

North Carolina Museums Council
2nd Quarter Board Meeting
11:00am Monday, August 16, 2010
North Carolina Museum of History, Raleigh NC

In Attendance: Rich Sceiford, Ashley Poteat, BJ Davis, LaRae Umfleet, Lindsey Lambert, Marian Inabinett, Kyle Bryner, Kellie Lewis, Courtney Rounds, Jeff Bockert, Troy Burton, Shelley Crisp, Perry Hurt

Call to Order: 11:10am

Consent Agenda

- Approve and ratify the state meeting minutes: June 14, 2010
- Receive committee reports
- Motion Ashley, Second Marian
- Motion Marian, Second Kyle

Business Items

Membership – Rich Sceiford

Terra created a list of all our expired memberships and groups that have not renewed in two years. Rich is using this document to get board members to contact people they have a connection with in an attempt to get them to renew. **Action Point:** Jenny/Rich to finalize list in a typed format. Then board members will send a renewal letter to the people they've signed up to contact.

Rich hopes to get a 1/3 to 1/2 of these people to renew, which will meet his goal of getting membership to increase 33%.

Letter may have to be modified to show individual v. institutional members. Rich thinks we should do a special initiative for bigger flagship organizations. Kellie wants to continue to recruit science members on the side, which has worked well thus far. Rich hopes Heidi will follow up with history sections and Britt with children's sections (neither were able to attend the meeting).

Treasurer's Report – Lindsey Lambert

The council is in good shape in terms of overall budget from tax returns. (See precise numbers in Lindsey's report). Lindsey filed 990N recently with the IRS. He is going to renew monthly limit on PayPal. We do have a cash points card that's still valid. Sales tax refund due October 15, 2010. Lindsey will work with Gary on online registration and general website information for the conference (as well as membership). Lindsey wants to prep conference intern on monetary transactions when said person is chosen.

He wants to create a drop box account, or use Google to create online storage of Treasurer's records. Right now it's all on a flash drive, he wants something more secure for the future.

Lindsey thinks the cash points card will come in handy for the annual conference to buy supplies. Lindsey to figure out what pin number is. Question arises, should we get a credit card? We could not get one from SECU since we're a non-profit. Our current card is only an atm card. What we need is a Visa check card or something similar to that.

Rich suggests we hold off on debit card and just let things go for now.

Troy asks about MFS fund, Lindsey will look into it for September.

Shelley asks what we use money for (\$67,000). Money is being potentially held for a part-time employee to handle things like the state-wide membership campaign. Also, 2013 conference (50 year anniversary) will be bigger and more expensive. The board isn't prepared for a part-time employee as the board rotates on a regular basis.

Connecting to Collections – LaRae Umfleet

Two positions stationed in Raleigh – C2C disaster preparedness. NCMC will pledge \$1,000 per year to C2C. LaRae will write Rich a formal letter requesting the \$1,000. Lindsey can cut a check to LaRae at any time. There will be a website, currently C2C is on NC ECHO. There will be a specific C2C website. LaRae had hoped to hire an IT person to set up this website, but that didn't work out. Instead they're going to use a consultant to create the website. There are 30 million objects in the state and 950 institutions.

LaRae can update institutional information on NC ECHO. If there are new institutions that aren't in the database, let LaRae know about that as well. IMLS workshops coming up, one at the NC Museum of History from 10am-12pm Wednesday, August, 18, 2010, and also one in Charlotte. LaRae offered helped to anyone applying for IMLS grants. IMLS focused on collaboration.

BJ suggests webinars, C2C website not prepared yet. Jobs posted on NC ECHO listserv. Gary can post them on the NCMC website. Perry offered to help post job descriptions.

2011 Annual Meeting – Ashley Poteat

“Engaged on all Fronts: New Challenges and New Skills” – Conference theme. Greensboro Visitor Center is designing a logo for free. Keynote Speaker – David Carr, NC Humanities Council Rhodes Scholar program, he's all set for the program. Presentation does have to be open to the public, public can pay for lunch but it will be open for them.

Dr. Filene, UNCG, heading the resume program, which will be open to students and professionals looking to move within the industry. Meal locations have all been set (see Ashley's report from LAC for specifics). The council cannot afford a dinner, but will have much heavier appetizers. Suggest people go to a local bar afterwards, replaces hospitality room without the legal liabilities. LaRae suggests we remove the part about food from the evaluation forms.

There will be lunch at the Greenhill Art Center, a free band will play, working on downtown Marriott contract. People will be able to walk to Monday activities, and drive to Sunday.

March 20-21, 2010 are the conference dates. The board meeting will be at Weatherspoon Art Center. Dr. Filene to get us an intern. Courtney to work on vendors.

Marian sent session proposals out. There will be a focus on new skills/things happening in the industry. She suggests partnering sessions especially within specific sections. September 17 is session deadline. Session proposals are on the website. Marian can send out proposals as a pdf. David Carr to have a small meet and greet with the students. We'd like to offer him a free hotel room.

Perry is trying to get students to be involved in sessions, not much luck due to summer.

Greensboro Public Library, Cultural Center, Children's Museum will be where the sessions will be held.

Civil Rights museum approached but as of late unresponsive. Marian hoping for a Sunday afternoon tour of the museum. Rich can contact civil rights museum.

Action Point: Jenny to talk to NCSU students. Shelley offered to help as well.

2012 meeting? Wilmington? Western NC? Salisbury?

Guest Presentation – BJ Davis

NC MER – North Carolina Museum Educators Roundtable. NC MER is a group that gathers to share current theory, networking etc. BJ wants to know how he can work with NCMC to better draw in educators. Ed Com – educators group.

BJ suggests a separate half-day or day long conference for educators not in March, because March is a busy time for educators. He suggests an education roundtable session at the conference. "Marketplace of Ideas" – potentially sponsored by NC MER. His main focus is networking within education.

Perry suggests we establish a specific education session like his conservation workshop that becomes expected and draws people year after year. NC MER has a board set up but

doesn't deal with money. People bring beverages and snacks to keep host organization from having to deal with that. The organization is still somewhat unorganized.

Troy suggests BJ become an ex-officio position or to change by-laws to make him a board member, BJ uninterested in becoming a board member.

NC MER meets twice a year. There's a meeting October about design, through the Smithsonian.

Rich suggests starting point is the session, "Marketplace of Ideas," for educators.

Basic Idea: Get educators aware and involved in NCMC and then do the session at the conference. Invite museum educators specifically to openings and different events at regional museums.

Troy poses the question if we should change the sections from subject to discipline or region.

Perry mentions idea of a main conference and mini conference out east or west, so people in the more remote locations can attend. Sessions would be repeated.

Website Redesign – Kyle Bryner

(See Kyle's master document for full report)

Gary sees it as two phases. Phase One will be a complete redesign, new information and images from members. He's most concerned about who will approve the look and the finished website. Will we vote on all of it? Or just a couple people? Jeff Bockert should have input as public relations person. Executive Committee can also look it over and then the general board can vote. Kyle and Jeff can get the general process together, executive committee can agree on final changes, and then general board can make suggestions.

Kyle and Jeff make all decisions, no need for a formal vote. Gary would charge very small flat rate for redesign. Troy suggests Kyle invite a third person to work on website redesign.

Phase Two – not sure what Gary would charge, this phase about specific data updating. Lindsey mentions having \$500 in budget for database stuff, sort of works itself out if he charges \$250 per phase.

Ashley wants to know how much software package is he wants to use. Eventually we'll have to launch a marketing campaign to get people on the new website.

Phase One hoping to be completed by mid-October. New website up for March conference? Phase Two could potentially happen after, just so we have a work in progress for annual conference.

Members would have their own log in information where they can update their own information on website. Institutional members can have their own page. Shelley suggests dead links to non-institutional members.

Motion: Kyle moves to allocate \$250 of out council reserves to pay Gary Rohr to redesign our website. (As an addendum to the webmaster current contract), Perry Second. Passed unanimously.

Nominating Slate Reminder – Rich Sceiford

Peter Koch is working on current nominating slate. At the next board meeting he'll present the next slate, there are a few openings. We will be looking for a Treasurer. Rich will send a reminder as to which positions are open.

New Business

Shelley Crisp – Museum on Main Street Program

Shelley wants us to look into rural sites that would be interested in this traveling exhibit. Grant monies are available for host sites. Good program for small sites and libraries trying to get on their feet.

Adjournment: 2:54pm

Next meeting – Greensboro NC, December 6 at 11:00am at Blandwood

Motion to adjourn Kyle, Second Marian