

Present: Meg Bollinger, Carrie Estrella, Candice Giesen, Mike Halla, *Phil Hoff, Lee Kummer, Erin LaBonte, Adam Lovell, Jeanie Miller, Patrick Neuenfeldt, Steve Proszenyak, Dolly Stokes, Greg Vadney, Amy Fricke-Weigel

Absent: Dayna Goetz

The meeting was called to order at 12:05 by President Proszenyak

Public Input: none

Minutes A motion was made by Miller, seconded by Estrella 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 – Steve Proszenyak

Education Committee

- Instructors
 - Michelle Heraly-Bonde
Michelle has been well received and will continue conducting youth classes. She will also holding 2 free workshops (January 8th & 15th) entitled *Working Creatively Through Grief* in conjunction with the Lester Schwartz Exhibition.
 - Katherine de Shazer
We will be inviting Katherine de Shazer to hold a series of Iconography classes. Katherine was one of our “Art of Conversation” presenters in 2016
- Spark
Heather continues to network. In 2017, she will be incorporating Music & Dance and partnering with the WI Maritime Museum.
- heARTs Project
8”X8” canvases will be made available to the general public to be decorated with a “heart” theme and returned to the museum to be auctioned off at the Foundation’s February Fundraising Event “Love Letters”.

Marketing/Membership Committee

- Membership
Continue 10% discount through February for renewals & new memberships
- Culture & Cuisine
The RWAM will be participating in this MAVCB spearheaded winter promotion. Our contribution will be 10% discount on memberships, art cart and classes. This promotion begins in February
- Marketing Plan 2017
Promote Reciprocal Membership at \$100 level
Incorporate online signup in the current website update
- Room Tax Funding
More discussion followed on how to best use this additional funding to promote the RWAM.

Collections Committee

- No Report

Buildings/Grounds

Discussed status of ongoing Projects

- New Door Entry System
- Building Project – need to create a team to develop a plan for the East grounds of the facility
 - Landscaping, signage, Sputnik Display
- South Entry – replace current windows with insulated windows

Director's Evaluation

Evaluation forms will be emailed to Board Members in January. The January Board meeting will go into Closed Session to discuss results of this evaluation.

Directors Report – Greg Vadney

- Exhibits/Events
Reviewed current and upcoming events and exhibits
- Sputnifest
Investigating ways to generate more revenue during this event.
Sci Fi Convention atmosphere using Ruth West Gallery
 - Sci Fi Art Vendors
 - Guest Speakers
- Museum Advocacy Day
WI Federation of Museums has asked the Greg Vadney attend this event in Washington DC the end of January. The cost for travel and lodging at approximately \$600.
- Board Members
There are currently no potential board vacancies in 2017. Vadney would like to compile a list of potential board members to consider for 2018, and asked current board members to submit suggestions.

Friends Advisory Committee – Jeanie Miller

- Personnel
Bernie Zimmer will be replacing Katherine Halla as new Chair of this committee, as Katherine's term has ended.
- Art Cart – Tina Schramm has offered to oversee the Art Cart
- Receptions – It is felt that due to the low attendance at some of the openings, the Friends will be limiting the number of exhibit openings they hold receptions for.

Foundation – Mike Halla

- Fundraisers
Halla reminded the board of the Foundation Fundraiser on February 10, 2017, which will be a theatrical performance of "Love Letters" by Chris Kornely and Rick Gerroll. Bank 1st National is the title sponsor of this event. The committee is still looking for sponsorships to support this event.

Collections

No Report

Old Business

None

A motion was made by Kummer, seconded by Giesen and unanimously approved by the board to adjourn at 1:00pm.

Respectfully submitted
Elaine Schroeder

*Present via phone