

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, August 8, 2011 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Jesse Brunette, Bob Jossie, Sandy Juno, Kevin Kuehn, Pat Wetzell
EXCUSED: Kramer Rock

ALSO

PRESENT: Rolf Johnson, Jean Hermes

1. CALL MEETING TO ORDER

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

2. APPROVE/MODIFY AGNEDA

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

3. APPROVE/MODIFY MINUTES of July 11, 2011

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

4. Appointment of Sandy Juno to Governing Board

Sandy is officially welcomed by the members of the Governing Board.

Sandy informs the board of her interest in preserving history and her high regard for museums. She is very interested in getting some high profile exhibits showing at the Neville. Kevin suggests a meeting between Rolf and Sandy to update Sandy as to where we are economically, financially and to fill her in on current relationships and provide her with a behind the scenes tour. Rolf concurred.

5. Director's Report

- a. Rolf begins with an update on FY 2012 County Budget submission and implications by providing members with handouts featuring metrics as to where we are with admissions, expenses and revenue up to date. Rolf states that we are looking good in terms of meeting FY '11 revenue targets. Discussion ensues as to whether or not we can keep the revenue in excess of the amount budgeted. Kevin suggests this discussion might be something we could bring up during the budget talks with the County Executive and full Board of Supervisors.

Rolf has submitted 2012 budget worksheet to the County Executive based on the County Executive's tax levy target, which included a \$100,000-plus decrease from FY '11 amounts. Because there is no room to cut, given the last few years' steady decrease in tax levy support, Rolf states that all of the changes on the FY 2012 budget submission are on the revenue side. Discussion ensues regarding the budget worksheet and various alternatives and challenges involved. Kevin is concerned about the excessive cost of charge backs and wants to look into finding a way to offset these charges. Rolf ends the discussion by informing the committee that he is going to double down with the Foundation and try to accelerate the Foundation's budgeting process and that he is very optimistic on meeting the revenue projections of the FY '12 budget. Rolf then introduces and explains the "Dashboard" concept we are working on in order to give members of the Board, as well as others, a snapshot of important metrics on a year-to-date basis.

- b. Rolf reports on the 2011-12 exhibits and programs. Rolf discusses his work with Jerry Mader and their plans for fund raising for a new exhibit about economics called "Moneyville". On September 15, Jerry and Rolf plan on reaching out and working with the financial community by having a fundraising event bringing all the community bankers together in one room. A formal notice will be sent out and Rolf invites all of the Governing Board members to attend.

Rolf discusses the 100 day assessment outline schedule as it currently exists. He is very excited about a pending exhibit featuring the science of football. Rolf has had the rental fee for this exhibit decreased by \$10,000. He hopes to bring the exhibit in during 2102's summer training season, since it is booked for regular NFL season play for the next 3 years. The exhibit has met or exceeded the numbers anticipated when exhibited by other institutions. The exhibit is very interactive and fun for the family. The Science of Football exhibit has a lot of sponsorship opportunities with Associated Bank, the bank of the Green Bay Packers, and with the Packer organization. Rolf hopes to start looking at exhibits that will bring people into the Museum from beyond a 50-75 mile radius. The consensus regarding the popularity of the Prange Windows exhibit, is that it will remain popular in the years to come. There is some discussion regarding what programs can be developed to enhance the Prange Windows popularity.

- c. Rolf distributed his "100 Day Assessment Report" outline which candidly assesses roles, present and past, of Brown County, the Ed & Rec Committee, the Foundation, the Governing Board, and general museum operations. He stresses that our strategy is to move forward with the exhibition and public programming/educational programming side of the house. A number of people, including the Port of Green Bay and the Harbor Commission are working on river related issues. Rolf makes note of the file he received from Dean Haen on the effort to bring the U.S.S. Green Bay to the community as a "museum ship." General recommendations, a 5 year plan, as well as an executive summary have been included in Rolf's report. Rolf's plan is to release the final report early the week of August 22nd. Rolf is open to questions now or subsequent to the meeting. Discussion develops regarding the banks

invited to attend the “Moneyville” event on September 15. Bob suggests the Oneidas be invited. The group concurs.

6. ADJOURNMENT

Motion made by Bob Josse and seconded by Jesse Brunette to adjourn at 5:25p.m.
Vote taken. **MOTION APPROVED UNANIMOUSLY**

Respectfully submitted,
Jean Hermes

Next Meeting
Monday—September 12, 2011
4:30 p.m.