

**Present:** Meg Bollinger, Simone Dorcas, Mike Halla, Amy Jagemann, Lori Kirby, Jeanie Miller, Christine Kornely, Eva Kozerski, Steve Proszenyak, Jason Ring, Eric Sitkiewitz, Greg Vadney, Tricia Zimmermann

**Absent:** Dayna Goetz, Tom Van Horn,  
The meeting was called to order at 12:08 by Board President Dorcas

**Public Input** No public input

**Minutes** A motion was made by Miller, seconded by Ring and unanimously approved by the board to accept the September minutes as written.

### **Financial Review**

An overview of the Museum's current budget was given to the board to review

### **Presidents Report – Simone Dorcas**

#### **Education Committee – Jeanne Miller**

1. Minutes from the September meeting were distributed and discussed.  
Attendance is down for this year's Fall Classes  
A letter was sent to past participants
2. The RWAM received a \$4800 Grant from the Nash Fund to be used in the Discovery Room. It was suggested to use some of these funds to set up a computer system giving access to our collection images once they are digitized.

#### **Marketing Committee – Simone Dorcas**

1. Discussed Mayor's budget proposal for 2015
2. Brochure – Reviewed new images taken by photographer Ann Wind
3. Advertising Collaborations  
Discover WI – Partnership on an ad with MAVCB, Badger & WI Maritime Museum Visitor Guide & Crossings Magazine – Parks/Rec, Zoo, Senior Center, & Aquatic Center

#### **Building Committee**

No report

#### **Director Evaluation**

Dorcas will email the evaluation forms to the board members by the end of October

### **Directors Report – Greg Vadney**

#### **Budget**

In the Mayor's budget recommendations the museum was asked to increase revenue. If we cannot meet the level of revenue need to supplement our budget the City may need to take from our non-restricted revenue accounts. A committee of board members met and discussed possible revenue sources while staying within the Museum's Mission.

1. Increase percentage given to the City by the RWAM Charitable Foundation (Interest from West Fund)
2. Room and Facility Rentals
3. Sputnikfest
4. Create Traveling Exhibits using our permanent Collection
5. Overnight Stays in the Mansion

A discussion followed.

### **Collection Appraisal**

It has been 7 years since the last appraisals were done on the Museum's collection. The approximate cost should be less than \$10,000. This is not part of the 2015 Operational Budget

### **WFM Museum Board**

Vadney has been nominated to fill a vacancy on the WI Federation of Museum Board. Board meetings are held in Madison on the 3<sup>rd</sup> Tuesday of every other month. This would require him to be out of the office for the entire day for the meetings. There was discussion as to whether the RWAM Board of Directors could adjust their meeting date. It was decided to wait and see if the WFM would consider adjusting their schedule first.

### **Friends Advisory Committee – Tricia Zimmerman**

The Members Only Christmas In The Mansion Reception is scheduled for Wednesday, December 10<sup>th</sup>.

There was some discussion about how to “dress up” the conservatory area in the Mansion.

### **Foundation – Mike Halla**

Reviewed financials

Board will be meeting on Tuesday, October 21<sup>st</sup>.

### **Collections – Eva Kold**

1. A motion was made by Zimmerman, seconded by Halla and unanimously approved by the board to accept a Calder Print and an Appel Print from Greg Zahn.
2. A motion was made by Ring & seconded by Zimmerman to decline the donation of a piece of jewelry from Agnes Meyer due to the fact that it does not fit the focus of the museum's collection. All board members present approved the motion with the exception of Kornely, who abstained.

### **Old Business**

None

A motion was made by Halla, seconded by Jageman and unanimously approved to adjourn at 1:10 pm

The next Board of Director's meeting will be Wednesday, November 19<sup>th</sup> at 12:00 noon

Respectfully submitted

Elaine Schroeder