

**NEVILLE PUBLIC MUSEUM**  
OF BROWN COUNTY



BRIDGING COMMUNITIES, CONNECTING GENERATIONS  
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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, September 11, 2017 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

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**PRESENT:** Kevin Kuehn, Bernie Erickson, Erik Hoyer, Sandy Juno, Tom Sieber, and Kramer Rock  
**ALSO PRESENT:** Kevin Cullen, Kasha Huntowski and Beth Lemke

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**CALL MEETING TO ORDER**

1. Chairman Kuehn called the meeting to order at 4:33PM.

2. **APPROVE/MODIFY AGNEDA**

Motion made by Kramer Rock and seconded by Erik Hoyer to approve the agenda.

Vote taken. MOTION APPROVED UNANIMOUSLY.

3. **Museum Director Report.**

Museum Director Lemke updated the Board on for attendance and gate through August 31, 2017. In 2017, the museum is slightly down in attendance by 1300 guests. However, the museum is down \$8,400 in gate. Museum Director Lemke attributes this to a very successful July and August 2016. The Tall Ship Festival was in August 2016 and the museum adjacent to the festival grounds along with working closely with the event promoters significantly added to the visitation. Museum Director Lemke stated that she is closely monitoring monthly transactions and expects a strong fourth quarter due to the combination of exhibits and marketing plan.

Museum Director Lemke shared that the 2018 budget process was moving quickly along and that provided the updated department goals and strategies that included the CIP Core Gallery Renovation and the 2022. She stated that the Executive had increased the amount in the advertising and public notice post budget meeting. She stated that she was pleased as this allows for greater flexibility in the 2018 promotions plan, which would be shared at the next meeting. Further, the 6 year CIP document includes the Core Gallery Renovation and funding in the budget years desired.

Summer outreach has completed for the season. Staff reached almost 10,000 people through their efforts and guests have redeemed over 800 buy one, get one offers and free passes. The highest rate of return has been with partner organizations such as Breakfast on the Farm outreach, Downtown Green Bay Farmers Market outreach, Casa Alba Melanie, and the Green Bay Art Colony.

Museum Director Lemke updated the Board about a request that came up at the August Education and Recreation Committee regarding the Arena. She shared links to historic photographs on the Arena and Military images within the collection of the Neville with all Supervisors who were in attendance of that meeting.

Last, Museum Director Lemke updated the Board on professional recommendations provided to Chief Smith per Alder Scannell for displaying in the Green Bay Police Department lobby the girder from the 9-11 Monument and to Alder Steuer regarding state regulations to take into account for public archaeology in Wisconsin.

Discussion ensued; Supervisor Erickson requested the staff to think about alternative sources of revenue that

could be produced for internally created temporary exhibits. Museum Director Lemke stated she would take his request to staff for further consideration.

4. Museum Deputy Director Report.

Deputy Director Cullen informed the Board about delivery and installation of *Permian Monsters: Life Before Dinosaurs*. He acknowledged and thanked Chairman Kuehn for his personal assistance in providing a forklift and running the machine unloading the materials associated with *Permian Monsters*.

Deputy Director Cullen reminded the Board that 2017's *Holiday Memories* exhibit would not be displayed in a gallery rather the exhibit will be spread throughout the museum. Displays and vignettes of the figures will be presented in the auditorium, lobby, mezzanine and core gallery. *The Children Only Shop* and *Bruce the Spruce* will be on the mezzanine. He reminded the Board that the 2018 *Holiday Memories* will be located in the WPS Gallery.

Deputy Director Cullen also shared that the museum will be once again partnering with the Green Bay Public School District and will be the host venue for *EQUATE*. *EQUATE* features kindergarten- twelfth grade student art from the Green Bay East Strand November 22, 2017-January 7, 2018. He also provided updates on the arrivals and artifact selection of *Exquisite Miniatures: The Art of Wes & Rachele Siegrist* (January 20, 2018) and *Into the Arctic* (April 14, 2018).

Discussion ensued; full support of the projects are to be noted.

5. Such other matters as authorized by law:

Supervisor Erikson shared that Beth Lemke and Louise Pfothauer went on a site visit with him to the Marks (Everett and Eugene) Brothers. The Marks Brothers were commercial fishermen on the Bay of Green Bay. Museum staff will discuss internally what artifacts they may ask to borrow from the family to highlight this business and industry in our region.

Next meeting of the Neville Public Museum Governing Board will be Monday, October 9, 2017 at 4:30pm  
2017 meeting date are as follows:

Monday, November 13, 2017

Monday, December 11, 2017

6. Adjournment. Chairman Kuehn called the meeting to an end at 5:03PM.  
Motion made by Erik Hoyer and seconded by Bernie Erickson to approve.  
Vote taken. MOTION APPROVED UNANIMOUSLY.