

5. REVIEW OF PROGRESS ON STRATEGIC PLAN

The strategic plan is to be reviewed annually, and since we have not met in some time, Gene would like to give an overview of the plan and explain where we stand at this point.

There are six sections to the plan: re-accreditation, visitors, programs, collections, funding, and staff/volunteers. When Gene states that progress is satisfactory he means that we are doing well and it's ongoing.

I. Re-accreditation: three of the five strategies under the goal of renewing American Association of Museums accreditation have been completed. The on-site visit will take place in January or February of next year.

II. Visitors

A. Enhance community-wide support.

- 1) Develop a marketing plan (completed by Susan Frost a few years ago);
- 2) Develop a vibrant "Friends of the Neville" group (minimal progress made);
- 3) Create portable display unit of historic photographs to be periodically moved around to different locations in the community (completed);
- 4) Develop partnerships with media (satisfactory progress, i.e., worked with WFRV Channel 5 and the Packers for the Packer theater project, and Becky has streamlined the news releases and *Musepaper*).

B. Create a clear perception of what the museum is.

- 1) Develop a "hook" (no progress, but Gene sees this as a low priority and will be addressing it sometime in the future);

C. Become "edgy."

- 1) Get a sense from various constituencies about the kinds of exhibits and programs they would like, while at the same time looking for such opportunities that would be challenging/thought-provoking (satisfactory progress, e.g., upcoming exhibits include *Capture the Moment: Pulitzer Prize Photographs*, which are very powerful and we will put out a disclaimer stating that due to the mature subject matter, this exhibit may not be suitable for young children. Also, the upcoming *The Great Lakes Story* exhibit will deal with the controversy about water quality. In 2008, *Fighting the Fires of Hate: America and the Nazi Book Burnings* will be a thought-provoking exhibit).

III. Programs

A. Develop, strengthen, and maintain partnerships with like or key organizations.

- 1) Work with organizations that have similar goals (satisfactory/ongoing progress with LIR, Green Bay Film Society, Einstein Project, Green Bay Symphony, History Harvest. We have been working with 28 organizations in the areas of education, performing arts and marketing for next year's *Art and the Animal* exhibit because the Neville will be the host site which means many of the artists will be coming to Green Bay.);
- 2) Develop collaborative programs with others (satisfactory--working with the City for the July 4th Festival Foods Fire Over the Fox event, which will hold the Family Land Festival in the museum's parking lot. We also did some collaborative programming for International Bayfest).

B. Mount exhibits that will bring people back.

- 1) Increase number of edgy/controversial exhibits and develop a sense of what would be considered edgy in each of the three disciplines--art, history, and science (satisfactory);
- 2) Increase use of interactives (more than satisfactory progress due to the number of interactives in the *Say Cheese!* and *Leave Your Hat On!* exhibits, which have been attracting people of all ages, and the upcoming *The Great Lakes Story* exhibit is heavily interactive. Trevor Jones,

Curator of History, has been doing a very good job at tying interactives in many of his exhibits;

- 3) Look for ways to appeal to both adults and children in a given exhibit (satisfactory because Trevor has been able to do this with his interactives);
- 4) Renovate permanent exhibit (have only made minimal progress because it is a huge project and hope to tackle it once Becky's workload eases up some).

C. Develop, maintain, and improve the museum as a resource to schools.

- 1) Develop exhibits that meet school academic standards (satisfactory);
- 2) Place academic content on website (satisfactory; this is done routinely);
- 3) Develop outreach programs to schools (minimal progress, but shortly an intern will start working on a 45-minute program for Matt Welter, Curator of Education, to take to schools to inform them of what we have to offer and to encourage visits to the museum).

IV. Collections

A. Maximize the use of the collections.

- 1) Get collections on website (minimal progress, but are now making progress, as we have met with the people who are re-designing our website and solved some issues. Louise Pfothenauer, Curator of Collections, is putting together a test case of objects which will be presented to them to put on the website.);
- 2) Collaborate with other organizations' events and programs (satisfactory, as we host the Green Bay Art Colony exhibit each year, work with the congressman's office to display *An Artistic Discovery* exhibit, recently put up a small display celebrating the 150 year anniversary of the Green Bay Police Department, and a few years ago had a small display on 100 years of the East/West football rivalry).

V. Funding

A. Look at different funding opportunities that have not been fully utilized before.

- 1) Better communicate the existence of the non-profit support group (minimal progress, but hope to work on more now that Becky has joined us and with the organizational changes of the Foundation);
- 2) Enhance gift shop (largely complete, because it has been entirely renovated, revamped and rethought. Gene gives Becky credit for the enhancement; she has the savvy and has brought a wonderful asset with her retail background.);
- 3) Cultivate funding sources outside of area (minimal progress, primarily because Becky has only been on board for six months. We have joined the Brown County Federation of Museums, which has the opportunity to bring in additional funding not only to this museum, but to other museums in the area. The State Historical Society has earmarked \$10,000 to help fund a map of Brown County museums and historical sites which the Federation is producing. They plan to do some marketing, public relations, and collaboration. The official members of the Federation are: Brown County Historical Society, Green Bay Area Research Center (UWGB), Heritage Hill State Historical Park, National Railroad Museum, Neville Public Museum, Oneida Nation Museum, and White Pillars Museum. Becky and others are working on a JEM grant to help market the *Art and the Animal* exhibit coming in 2008).

VI. Staff and Volunteers

A. Maintain appropriate level of staff and volunteers/interns.

- 1) Identify priorities for staff positions and strive to keep core positions filled (Gene submitted a request to the County Executive to bring the Recorder position back up to full time and to bring back a part-time Exhibit Technician position);
- 2) Develop a stronger volunteer/intern group (satisfactory).

In summary, one of Gene's main concerns is developing a vibrant Friends of the Neville group. The number has remained fairly stagnant over the years and he hopes to boost this, especially with Becky here. We have tried some things which have helped recruit new members, such as sharing our membership list with other organizations and offering discounts. However, we need a more concerted effort to get above the 600-700 range.

Gene is most pleased with the gift shop and its recent makeover. He expressed his appreciation to Brown County Facility Management, Becky and the Foundation in making this possible. The project has a way to go because we still only have old stock. Becky is working on getting some new things in and we still need to get a good core of volunteers to run it.

There has been a decline in attendance in the last year or so due primarily to the development/public relations position being vacant for ten months, gift shop being closed since March 2006, and the postponement of the opening of the Packer video theater. Because of this, we took in less revenue and had to submit a request to transfer funds (approximately \$23,000) from the general fund. In past years, we returned money to the general fund, and Gene anticipates a brighter outlook now that Becky has been hired, the gift shop is soon to re-open, and the Packer video theater is now up and running. Becky has already gotten funding for *The Great Lakes Story* and her increased marketing efforts are sure to help as well.

Gene thanked Charlie for assisting him with the strategic plan review and update.

Motion made by Kathy Johnson and seconded by Charlie Schrock to receive and place on file. Vote taken. MOTION APPROVED UNANIMOUSLY.

6. DIRECTOR'S REPORT

Gene passed around an article from *Merge* magazine, announcing Becky's appointment as Foundation President.

The part-time Recorder position was filled by Jeanine Mead at the end of December. She is a former volunteer and we are very pleased to have her on staff.

Promotion

- Becky has gone with a different format for the *Musepaper*, which will save money and be made available on the website.
- The Neville was recently highlighted in the WI Historical Society Newsletter (copy distributed).
- The Neville received the 2007 Best of the Bay Reader's Choice award for best museum.
- The newly developed website was launched in March by randmstudio.
- There was a front page article in the *Green Bay Press-Gazette* about the opening of the Packer video theater. The Board viewed a short promotion of the Packer theater put on by CBS 5. A promotional poster was also designed by CBS 5 and is displayed in the Packers Hall of Fame.

Reaccreditation update: we responded to some of the AAM's requests from the self-study review checklist in March. The next step is for the on-site visit which will occur in January or February 2008.

Coming soon will be two complementary exhibits to the *Blossom: Art of Flowers* exhibit (opens on July 21): *Art of Bonsai* and *Winners of the Neville's Floral Photography Contest*.

The carpeted walls in the second floor galleries are stained and worn and will be replaced starting July 23. The same carpeting has been there since the building opened in 1983. The carpeting will be replaced with MDO board, which can be easily painted and re-patched

Gene passed around a brochure on *The Great Lakes Story* exhibit which will be used for promotional and educational purposes.

The Neville's "Studio 210: Working Regional Artists" program was featured in the *Green Bay Cities Magazine*.

The Green Bay Symphony's "Up Close and Personal" program will continue to be hosted here, but the lecture part of the series will be moved to four Monday evenings in January.

David Haupt, Master Gardener through UW-Extension continues to help improve the outside grounds of the museum. We are extremely grateful for his assistance and expertise.

Gene passed around the 2006 results from the Visitor Satisfaction Survey.

Motion made by Kathy Johnson and seconded by Kramer Rock to receive and place on file. Vote taken. MOTION APPROVED UNANIMOUSLY

7. SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW

Kramer Rock reiterated the importance of collaboration. The Rotary Club held their meeting here today and spent some of their time at the presentation of the USS Green Bay model which received television coverage.

Kramer was able to get several copies of a book, entitled *The Scrapbook History of Green Bay Packer Football* by David Zimmerman and Stephen Zimmerman, to sell in the gift shop. The author(s) was willing to give him several copies because of the efforts the museum has made with the Packer theater.

Kathy Johnson thanked Becky for being here and looks forward to all the good things to come.

Due to the fact that this meeting was rescheduled, the members decided to reschedule the final two meetings as well. The next meeting will be held at 4:30 p.m. on Monday, September 17 and the final one on November 19 (tentative). Please remove the three previously scheduled standing meetings, August 20, October 15 and December 17, from your calendars.

8. ADJOURNMENT

Motion made by Kathy Johnson and seconded by Charlie Schrock to adjourn at 5:40 p.m. Vote taken. MOTION APPROVED UNANIMOUSLY.

Respectfully submitted,
Jill Champeau