

SHELDON MUSEUM AND CULTURAL CENTER, INC
Board of Trustees Meeting Minutes
September 24, 2015 at the Sheldon Museum

CALL TO ORDER: by Board President Jim Heaton at 2:03

ATTENDANCE:

BOARD:

Present:

Jim Heaton, President

Jim Shook, Vice President

Michael Marks/ Lorrie Dudzik, Treasurer

Anastasia Wiley, Secretary (via conference call)

John Hagen

Excused:

Dave Pahl

Diana Kelm

STAFF: Helen Alten

BOROUGH LIAISON: Diana Lapham

GUESTS: Gregg Richmond, Kelleen Adams

ADDITIONS TO THE AGENDA: None

APPROVAL OF AGENDA: M/S John Hagen/Jim Shook to approve agenda - approved unanimously (5/0).

APPROVAL OF MINUTES: M/S Michael Marks/Jim Shook to approve minutes of last meeting - approved unanimously (5/0).

STAFF REPORT: A complete Staff Report was included in the Board's packet. Helen emphasized:

- **State Budget Requests-** Borough will be distributing a matrix about State legislative authority.
- **Historical Meeting-** Fundraising idea involves printing postcard books and selling them or individual postcards; \$1.00 to print; could include totem poles of Haines photos/data, vintage photos from collection, etc. Also coffee table books are possible. Kristine Harder is returning and will help Helen with sales and marketing ideas.
- **Starting October 15th** staff will start cleaning the lobby & moving the bookstore. By November envision a gift shop in front lobby area.
- **Will apply for a CVN grant** for felt, etc for children's button blankets and other projects.
- **Helen has applied to Rasmuson** for \$20,000. For storage.
- **We are trying to get a 6-month intern** from Texas A & M museum program.
- **Helen is updating SMCC mailing/phone list.**

PRESIDENT'S REPORT:

- **Museum Name Change** needs to occur soon. Need a new sign- sign under totem is rotted. The Library sign was \$1200; ours would be larger. Could get marketing consultant for name; could poll community so they will 'take ownership' of the Museum.
- **President had to take his mother to doctor's office** and left after name change discussion. Quorum still present with a majority of four members out of seven total.

TREASURER'S REPORT:

- **Discussion about \$920.00** of concrete expenses from extra pours necessary for stability. Totem Pole proposal terms were \$15,000. 'all-inclusive' including final placement of pole. Original Totem Pole Task Force will discuss this issue with Heaton.

• **Admissions are steady**; donations steady but down a little; membership down a little; store is way down from last year. Discussion on what to do about membership and store decline. Card 'swipe' attributed to membership increase at Hammer Museum and some system like that may make a difference for membership/attendance. For increased store proceeds, sell on Amazon.

COMMITTEE REPORTS:

Fund Raising Committee (COW) – Michael Marks, Chairman
Collection Committee – Jim Heaton, Chairman
Education Committee- Chairman
Exhibits Committee – Chairman
Facility Committee – Dave Pahl, Chairman
Landscaping Committee – TBA

ONGOING BUSINESS:

- **Museum Construction-** State Museum reassessing old storage units which will be sold.
- **Memorandum of Understanding with Borough-** Helen will email existing paperwork to Board.
- **New/Renew Board Members-** Need to renew by November. John Hagen, Chairman- John's last meeting will be the November meeting. He will not renew his board position. New potential board members expressed interest in joining.
M/S Michael Marks/ Jim Shook, 'To accept the application of Kelleen Adams and Gregg Richmond as new Board members'. Motion passed unanimously (4/0). Michael will write acceptance letter to forward to the Borough with a copy of the minutes showing accepted motion.
- **October 2nd KHNS 35th anniversary Board Meeting and Celebration at Museum-** Board encourage to attend.

NEW BUSINESS:

- **State Legislative Priorities-** Museums to have the same State status as Libraries; New facilities funding; Borough now has a Municipal Lobbyist in mind which can help.
- **Capital Campaign-** Board members need to tap sources of community members with strong finances.
- **Jr Curators program has started.**
- **Wayne Price and students: Nov. Exhibit on Form line-** while they are studying SMCC collection items.

BOARD DISCUSSION:

- Diana Laptham discussed Minor Offenses Amendment at Borough.

NEXT BOARD MEETING: Wednesday, October 14th at 2:00pm

MEETING ADJOURNED: 3:43pm

Respectfully submitted,

Anastasia Wiley, Secretary