



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, May 10, 2021 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

- PRESENT: Kevin Kuehn, Tom Sieber, Cassandra Erickson, Kramer Rock, Tom Friberg and Todd Bartels by phone
- ALSO PRESENT: Kasha Huntowski and Beth Kowalski Lemke
- EXCUSED: Alex Renard and Kevin Cullen
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CALL MEETING TO ORDER

1. Chair Kuehn called the meeting to order at 4:32PM.
2. **APPROVE/MODIFY AGENDA**
Motion made by Tom Sieber and seconded by Cassandra Erickson to approve the agenda.
3. **Museum Director Report.**
Budget Status and Update: Museum Director Lemke informed the board that the shortfall for 2020 was approximately \$42,000, that 2021 revenue is proceeding as hoped, and that according to the American Alliance of Museums and Association of Science and Technology Centers data the Museum is doing better than other comparable museums in the Mid-West. She informed the Board that nationally it is being reported that rebound for cultural institutions is likely sixteen to eighteen months away.

Museum Director Lemke reported out on the steam humidification pipe replacement on the second floor in the shop. She is working with Facilities on an additional replacement to eliminate debris in the line that could have issues if left untreated.

Education, Interpretation and Community Engagement: Museum Director Lemke shared that the Museum’s Curator resigned to spend more time with family and that she was working with Human Resources and Administration on a staffing plan for sustainability, she also stated that she is creating a community committee for the February 2022 exhibit *HerStory*.

She also reported out on American Alliance of Museums Annual Survey of Museum Goers data.

Respondents

Although this may be related to COVID-19, most people who took this survey did not regularly visit museums in 2021:

- o Almost 60% of respondents to this survey have visited us 1 or fewer times in the last year
 - o 75% of respondents have visited 1 or fewer other museums
- 82.3% of respondents were over the age of 40. More people 70 and older took our survey than did all people under 40
- 70% of respondents were women
- 80% have kids or grandkids.
- 92.9% of respondents were white
- 95% of respondents had at least some college-level education.
- Politically, about 55% reported being either somewhat or very liberal; 13% either somewhat or very

conservative, and the rest moderate or apolitical.

Reasons for visiting and perceptions

Around 60% of people indicated that their visit is primarily for themselves, and about 30% indicated that kids or family members were involved in the decision.

Those surveyed visit to learn about things that they are already interested in (61.8%) or feed their curiosity (50.0%).

Of what we could do better, the most popular answers were exhibits that change more often, exhibits and programs that go “deeper” or are more meaningful, and 40% felt we’re already doing a good job.

In conclusion, based on the responses, exhibits are the main draw to the museum which means we should continue emphasize exhibit development.

Virtual content

Generally, most people indicated that they’re not nearly as interested in virtual content as in-person content from our museum.

Those surveyed are not participating in virtual content/programming because they are:

1. Already spending too much time in front of technology
2. Haven’t heard about virtual programs or content from museums
3. Don’t want to pay for virtual content

People also indicated that virtual programming needs to be short, have high quality and high functioning, a/v and have some sort of interactivity.

Regarding virtual program costs, a majority of those surveyed feel that virtual content should be free unless it is an in-depth class or camp.

In conclusion, the results were mixed. We did not get the sense that people are clamoring for more virtual content, even if they have had good experiences with it elsewhere.

Inclusion

Most people indicated that they want to see the museum tackle inclusive topics when appropriate (not necessarily just for its own sake) but do so in a “fact-based” or politically neutral way.

91.8% of those surveyed feels that we should share the full story of the past and include information that may make some visitors uncomfortable. 67.5 feel that the full story is crucial and 24.3% feel that it should provide context but not be the primary focus.

Some responses were clear that they’re not personally interested in hearing the stories of certain groups of people in our community, yet also saw the role of the museum as telling the stories of people in our community. When talking about inclusive content and exhibits, there were multiple references to *Delay of Game* and how well it was done.

2021 vs 2020

We are only highlighting the results that showed a significant change from 2020 to 2021

In comparison to 2020, those surveyed in 2021 felt that we were doing a better job of creating engaging exhibits (12.1% increase in the statistic that stated we create engaging exhibits and a -8.9% decrease in participants that think we need to create more engaging exhibits)

We saw significant increases in participants who want the museum to engage them by:

- Help them gain a deeper understanding of the presented subjects (+17.5%)
- Expose them to different perspectives and customs (+30.3%)
- Present the facts and let them make up their own mind(23.6%)
- Help them gain more empathy and understanding for others (+7.9%).

Digital Media and Technology Update: Museum Director Lemke shared with the Board the behind the scenes work of Collections Management regarding the launch of Past Perfect Public Access. Past Perfect Public Access is a website that will be hosted on the new Museum website and is tied to the Museum’s collections database. It will allow for staff to make collection records publicly accessible for research and reference requests.

4. **Such other matters as authorized by law:** Museum Director Lemke asked Supervisor Sieber and Supervisor Erickson to share information from the first meeting of the Brown County Racial Ad Hoc Committee. The next scheduled meeting of the Neville Public Museum Governing Board will be June 14, 2021 Discussion ensued: no action taken.
5. Adjournment. Chair Kuehn, called the meeting to an end at 5:05PM. Motion made by Cassandra Erickson and seconded by Kramer Rock to approve.