

**Present:** Judy Corrado, Carrie Estrella, Dayna Goetz, Mike Halla, Kathy Halla, Phil Hoff, Amy Jagemann, Eva Kozerski, Steve Proszenyak, Jason Ring, Greg Vadney, Tricia Zimmermann

**Absent:** Meg Bollinger, Christine Kornely, Jeanie Miller, Eric Sitkiewitz,

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

**Public Input:** none

**Minutes** A motion was made by Halla, seconded by Proszenyak and unanimously approved by the board to accept the February minutes as written.

### **Financial Review**

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

### **Presidents Report – Amy Jagemann**

- **Board Committees**

- **Marketing/Membership**

- Summer Advertising
  - Target Door County Travelers
- Membership
  - Promote one or two benefits at a time
  - Use testimonials on Social Media (30 sec videos)
- Brochure
  - Editing is done. Waiting for final proof from the printer
- Group Travelseed
  - This group will be doing a 1 month case study of RWAM to discern best Marketing strategy.
- Digital Survey
  - There was discussion about doing a digital survey, using something similar to Survey Monkey
- Museum Travel Alliance
  - Discussed outreach to local travel agencies
    - Better deals on travel to flight destinations
    - Better deals on their travel packages
  - Will put an article in the next RWAM Newsletter

- **Education.**

- Public Library Collaboration
  - Projectors and Ipad pros are here.
  - They were also able to order rolling stands for the monitors
  - 2 of the 4 classes will be held at the Rahr. The other 2 at the Library
  - There will be an exhibit at the Library at the end of the program
  - MPSD will assist with circulation of information
- Website
  - The city approved spending the needed funds for a complete renovation of the city's website.
  - 3 departments that have their own website will contribute \$5000 towards the expense.  
The Rahr-West is one of these department
- Spark
  - Heather Nelson, Education Lead, has distributed flyers to area Nursing Homes and Assisted Living Facilities.
- Summer Activity Guide

- The Rahr-West will again be included in the City's Summer Activity Guide.
- This year MPSD has agreed to include these in their Friday Folders

### **Collections**

- No Report

### **Buildings/Grounds**

- Met on Monday, March 14<sup>th</sup>
  - Discussed all Museum issues large/small
  - Decided on two different priority lists
    - Big ticket items
    - Smaller ticket items
  - Building Addition was also discussed
  - Committee will meet the 3<sup>rd</sup> Monday of the month
  - Will need a board member to replace Zimmerman after her term runs out in May

### **Art Fair**

- Waiting on response from local Art Group. This fair is projected to take place in 2017

### **Board Members**

Board members voted on potential candidates to be presented to the Mayor for consideration. The four candidates were: Candice Giesen, Erin LaBonte, Patrick Neunfeldt, Dolly Stokes & Amy Weigel.

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

#### **Exhibits**

Youth Art continues. The next exhibits will be the Big East and EWC High Schools and RWAM Art Students.

- American Alliance of Museums (AAM) Museum Advocacy Day
  - Vadney went to DC on behalf of the WI Federation of Museums for this.
    - The focus was to get funding for the Office of Museum Services.
    - There were 235 Representatives including Mexico
  - WFM increased the stipend for Vadney's travel expenses from \$150 to \$500
- Collection Appraisal
  - Final figures for the appraisal were reviewed and discussed. They did show an increase in value from the 2004 Appraisal. The report now goes to the City Attorney to adjust Insurance levels to reflect the increase in value.
  - Rental Fees
    - We are revisiting our pricing for facility rentals. The following suggestions were discussed:
      - 20% increase overall
      - Full day rental charge for weekends (currently it at ½ day)
      - Per hour charge
      - Member discount
      - No final decision was made at this time.
- Personnel
  - Our current custodial person is unable to continue due to health reasons. A new individual has started.

### **Friends Advisory Committee – Jeanie Miller**

- Art Of Conversation Series
  - The second lecture in this series, Katherine De Shazer, was a sold out event.

**Foundation** – Mike Halla

- Reviewed Financials
- Still discussing a Bistro Night event
- Next meeting will be in April

**Collections** – Eva Kozerski

- Deaccessioning
  - A committee needs to be formed to create a Deaccession Policy.
- Rahr Clock
  - The large clock that was formerly in the Rahr malting office has been gifted to the museum. Arrangements need to be made for pick up and delivery to the museum.

**Old Business**

There was some discussion at the February meeting regarding a concert held in conjunction with the MPSD Youth Art Exhibit. Goetz checked into this and found that there were no available dates. This is a possibility for 2017

**New Business**

Due to the fact that our current Board President, Amy Jagemann will be resigning from the board in May, a new president will need to be appointed. Voting on this will take place at the April meeting.

A motion was made by Proszenyak, seconded by Corrado and unanimously approved by the board to adjourn at 1:25 pm.

Respectfully submitted  
Elaine Schroeder