

Rahr-West Art Museum
Board of Director Minutes

April 17, 2019

Present: Diana Bolander, Carrie Estrella, Mike Halla, Phil Hoff, Lori Kirby, Erin LaBonte, Patrick Neuenfeldt, Jeremiah Novak, Steve Proszenyak, Dolly Stokes, Greg Vadney, HaLeigh Zipperer

Absent: Amy Fricke-Weigel, Amy Gehrig, Candice Giesen

1. Call to Order

The meeting was called to order by President Proszenyak at 12:00pm

2. Public Input

None

3. Minutes – President

Motion was made by Halla, seconded by Kirby, and unanimously approved by the board to accept the March minutes as written.

4. Review of Financial Accounts

No questions

5. President Report-Steven Proszenyak

a. Education Committee--Vadney

Met April 16 and conducted a basic review of educational programming.

b. Membership/Marketing Committee-Kirby

The committee has been restructured and has four key points for focus:

1. Strategizing and implementing membership growth campaign
2. Reviewing annual marketing strategy;. Recommending opportunities to the Executive Director for consideration and implementation (with focus on delivering a diverse, layered, and budget-aware annual marketing plan)
3. Reviewing and strategizing enhancements to current marketing collateral
4. Meeting when deemed necessary to complete committee work and reporting committee work back to Board of Directors

The Marketing Committee made the following recommendation to the Board:

As a means to encourage membership growth, in terms of both new members and higher level member commitment, while also promoting the Rahr-West Art Museum brand, the Marketing Committee recommends that we pursue the opportunity to provide small sized reproduction prints of works within the Rahr-West Art Museum collection, annually, to members at the \$100 and above levels. The intent is that members will display these prints at their home, their place of business, or they give these to prospective members. The prints will be dated, to provide a history of support, should the member chose to display these in this manner.

Further, the Committee will work with the staff to identify which pieces within the collection can be preprinted for this purpose. Expense will be minimal, with attention placed on budget related to membership promotion and retention.

There was discussion regarding this recommendation, including a question as to where the funds for printing would be taken from, which would from the membership fund. Bolander

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also mentioned that a photographer and/or photography equipment would be needed to take quality images for printing.

A motion to approve this recommendation was made by Zipperer and unanimously approved.

- c. Buildings & Grounds Committee
Did not meet.
- d. Public Arts Committee-LaBonte
Will be meeting April 18 at 4:15pm. Room tax funding in the amount of \$2500 was approved to assist with the Mirro fence wrap project. More details, including a timeline will be available after the Public Arts Meeting.
- e. Development Committee
Did not meet.
- f. New Board Members
Proszenyak reminded everyone that recommendations for new Board members need to be submitted electronically via the online form to the Mayor before the month's end.

- 6. Director Report- Vadney
Board members are encouraged to attend youth art opening and closing receptions. There are several events coming up, including Art of Conversation featuring Pat Prange and a Tea in the Mansion on May 18. The summer exhibition "The Naval Art of Thomas Hart Benton" will open May 19. There will be no reception due to the historically low attendance for summer exhibition openings.

Handouts with pricing and layout of proposed lounge furniture were distributed. An appealing and versatile layout is available by purchasing items online at a much lower cost than quoted through a local retailer.

A motion to approve \$4518 to purchase new furniture was made by Kirby, seconded by Estrela, and unanimously approved by the Board.

An all staff meeting was conducted March 25. The Manitowoc Fire Department provided basic first aide training. It is planned to hold an all staff CPR training in August or September.

The Manitowoc Chamber held a Lunch and Learn event at the Museum on March 27. This was a great event to get people who may not otherwise visit into the museum.

The MAVCB held a roundtable on April 3. Those in attendance shared information on upcoming events and programming and allowed for coordination with local hotels to share marketing information.

Vadney will be speaking on a panel at the Council of American Maritime Museums at the Wisconsin Maritime Museum. The topic is "Navigating Change".

It was also mentioned that Creative Economies Week and Museums Week both take place May 11-18. The League of Wisconsin Municipalities has decided to recognize municipal museums during Creative Economies week and will be highlighting the Rahr-West.

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7. Rahr-West Friends Committee Report—Jeanie Miller
The Friends have been busy planning their Tea and various receptions for the summer. They are also in the beginning stages of planning their annual bus trip.
8. Foundation Report-Vice President Mike Halla
Foundation financial accounts were reviewed. The Foundation Board will hold its quarterly meeting Tuesday, April 23.

9. Collection Report--Bolander
Collection Committee met April 16. They voted against three acquisitions. The Conservation Assessment Program review has begun. Site visits have been scheduled for September. The African Art was assessed and it was determined that all items were created for the tourist market and hold little to no educational value. The Collections committee recommends the African Art collection be deaccessioned from the collection, as it does not comply with the collections policy.

There was discussion as to what will be done with the art when it is deaccessioned. It will first be offered back to the person who donated the artwork. If they are not able or willing to accept it, it will either go to auction or be disposed of.

A motion to deaccession the African Art was made by Halla, seconded by LaBonte and unanimously approved.

10. Old Business
None

11. Adjourn
A motion was made by Novak, seconded by Kirby, and unanimously approved by the board to adjourn at 12:37 pm.

Submitted by Melissa Franz, Administrative Support Specialist