you with a personal link to share with your network to promote a great cause and has options for you to personalize with our own photo, create a fundraising goal, and more. Donate and share your fundraising page during the 24-hour giving event.

For more information or help setting up your own fundraising page, please contact Kasha Huntowski, Foundation Executive Director, at (920)448-7850 or Kasha.Huntowski@browncountywi.gov

Digital Media and Technology Update: Museum Director Lemke reported that in the month of January 175 area students benefited from virtual programs and so far in the month of February 85 area students have participated in virtual education programs. She thanked the Neville Public Museum Foundation for having obtained scholarship grants to allow the educational programs to be free to all educators.

Neville Public Museum Website www.nevillepublicmuseum.org – starting in November of 2020 the Museum will only use Google Analytics to track website engagement. Previously Adobe Business Catalyst generated the engagement reports however the new website utilizes Google and the format will be adjusted to what is reported below.

	Sessions	Users	Page Views	Bounce Rate	New User	Returning User
2020						
December	4,017	2,959	11,772	38.56%	78.4%	21.6%
November	3,796	2,818	11,007	41.73%	80.1%	19.9%

Discussion ensued; no action taken.

- Such other matters as authorized by law: Museum Director Lemke asked the Board to visit the institutional archive storage in room 121. She shared with the Board the issue with a clogged pipe that was discovered when the quarterly fire suppression flow test did not work as it should have. She is working with Facilities to understand the blockage, remove the blockage and work with the team to mitigate any more water backing up into the shop or the storage closets. No institutional documentation was lost however paper file boxes are being switched over to plastic as a precautionary measure.

The next scheduled meeting of the Neville Public Museum Governing Board will be March 8, 2021 Discussion ensued; no action taken.

- Adjournment. Vice Chair Sieber, called the meeting to an end at 4:59 PM. Motion made by Cassandra Erickson and seconded by Kramer Rock to approve.