

Mendocino County Museum

ADVISORY BOARD

September 16, 2019 Minutes

Museum Advisory Board Members Present:

Roger Krueger, Mendocino County Historical Society Representative

Troy James, Roots of Motive Power Representative

Rebecca Montes, Mendocino College Representative, Museum Advisory Board Chair

Brent Walker, Third District Representative

Jim Eddie, First District Representative

Guests:

Karen Horner, Cultural Services Director

Megan Dukett, Program Administrator

Karen Mattson, Museum Curator

John Haschak, 3rd District Supervisor

Kim Bancroft, Member of the Public

Herb Pruett, Member of the Public / Former Museum Director

1. **Meeting Called to Order:** 10:30 a.m.
2. **Roll Call:** Above individuals were present.
3. **Consent Items--Motion to Approve Minutes of Previous Meeting:** Troy James made a motion, Brent Walker seconded the motion
 - a. **Board Voted to Accept Past Minutes:** All in favor.

4. Public Expression:

Kim Bancroft spoke on behalf of herself and Judy Berdis. Kim recapped her experience trying to get permission to publish images from the museum collection. Kim discussed her independent research on image use policy. Stated that 1 year ago the CSA discussed prioritizing policies and wondered why an image use and research policy had not been addressed. She suggested that if time and staffing were an issue there should be more in place. There is a need for access to archives and that increased access would be of benefit to the community. The book she is working on will still happen but its publishing will be delayed.

Herb Pruett spoke about his time as the 1st director of the Museum and the development of the Museum in the 1970s. He explained how during his tenure the Museum developed programs and events.

Kim Bancroft asked about the status of the staff.

Karen Horner responded that there is a Museum Curator Archival Librarian, Staff Assistant, Extra Help, 50 % Program Administrator and that provided 20 percent of her time to the CSA Parks and Museum.

Jim Eddie mentioned that there was a lot of community support back in the early years.

Supervisor John Haschak stated that he would like to see the image use policy in place. He was interested in seeing what the museum needs in order to do that.

5. Museum Director's Report:

- Karen Horner stated four Latimer Paintings were installed in the Board of Supervisor's Chambers in Ukiah and will continue to be on exhibit.
- The Frontier Days Exhibit would come down on October 20th and that an exhibit on Art and Nature would go up November 2nd.
- Karen Horner stated that she is working with Museum Staff, County Administration, and County Counsel in regard to the Museum Image Policy. Reproduction of images is an issue with copyright, and she wanted to ensure that the Museum staff follow and abide by correct, legal and ethical decisions in this regard. Karen described multiple issues with copyright usage that need to be addressed.
- Karen Horner announced that a new Staff Assistant was hired, Briana Brooks.
- Karen Horner provided information about how the gift shop was moved and the former space is currently being developed into a new interactive/educational space for children and families to explore and will open in November with the new art exhibit.

6. Unfinished Business: No unfinished business since we haven't officially met since January.

7. New Business:

- Visitor Report from August: Discussed where most of visitors are coming from, majority from Willits and from Sonoma County, in August we got a small percentage from other areas within the County.
- Discussed "Free Admission" with a Mendocino County Library Card has brought in several hundred people. Discussed how we need to continue to find ways to increase visitation to Museum.
- Donation Report 2018-2019 FY: Last year \$6,255.27 was the total donations collected.

- Discussed how staff has changed donation tracking process, ensuring it is entered at the end of each business day within the POS system so that we can monitor how many donations are received daily. Museum staff now has the ability to track and report donations during special events, etc.
- Discussed the possible elimination of admission entry fee and how that would likely increase donations.
- Admission Fees: The Museum Advisory Board discussed moving forward with the possibility of eliminating admission fees beginning in the next fiscal year.
- MAB Member, Troy James, made a motion to advise the Board of Supervisors to consider eliminating Admission Fees beginning next fiscal year. MAB Member Brent Walker seconded the Motion. The Motion was voted on and all were in favor.
- Discussion of a potential formation of a Friends of the Museum group to be discussed further at the next meeting.
- Roots MOU: Roots have 7th draft they are working on, will review with Roots and discuss MOU at next meeting. Asked for this tem to be left on MAB agenda for next meeting.

8. Next meeting: 11/18/2019 at 10 a.m. at the Mendocino County Museum “Wonacott” Room, 400 E. Commercial St. Willits, CA 95490. Museum Main Line: (707) 459-2736.

9. Meeting Adjourned: 12:46 p.m.