



Museum Board Meeting Minutes

Tuesday January, 22, 2019

Museum Board Members Attending: Kim Bahr, Elizabeth Robertson, Keela Goudy, Jake Kester, Lynn Meacham, Jason Bond, Annette Bott and Katie Davis. Jenny Fernelius arrived late, and appointed Keela Goudy to conduct the meeting in her place.

Board Member Goudy called the meeting to order at 4:06 p.m.

Pledge of Allegiance: Board Member Goudy led the Pledge of Allegiance.

Invocation: Board Member Robertson offered an invocation.

Minutes: Board Member Kester motioned to approve the minutes from April 19th 2018, July 19th 2018, and October 23rd 2018. Board Member Robertson seconded. The vote was unanimous in the affirmative.

Website Discussion:

Katie Davis discussed creating a website for the Museum. She clarified that the Museum has a page on the City website currently that they would like to expand. Mr. Bond suggested that Penny Reeves who runs the City website could help. Katie reported that she has contacted Penny Reeves, who suggested that the Museum Board refer to the other departments pages on the City website. Council Member Meacham recommended that pictures of the Museum rooms are shown on the website to spark public interest. Mr. Bond suggested using a Facebook page to showcase an artifact of the month. The board discussed ways they can use their existing Facebook page to generate interest in the Museum. Board Member Goudy suggested that a small reward is given to visitors who spot a certain item in the Museum as a way to attract people to come.

Katie Davis told that Board Members that she would appreciate their input for the website. Board Member Bahr suggested that a link is provided on the website where people can sign up for tours. She also asked if evening tours are available. Director Bott explained that evening and late afternoon tours are available, commonly this is when scout troops, young men and women groups come. Board Member Kester asked if there is a charge for the website. Katie explained that since Penny Reeves works for the City the cost won't come out of the Museum's budget.

Mr. Bond proposed that the website is used in place of the previous idea of creating brochures to help with fundraising. He pointed out that this would save cost, and time.

Katie Davis suggested getting professional photos taken of the Museum for the website. Board Member Goudy asked if there is a City photographer. Mr. Bond explained that the Santaquin photo contest is one of the methods Santaquin uses to get pictures of the community. Director Bott suggested that a combination of old and new pictures is used on the site. Katie Davis proposed that the Museum hold a picture contest. Board Chair Fernelius noted that this could help notify people about the Museum, as there are people who live in Santaquin who don't know that there is a Museum.

Spring Cleaning:

Director Bott reported that the Museum staff could use the Boards help with Spring Cleaning. Council Member Meacham asked when Spring Cleaning begins. Director Bott answered that she would like to schedule a day in the end of February. The board stated that they are willing to help.

Director Bott indicated that she will call the board members towards the end of February to see if they are available to help with Spring cleaning.

Fundraising Discussion:

Director Bott discussed the need to concentrate on the Museum fundraising and not encompassing the Junior High building. She suggested that Social Media is used to aid fundraising. Director Bott recommended that a few fundraisers are selected for this year. She expressed the importance of weighing cost versus earnings when considering a fundraiser. The following fundraising ideas were discussed:

- A raffle or merchandise sale at the rodeo.
- A Booth in the park during the City Celebration.
- A Parade entry
- Contributions and donations from Citizens, businesses, past residence, etc. Goes into the 501-C3. (Mr. Bond explained that the 501-C3 hasn't been completed due to the Federal Government shut down, but it is in the process.)
- A Go fund me page
- A Summer activity such as a pioneer day.

Council Member Meacham asked if the Museum has looked into getting grants. Mr. Bond noted that the Museum has received smaller grants over the past few years. He explained that they can be problematic, as they often require the applicant to provide matching funds. Mr. Bond suggested that once funds have been gathered, a grant may be a good option.

Mr. Bond proposed the idea of holding a "class reunion" at the Museum for those that attended school there. The Museum could then ask for donations at the event to help preserve the building. It was also mentioned that previous teachers and principals could be invited.

Mr. Bond also suggested that the Museum could host family reunions for those that have a tie to Santaquin or the Museum. Board Member Goudy asked if the park behind the Museum could be opened as a camping area for family reunions. Mr. Bond stated that he will look into it and see if it would be allowed.

Board Member Kester asked how to solicit for donations without knowing the amount of funds needed. Director Bott suggested that a goal is given that could be shared with potential donors. Mr. Bond explained that the exact price isn't known, but repairing the Museum will be a multimillion dollar project. Bids are needed to provide a hard number for repair costs. Mr. Bond stated that he will notify the Museum Board when the 501-C3 is completed. Katie Davis asked if the City will put money towards the Museum after donations are received. Mr. Bond explained that while he can't speak for the Council, he thinks that if the Museum Board shows the Council their work and what they have raised, it will increase the chances of the Council increasing their funding.

Board Member Bahr recommended that the Museum host a fundraiser that would attract the whole community such as a fun run. Board Member Goudy stressed the importance of advertising in order to help a fundraiser be successful. She also suggested soliciting businesses for donations, that could be given as prizes at the fundraising events.

Board Communication:

Board Member Kester mentioned that the Payson Chronicle would like to do another article on the Museum.

Board Member Kester asked if the inventory is wrapped up. Mr. Bond explained that it's been taken care of, and the employees are moving onto determine ownership of the items. The next step will be understanding the value of the items in order to insure them.

Adjournment:

Board Member Kester Motioned to adjourn at 5:04 p.m.

Jenny Fernelius, Museum Board Chair

Kira Petersen, Deputy Recorder