

Platteville Museum Board Minutes - March 16, 2022

Recorded by Brad Brogley

Board/Friends Members Present: Brad Brogley, Eileen Nickels, Deb Jenny, Bill Van Deest

Others Present: Museums Director Erik Flesch (Board Liaison)

Call to Order at 4:45 by Eileen

Accept minutes from previous meeting: 1st - Bill, 2nd - Deb Jenny. Motion passed

Director's Monthly Report

Pasty sale was a success. Erik thanked the many volunteers.

Generated 10% of Friends of Museum annual budget, more than \$10,000.00

More information to follow in future.

Museum was nominated for Arts, Culture and Heritage Award at the Governor's Conference on Tourism. Maritime Museum from Door County took 1st place.

Erik shared that in the future to compete for federal grants, provide a demonstrated strategic approach to a regional marketing plan. A vision statement which would be a collaborative effort between Friends and Museum Board. At this meeting, there would be work to clarify the vision at the local, state, national and international levels. It was discussed to have two meetings in which one meeting would be an invitation to the community and regional area to gather feedback that would be further considered by board members.

Erik shared a video of the Bishop Museum of Science and Nature from his hometown, sharing some comparisons and differences with this museum. This museum has achieved accreditation. Museum of science and nature, but also has cultural and live collections. Accreditation digital log of artifacts and conditions for the artifacts that require specific HVAC options. Organizational, collections, CAP, buildings assessment, IMLS funding will be shared in August.

The board reviewed the Land Statement. It was determined that the statement was well written and nothing needed to be added.

Discussion of the WPR radio ad options. The Thursday Run of Schedule and Larry Meiller Show/Thursday Run of Schedule Combo seemed to be the top two. The Thursday Run of Schedule is the one that Erik will pursue.

Collections Report

Accessions/Deaccessions

Accession all 16 items recommended: Deb Jenny - motion, Brad – second. Motion passed

Discussion of off-site storage took place. Additional storage options would be needed by the end of the year. Future agenda item to continue the discussion.

Friends Report

Storage options will be discussed by the Friends of the Museum Board as well.

Historic Reenactment will again be in person during Dairy Days weekend.

Old Business

Dennis Cooley has been contacted by Deb Jenny.

Gathering more information on how a capital campaign is run, will provide a direction for future conversations.

Adjournment

Meeting adjourned at 6:06. Bill - motion, Deb - 2nd. Motion passed

Next Meeting April 20, 2022