

**Longmont Museum Advisory Board  
Minutes of Meeting - Final  
November 20, 2019**

1. **CALL TO ORDER:** 4:32 pm.
2. **ROLL CALL:** Board members present: Dale Bernard, Brydon Cooke, Brandy Coons, Eve Lacey, Rhea Moriarity, and Ellen Ranson.

Board members absent: Kris Binard Carlson, Amber Shipco, and Kristyle Soloman.

Staff present: Kim Manajek, Erik Mason and Joann McCoy.

3. **PUBLIC INVITED TO BE HEARD:** None.
4. **APPROVAL OF MINUTES:** Rhea Moriarity moved to approve the October 16, 2019, minutes as submitted. Her motion was seconded by Dale Bernard and unanimously approved.

5. **ACCESSIONS**

- a. November 2018 Accessions: Ellen Ranson moved to approve the November 2019 proposed accessions. Her motion was seconded by Brydon Cooke and unanimously approved. The accession includes a hand-tinted photo of Longs Peak with Mountain View Cemetery in the foreground and two Longmont brochures: "Longmont's Mountain Skyline," and "Longmont Colorado, Your Vacation Headquarters."

6. **REPORTS:**

- a. Report of the Museum Director

Highlights of Kim's director's report included:

- Staffers from across the City have been working to help us ensure we meet the threshold for SCFD Tier II status. We are optimistic we have reached the 2020 required qualifying income of \$1.748 million.
- Once our Tier II qualifications are met we will apply in May, receive notification of qualification and projected distributions and June, and receive our first distribution in September. We estimate a \$150,000 increase from our Tier III distribution.
- The Museum has received \$80,000 from the Stewart Family Foundation, which Kim would like to use to fund a facilities Master Development Plan and an Interpretative Plan. Per City of Longmont policy, the Advisory Board will recommend priorities of how best to use the Stewart donation.
- The Museum's annual giving campaign mailing will include a return envelope. We'll track our success compared to last year's email campaign.
- Our first ever Día de los Muertos celebration held in downtown Longmont was a huge success with an estimated 4,500 attending.

- Erik has submitted the fourth chapter of the Longmont history book to the publisher.
- We're in talks with Channel 8 to acquire their digital archive. Hopefully we'll also acquire the use rights to a significant part of the collection as well.
- The last bit of concrete work has been completed at the Museum's off-site collections storage facility. We expect to have an advisory board meeting at the facility this Spring.
- Visitor Services Manager, Elizabeth Meyers attended RecTrac training in Vermont. She is one of the City's RecTrac experts and a tremendous resource.
- Between Museum programs, City-sponsored events and rentals the Museum hosted 31 events in 31 days during October.
- Our Holiday Show and silent auction will be on December 7<sup>th</sup>. The silent auction items will be on display for Black Friday, November 29.
- On November 15 hosted a reception to celebrate the recent acquisition of an important collection of local and regional art from the Don and Shirley Stanosheck collection. Only a selection of the collection was displayed. We plan on exhibiting the collection at a later date. Brandy Coons gave a wonderful introduction of why it is important to collect local art. Thanks to Brandy for her help in coordinating this addition to the Museum's permanent collection. Scott Fraser is interested in donating some of his early works of Longmont landscapes.
- The Museum's larger financial picture was discussed. To better ground conversations staff will get the Advisory Board the 2020 finalized budget. Although this board is advisory, not governing, it does weigh in on certain financial matters, like the Stewart donation. The SCFD application is a public record, and is probably the best means to share the Museum's comprehensive budget and actuals with the board.
- Dale Bernard inquired if for future fundraising efforts we could ask donors that give online if they are willing to cover the credit card merchant fees associated with the donation. We haven't investigated that ability within our RecTrac system, but will find out if it's possible.

b. Report of the Chair: None.

7. **OLD BUSINESS**: None.

8. **NEW BUSINESS**

a. December board meeting: Ellen Ranson moved to cancel the December 18 Advisory Board meeting. Her motion was seconded by Brydon Cooke and unanimously approved. We will let our City Council liaison know of the cancellation.

b. Interpretive Plan: Kim reported that after pulling together the executive summary of the Strategic Plan, it became clear that an interpretive plan would be a key piece to clearly articulate our identity and serve as a guide for decision making. Kim has contacted a consultant to facilitate the interpretive plan and received an initial proposal for \$7,250.

She proposed that the expenditure be funded through the Stewart Family Foundation donation. The work would include three to four group meetings and six to 12 facilitated sessions with stakeholders.

Brandy Coons suggested that we discuss it more at our January meeting and weigh other potential uses of the Stewart donation, since this is the only option given so far. Understanding the bigger picture of 2020 goals in context with a potential interpretive plan would be helpful.

Kim feels an interpretative plan is our biggest priority and need. In addition to the interpretative plan the Stewart donation could be used for a facility master development plan. All are parts of the overall Strategic Plan.

After discussion, the sense of the Board was to hold off deciding on any expenditure of funds from the Stewart Family Foundation donation until the January board meeting.

- c. Longmont Observer taping meetings: We've been informed by the City Manager's Office that City Council approved a contract with the *Longmont Observer* to take on the duties that Channel 8 has been doing for many years beginning in January of 2020. As part of their contract, the *Longmont Observer* will record board and commission meetings and make them available for the public. After January, the meetings can be viewed on the Longmont Public Access Channel, their website and streamed.

There is an informational meeting scheduled for December 12, 3:30 pm for questions and concerns from board secretaries and liaisons. Kim will relay Museum Advisory Board comments.

Generally the board expressed concerns that they weren't informed about video taping when they applied and agreed to serve on the board, and that it could make board members uncomfortable and discourage open debate and discussion. In the future it should be disclosed during board recruitment.

9. **BOARD COMMENTS:** Brandy Coons encouraged everyone to check out the Firehouse Art Center's installation of the Justin Favela work entitled *Nacimiento* (Nativity Scene). Justin works with glue and paper in a piñata style.
10. **MEETING ADJOURNED:** Brydon Cooke moved to adjourn. His motion was seconded by Rhea Moriarity and the meeting was adjourned at 5:45 pm.

Submitted,

Joann McCoy