

Present: Carrie Estrella, Mike Halla, Kathy Halla, Phil Hoff, Erin LaBonte, Adam Lovell, Jeanie Miller, Patrick Neuenfeldt, Steve Proszenyak, Dolly Stokes, Greg Vadney,

Absent: Meg Bollinger, Candace Giesen, Dayna Goetz,

The meeting was called to order at 12:30 by Board President Proszenyak

Public Input: none

The meeting began by welcoming the new board members and introductions of all the current board members and staff.

Minutes A motion was made by Hoff, seconded by Fricke-Weigel and unanimously approved by the board to accept the May minutes as written.

Financial Review

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

Presidents Report – Steve Proszenyak

Marketing/Membership Committee

- Radio Advertising
 - Looking into advertising on Door County Radio Stations.
- Post Cards
 - Investigating the possibility of using a Chicago artist to create new postcards/prints for the museum. They are willing to run a limited amount at no cost as a test. Samples were shown to the board.
- Brochures
 - The museum brochures are being distributed throughout the area
- Survey Program
 - Marketing company that does surveys and analysis of surveys would like to analyze the surveys we've already taken. Would do this at a substantial discount to help establish their business name.
- Membership
 - Through May, membership numbers are comparable to this time last year.
- July 14th event
 - Celebrating renovations and acquisitions. Also will have information session on Museum Travel Alliance.
 - Will be doing some direct marketing outside of membership for this event

Education Committee

- The St. Francis of Assisi Fundraiser
 - profit was approximately \$150
- The DAP Class
 - Begins June 14th (Dale VanMinsel digital photography class is first session)
 - 20 students have registered – the class is full
- Manitowoc Teen Advisory Council (MTAC)
 - The Rahr will be working in conjunction with the Library to develop this program in which a group of teens will act as a committee to advise the museum and library on programming. The teens will be mentored and guided in creating and executing the programming.
- Summer Programming
 - Ongoing discussion as to whether classes should be offered on a pay as you go bases or pay for a full course of classes.
- Spark – Attendance is improving
- Exhibits

- Discussed possible 2017 exhibits
- Art of Conversation Lecture Series
 - Discussed upcoming speakers

Collections Committee

- The new Assistant Director, Adam Lovell will be leading this group.

Buildings/Grounds

- Discussed City's process for rating projects each year.
- Talked about developing our own criteria for the museum.
 - Will start this process at the July committee meeting.
- Alternate funding sources were discussed.

Art Fair Committee

- The chair of this committee, Jason Ring's term on the board has ended.

Board Committees

- Committee Sign-up sheets were distributed to the board's new members

RWAM Membership Funds

- There was discussion as to possible uses for the yearly surplus of Membership Funds.
 - Put together a plan to identify museum needs
 - Marketing
 - Exhibitions
 - Bldg/Grounds
 - Conservation/Requisition/Acquisitions
 - Membership being shifted to the Foundation
 - This would mean the money would be invested instead of being kept in a city account.
 - Museum Membership would be shifted to Foundation Membership
 - This will be added to the July Foundation Meeting Agenda

Pros and cons of the various areas mentioned above were discussed amongst the board members.

Directors Report – Greg Vadney

Exhibits

- League of Milwaukee Artists – Lounge Gallery
- Documerica - John West
- Permanent Collection – Ruth West

Subfest

- Vadney informed the board that the Rahr would be collaborating with the WI Maritime museum on an art project to be held during this year's Subfest. The cost to the museum would be \$250.
- After a great deal of discussion, Halla made a motion that the board vote on whether or not the museum should support this art project. The vote was as follows:
 - No – Halla, Fricke-Weigel, Hoff
 - Yes – Estrella, LaBonte, Miller, Proszenyak
 - Abstain – Stokes, Neuenfeldt
 - Absent – Bollinger, Giesen, Goetz

Friends Advisory Committee – Jeanie Miller

Receptions

The advisory committee is looking into revamping the way they do receptions

RWAM Mug

- An image of the mug was passed around to board members. There were additional charges not figured into the original quote. A motion was made by Estrella, seconded by Fricke-Weigel and unanimously approved by the board to increase the budget amount for these mugs from \$550 to \$740.

Foundation – Mike Halla

- Reviewed Financials
- Gave overview of Foundation for new members

Collections

- A motion was made by Stokes, seconded by Miller and unanimously approved by the board to accept a painting by Victor Vasarely, which was donated by Dennis Rocheleau
- Accession Plan
 - The new Curator/Assist. Director will be updating our current Accession Plan and will also evaluate our storage and Deaccessioning Policy.

A motion was made by Miller, seconded by Fricke-Weigel and unanimously approved by the board to adjourn at 1:40 pm.

Respectfully submitted
Elaine Schroeder