

## **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 4:35 p.m. on Monday, July 11, 2011 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

---

PRESENT: Kevin Kuehn, Kramer Rock, Bob Jossie, Jesse Brunette,  
EXCUSED: Pat Wetzel

ALSO

PRESENT: Rolf Johnson, Tony Walters

---

1. **CALL MEETING TO ORDER**

Chairman Kevin Kuehn called the meeting to order at 4:35

2. **APPROVE/MODIFY AGNEDA**

Motion made by Bob Jossie and seconded by Kramer Rock to approve the agenda.  
Vote taken. **MOTION APPROVED UNANIMOUSLY.**

3. **APPROVE/MODIFY MINUTES of June 13, 2011**

Motion made by Bob Jossie and seconded by Jesse Brunette to approve. Vote taken.  
**MOTION APPROVED UNANIMOUSLY.**

4. **Discussion regarding resignation of Kyle Hoops**

Kevin feels the board will have some input in Kyle Hoops replacement and welcomes any suggestions to be submitted to the County Executive. Kevin would like to see WPS continue to participate with board members. Discussion ensues regarding Kyle's resignation.

5. **Director's Report**

Rolf feels that he has had a very productive time in his direct interactions with the Foundation Board. Rolf feels it is critical, as he goes forward, to do what he can to support the Foundation Board efforts as Director of the Museum.

Rolf reports that the museum has been doing an extensive review of internal operations and policies, as well as standard operating procedures. Rolf notes that the staff has embraced the changes which are occurring in a positive way, given the concern that exists regarding financial and HR concerns. Rolf has assigned individual staff members to look at policies that are most germane to their area of operation. Rolf distributed a hand out to the board regarding a better way to communicate metric data that we are collecting. He refers to a sample from the Indianapolis Museum of Art. Rolf would like to develop something similar for the Neville and is working with the staff on this matter. He asks the board if they have any metric data that they want to see, to let him know. Rolf

suggests to the board that we do fewer but more impactful exhibits. Kramer likes the idea of having the artist here and having the Press Gazette publicize it. Rolf would like to see more interaction from people responsible for the exhibits.

Rolf would like to start collaboration of the curators in developing all exhibits, not just those in their area of expertise; in other words, to begin developing cross-disciplinary exhibits and associated programs.

Rolf has produced a snapshot document of the 2012 budget report and distributed it to the board. The County Executive has proposed a decrease of about \$100,000 in direct, tax levy support. Rolf emphasizes that this reinforces the heightened role that the Foundation is going to have to take in order for the museum to grow. Rolf will continue to look at the earned revenue side of the house beyond the actual gate. Rolf is in the process of reviewing what the market will bear vis-à-vis facility rental opportunities and will bring his findings to the governing board and County with a new set of rental rates. Rolf believes we have been historically in the position of "cutting a lot of discounts/deals" and feels we can no longer do this. Discussion ensues regarding rates groups are receiving for room use and changes that are to be made.

Jesse Brunette questions how the County Executive came up with the figures. Rolf responds that when the County Executive talked to the Dept. heads he stated that it was not a straight across the board cut. The County Executive indicated that he looked at each department where they were right now as well as historical hits they have taken, and what are mandated services the County is obligated to perform. Kevin suggests having a talk with the County Executive to see if this cut is preliminary or if it is realistic and what his intent is for the Museum. Kramer questions what the amount of earned income is from the museum. Rolf feels the budget is preliminary and that the County Executive wants us to begin working with this. Kevin requests that the large numbers of charge backs be looked at. Discussion ensues.

In reviewing the community listening session Jesse would like more members of the public attending and the Press Gazette to write an article prior and after the meeting. Jesse's thought behind this is that we engage the community and relay a positive perception. Direction for the next groupings is to seek input from groups involved in art, history, science, and education. Kevin suggests Rolf collect data from groups or service organizations he speaks to. Rolf concurs with the idea and will start to develop some survey instruments. Ways of doing this were discussed. Rolf reiterates that this is an important step in the "reintroduction" of the museum to the public.

Rolf will have the framework for his 100 day assessment and his framework for the next 5 years by the end of the month/early August for the Boards' review. Rolf would like to discuss with the board at some point in the next few months the forming a centennial committee.

6. Such other matters as are authorized by law

Kevin relates that there is an interest in the community in doing something maritime. He believes the Museum has about 300-400 feet of water frontage and suggests that it

would be a good idea to get something relevant to the community, such as a small ship they could bring in. Kevin has discussed this idea with Mayor Schmitt who thinks it is a good idea. Kevin stated that the USS Green Bay built in the 1960s and made by Peterson Ship Building would be relevant to this community. The USS Green Bay is in the Greek Navy. Kevin contacted the Greek Navy regarding getting the ship back. The response he got was that currently the ship is unavailable. Kevin is, independently, going to talk to congressman Ribble to find out what the opportunities would be. With Rolf's experience in this area, Kevin believes there are a lot of opportunities and we will be pursuing this.

7. ACCEPT DIRECTOR'S REPORT AS PRESENTED

Motion made by Jesse Brunette and seconded by Bob Jossie to accept. Vote taken.  
**MOTION APPROVED UNANIMOUSLY**

8. ADJOURNMENT

Motion made by Kramer Rock and seconded by Jesse Brunette to adjourn at 5:20 p.m.  
Vote taken. **MOTION APPROVED UNANIMOUSLY**

Respectfully submitted,  
Jean Hermes

**Next Meeting**  
Monday—August 8, 2011  
4:30 p.m.