

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

**Absent:** Candice Giesen, Dayna Goetz, Patrick Neuenfeldt,

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

**Public Input:** none

**Minutes** A motion was made by Fricke-Weigel, seconded by Miller 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 – Steve Proszenyak**

#### **Education Committee**

No Report

#### **Marketing/Membership Committee**

- Membership
  - 10% discount did not seem to generate a great deal of interest in new membership. Will look at other promotions for next year.
- Summer Marketing
  - Chagall
    - Reach out to other Museums
    - Use extra billboards outside the area.
  - Navy Exhibit
    - Will collaborate with the WI Maritime Museum
- Merit Badge program for Boy & Girl Scouts
  - Heather Nelson, Education Lead will be developing a program for 2018

#### **Collections Committee**

Lovell is currently writing a Preservation Assistance Grant for digital data loggers.  
Two Sculptures have been placed on the landing in the Porte Cochere.

#### **Buildings/Grounds**

- Capital Campaign
  - Need to develop a committee for a Capital Campaign to raise \$200,000 for the following projects:

- Landscaping & regrading of the area to the east of the mansion
- Replace flooring and wall coverings in the Galleries
- New signage on front lawn
- Interactive all season Sputnik display on the front lawn

Committee Members from each board/committee are:

Board of Directors

- Candice Giesen
- Erin Labonte
- Amy Fricke-Weigel

Foundation Board

- Mike Halla

Friends Advisory Committee

TBD

**Directors Report – Greg Vadney**

- Exhibits/Events  
Reviewed current and upcoming events and exhibits
- Human Resources Update
  - Our Part Time Custodian was let go on Friday, March 10th
  - One of the museum security staff was let go on Saturday, March 11<sup>th</sup>
    - **A motion was made by Halla, seconded by Fricke-Weigel and unanimously approved by the board to request a replacement of the security guard**
    - Vadney is also working with HR on a rotating schedule for the five security guards.
- Museum Advocacy Day
  - This year's event was well attended with 350 attendees (7 from WI)
  - This year there was more exposure to elected officials than in last year
    - Met with Representatives Kind and Gallager & Senator Baldwin

Vadney stressed the importance of making the public aware of the issues non-profits are facing.
- 2018-2019 Exhibition Schedule  
Still in planning stages. There was discussion as to what type of traveling exhibits would work during the summer months to draw visitors, yet stay within our budget.
- City Mission Statement
- There was a great deal of discussion regarding the change in the City Mission Statement in which the words "arts, humanities and cultural diversity" were removed.

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

##### Art of Conversation

- The Abler Glass event was very successful with 93 in attendance.
- Halla questioned as to why we are no longer charging for non-members.
  - Vadney explained it was felt there was more value to attracting potential new members than value as a member benefit.
- There are two new committee members and one member is moving out of state
- Will be looking into updating the mansion kitchen decor

#### **Foundation – Mike Halla**

- Financials not available due to computer issues
- February 10<sup>th</sup> Fundraiser  
This event raised over \$8,000. Will plan a similar event for 2018

#### **Collections**

See collection committee report

#### **Old Business**

A motion was made by Kummer, seconded by Hoff and unanimously approved by the board to adjourn at 12:30

Respectfully submitted  
Elaine Schroeder