

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

**Absent:**

The meeting was called to order at 12:00 by Board President Dorcas

**Public Input:** none

**Minutes** A motion was made by Sitkiewitz, seconded by Kornely and unanimously approved by the board to accept the November minutes as written.

**Financial Review**

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

**Presidents Report – Simone Dorcas**

Jim Muenzenmeyer gave an overview of the new custodial arrangement at the Rahr-West.

- We will no longer have a city custodial/maintenance person on site
- Custodial services will be provided by a Senior Aide and an individual from Holiday House.
- A work order will need to be submitted for any large set ups or maintenance needs.

**Education Committee – Jeanne Miller**

1. There will be no open house during the Youth Art Series, but rack cards listing classes will be placed on all the chairs at each opening reception.
2. Discover WI was here taping a segment on Manitowoc
  - a. Partners: Manitowoc Area Visitor and Convention Bureau, SS Badger, WI Maritime Museum and Rahr-West.
  - b. Will broadcast on Saturday May 15<sup>th</sup>, with a 4-4½ minute segment on the Rahr which will include scenes from the house/galleries, Wacky Weekend Workshop and Sputnikfest.

**Marketing Committee – Simone Dorcas**

1. Branding Initiative
  - a. LTC is looking at shaping a class around our Marketing & Branding. This still needs to be finalized.
  - b. Also still looking into a partnership with SLC
2. ASLH Visitors Count -A targeted survey program done especially for museums
  - a. 2 season survey which would include day to day visitors and school tours
  - b. We would direct the parameters of the surveys
  - c. Cost is \$3750. May ask for grant monies from West Foundation
  - d. Vadney will investigate further
3. Local 5 Live – December 16<sup>th</sup>, featured the Berthelsen Exhibit and Christmas In The Mansion.
4. WPT will air a Berthelsen documentary on December 6<sup>th</sup>, 7<sup>th</sup>, 28<sup>th</sup> and January 10<sup>th</sup>.
5. Discussed marketing plan with our media partners.
  - a. What are the best types of digital advertising for us.
6. Holiday Parade – numbers were down in the post parade group.
7. Members Reception – Another wonderful event, 175 attended

8. Re-appraisal of the collection. Specifically pieces valued at \$50,000+. May cause short term burden to the city, but the benefits outweigh the negative. Vadney has spoken with a Chicago appraiser to get an estimate on cost. Cost should be around \$10,000.

**Building Committee**

No report

**Director Evaluation**

Due December 31<sup>st</sup>

Closed Session during January Meeting

**Directors Report – Greg Vadney**

1. 2015 Department Goals
  - a. Explore new revenue streams to supplement the City Budget
  - b. LEAN Initiatives - Find ways to streamline processes within the dept.
  - c. Branding Initiative
  - d. Continued Partnerships
2. Board Recruitment
  - a. 3 vacancies in 2015 plus another 3 vacancies in 2016
  - b. Discussion followed as to what we should be looking for in potential new board members
3. Department Goals
  - a. Explore new revenue sources to supplement the City Budget
  - b. Lean Initiative – finds ways to streamline process within the Dept.
  - c. Branding Initiative
  - d. Continued Partnerships
4. Board Recruitment
  - a. 3 vacancies as of June 2015 and 3 more June 2016
  - b. There was some discussion as to term life for a replacement board member

**Friends Advisory Committee – Tricia Zimmerman**

1. Friends would like to purchase a piece of art for the Rahr, and suggested the Berthelsen's "Potters Field".
2. Kathy Halla is the new Chair Person for 2015

**Foundation – Mike Halla**

1. Reviewed Financials
2. Next meeting is January 27<sup>th</sup>

**Collections – Eva Kold**

1. Andrew Wyeth is back from National Gallery of Art as of December 5th

A motion was made, seconded and unanimously approved to adjourn at 1:00 pm  
The next Board of Director's meeting will be Wednesday, January 14<sup>th</sup> at 12:00 noon

Respectfully submitted  
Elaine Schroeder