

**North Carolina Museums Council**  
1<sup>st</sup> Quarter Board Meeting  
11:00am Monday, June 14, 2010  
North Carolina Museum of Art, Raleigh NC

**In Attendance:** Rich Sceiford, Ashley Poteat, Jenny Litzelman, Kyle Bryner, Heidi Bleazy, Marian Inabinett, Jeff Bockert, Jennifer Burns, Peter Koch, Lindsey Lambert, Perry Hurt, Jenean Todd, Terra Schramm, Chris Graham, Patrick Daily, Britt Thomas, Jennifer McCoughlin (in place of Shelly Crisp), Courtney Rounds

**Call to Order:** 11:11am

**Consent Agenda**

- Approve and ratify the stated meeting minutes: March 7, 2010
- Receive committee reports
- Motion Jenean, Kyle second, passed unanimously
- Motion Perry, Ashley second, passed unanimously

**Business Items**

Britt Thomas is the new Children's Section representative.

**Treasurer's Report – Lindsey Lambert**

Current membership income is close to our projected number of \$6,750, we're at \$6,122.32. Lindsey is still working with PayPal; he suggests getting a credit card for NCMC so he can further pursue PayPal, as opposed to his personal credit card. He is working on the current tax return for this fiscal year. He's also filling out a sales tax refund request for the first six months of this year.

Approved budget for last meeting - \$17,000 based on full conference, this year we are not having a full conference. The board decided to modify the budget accordingly if we are doing a shortened conference. As a side note, the AASLH fees have been paid twice in the same fiscal year.

In terms of budget, Ashley suggests we do a full dinner on Sunday at the conference, she suggests we add \$5 to conference fees to cover this cost. The conference fees and budget for 2011 will be similar to 2010. \$6,125 budgeted for 2010 meeting.

**Motion (Lindsey):** We decrease annual meeting expense on the budget from \$17,000 to \$6,500, and strike the AALSH expense line as that has already been fulfilled. Perry second, passed unanimously.

**Connecting to Collections – Rich Sceiford**

We committed \$1,000 a year for two years to this project. North Carolina received an implementation grant to have workshops around the state. Now that LaRae has funding for this project, she is filling the positions to work on C2C.

Another planning group meeting will happen before implementation. This meeting will deal with where workshops will be held, what workshops topics will be etc. The format is undetermined, but there may be an additional offering of a teleconference. The first meeting was in Asheville and that was planning, then there was a meeting in Greenville that was a combo planning meeting and workshop.

Peter Koch and John Campbell and Rich Sceiford are part of the planning group.

The challenge will be making the most of it for NCMC and that we physically participate in the program. (Further details about C2C in Rich's presidential report)

### **2011 Annual Meeting – Ashley Poteat**

Local Arrangements Committee includes the following:

Steering Committee: Ashley Poteat, Marian Inabinett, Courtney Rounds, Jennifer Burns, Lindsey Lambert, Gary Rohrer

Local Museum Representatives: Betsy Grant, Greensboro Children's Museum, Ann Grimaldi and Rebecca Crews, Weatherspoon Art Museum; Benjamin Filene, UNCG-Public History; Fred Goss and Adrienne Byrd, Greensboro Historical Museum; Mary Young, Green Hill Art Center; Karen Robertson, CVB.

Ad Hoc: Rich Sceiford, Christopher Graham

The steering committee met on April 12 to review the survey results from the 2010 conference and to make decisions for the set up of the 2011 conference. It was determined that the majority of our participants would like to have a one day conference. We also set a general schedule for the conference.

Motion: The Local Arrangement Committee proposes the dates of March 20-21, 2011 for the NCMC Annual Meeting Conference.

Rationale: The only weekend in March available that is not tied up with the Men's and Women's ACC Tournament and the Furniture Market.

The full LAC met on May 17. The group is presently discussing theme ideas. Collecting information about available rooms, auditoriums, and workshop spaces. We also discussed budget and cost for the conference. We will hire an intern for the conference. Betsy Grant is very interested in creating a children's session.

Some points for the conference from the survey that we will attempt to incorporate:

- 1) Fewer tours on Sun afternoon

- 2) Possible hand's on workshops on Sun afternoon
- 3) Longer time slot for board meeting, with the understanding that the board members may have to forego some of the 'fun' stuff so that we can accomplish board business
- 4) HIGHLY suggested we have a dinner on Sun night, not appetizers
- 5) Bring the resume session back-possibly not just for students-Ben Filene has program already in place through the Dept of Career Service that he would set up for NCMC
- 6) We need to have a session that is technological-preferably in a room equipped to handle Wi-Fi
- 7) Better breakfast set-up
- 8) More section networking/meeting time

**Motion (Ashley):** The LAC propose March 20 and 21 (Sunday, Monday), 2011 for the annual conference to be held in Greensboro North Carolina. Jenean Second, passed unanimously.

We have a database of NC universities that have programs that would be interested in NCMC. People within those departments get notification about annual meeting. Information about the conference will go out at the beginning of fall and spring semesters.

Conference manager: Ashley working with Dr. Filene of UNCG, he will probably recommend a student in their graduate program.

Graphic design of conference should be done sooner rather than later.

Keynote speaker: not discussed yet, will be determined later, once theme is established.

It was suggested to have LaRae do a quick talk about C2C at the annual conference. She could potentially be a keynote speaker or have another speaker talk about C2C. She could also talk during the business meeting.

### **Membership Campaign – Rich Sceiford**

Special guest, Caterri Woodrum Chief Deputy Director, NC Museum of Art. Terra reported on membership. Membership benefits: career development, directory, newsletter, workshop discounts, and Institutional members have the opportunity for professional consultation, promotional opportunities through website and newsletter. There are 11 members at the million-dollar budget level, mostly science institutions.

Key point is what can NCMC offer to large museums that they can't get elsewhere. Caterri's thought are we do not have anything to offer that is new at the moment. Her focus is professional development for her employees and affordability. Second focus, what do we, as NCMC, need from large institutions? NCMC should appeal to an institution's responsibility as a leader in the state. Main Questions: Do we provide

infrastructure support to institutions themselves? Could we collaborate with professionals from a big institution to highlight a certain topic? Do we really need large institution membership?

We offer great packages to small and medium museums/historic sites, but we do not have anything to offer to large institutions. What about our group is appealing? NCMC can provide professional development by partnering with large institutions. Large institutions can provide the venue, experts etc. For example have quarterly workshops within each branch, art, history, science.

Institutional members (according to Catterri) should have a cap on how many people they allow to send to the conference at a member rate. In general, we do not see many members coming from institutions, so there is no harm in putting a cap since the cap is not met, all about perception.

There is a problem with perceived value from people in positions of power, such as the DCR travel freeze. There's also a value in being a part of professional organizations such as AAM. Catterri suggests NCMC make sure people on the board are affiliated with large institutions, which helps bring in institutional memberships. Well-connected people in DCR should server on our board, and C2C provides the perfect opportunity. Catterri mentioned Jeff Crow, Deborah Derr, and Melanie Souls.

Large institutions have lobbyists that are paid by groups affiliated with the museum, not the state. NCMC needs to figure out what exactly we can provide to institutions and what we want to get back. We could collaborate with large institutions to help smaller ones.

C2C has a high perceived valued because it has the backing of DCR. NCMC's visibility will be raised by having board members present at these workshops. Potential for better networking and thus improved membership.

Temporary Goal: stabilize current NCMC over next three months. At next board meeting, we will conceptualize a regional captain approach where we distribute membership list by region. We will create a plan to reach out to membership by these sections throughout the state. Goal to increase/renew by 33%. What about member benefits? Unclear if you have to be a member to gain from Focus. Probably should be. The board agrees must be a member to get Focus award, minimum level being individual membership.

Anyone can submit items for the newsletter, perhaps we will change it that you have to be a member to have items in the newsletter. Same with listserv. We should change that you have to be a member to get NCMC advertising. Those that send that information perceives the value, these should be the people we target to become members.

Should host sites at the conference be institutional members? Ashley suggests we hold this thought until the 2012 conference as the planning has already begun for 2011. Session proposals could potentially also come from institutional members.

We need to stay true to the people we appeal to and target them as our members. We need to support our local students by providing paid/unpaid internships and they will become our members, young professionals, and our target base.

Suggested Changes:

For next meeting, we will put together a concrete outline of membership benefits and things we need to change in terms of items like Focus and if people need to be members. Focus on membership campaign next meeting.

### **New Business**

Website Update – Kyle hasn't met with Gary since the annual conference. July will be her first opportunity to get together with Gary. They'll formulate a plan and then send it out to the board. Lindsey suggests we have a tagline. People are aware of us, but not what we actually do.

**Next meeting: NCMC board meeting on Monday, August 16, 2010. Site yet to be determined. Jeff to check on Dobbs Building.**

**Adjournment: 2:25pm**