

North Carolina Museums Council

4th Quarter Board Meeting
4:15pm Sunday, March 7, 2010
Historic Yates Mill County Park

In Attendance: Rich Scieford, Jenny Litzelman, Lindsey Lambert, Kyle Bryner, Peter Koch, Chris Graham, Kellie Lewis, Courtney Rounds, Jenean Todd, Kathryn Beach, Heidi Bleazy, Terra Schramm, Marian Inabinett, Ashley Poteat, Harry Warren, Perry Hurt, Catherine Coulter

Call to Order: 4:31pm

Consent Agenda

- Approve and ratify the stated meeting minutes: November 16, 2009
- Receive Committee Reports
- Motion Courtney, Jeanen second, passed unanimously
- Motion Courtney, Terra second, passed unanimously

Business Items

Treasurer's Report, Lindsey Lambert

February 2010 - \$73,052.43 = Total assets. MFS generates about \$26 amount each month, this account was set up by Claire Bass in 2007. Money Market account \$70-\$80 a month.

PayPal = good successful venture. About 44% of people paid via PayPal for the conference. People seem pleased. PayPal also good for memberships. (Many state employees are paying out of pocket for conference due to budget restrictions)

FY2010-2011 Budget, Lindsey Lambert

In the budget, Lindsey added one note under miscellaneous for financial computer software. There are no more versions of MS Money, we're currently using 2007. Lindsey would like to buy new software that can be updated in the future as MS Money will no longer be updated. He thinks it'll cost in the range of \$160 and will look into these numbers. Ashley suggests he look into places that make deals for non-profits. Lindsey can also use Greensboro College for their pricing

This information will be voted on to add to the budget.

Rich asked about website redesign and server fees, this is not in the budget at present. Lindsey doesn't think Gary will charge much for the redesign, that it'll be covered by his contract, a nominal fee.

A question arose about the subscriptions and dues category and if it serves any sort of purpose. Rich asked Lindsey to leave them in last year, so Lindsey left them in this year too. Rich suggests we use this money to join the AAM. This money is currently \$250 in this category.

Funding for Membership Campaign: \$700 allotted for membership at present.

Section Chairs: Currently at \$0. Traditionally, sections decide if they want to give scholarships, but instead of money, it is more like free admission to the conference. This year, some money will be exchanged. Also speakers at section breakfasts were paid in the past. This is where that money would normally go. Payment varies from year to year. The board decided three years ago to keep section budget at \$0 for sake of simplicity due to past irregularities.

Rich suggests putting a certain amount into each section and the money can be rolled back in at the end of the year if it's not used. Alternatively, Heidi suggested we could put that money into a workshop. Section chairs also vary between history, science, and art. Perry suggests that each section get something specific like two scholarships and a certain amount for a speaker, in other words something very defined, so there's uniformity throughout the sections.

Motion Perry – Each conference year, each section gets two full registrations (potential scholarship etc), and sections can divide that money up as they please between registrations. Each section also gets \$300 for a speaker for their section.

(This motion officially voted on with the rest of the budget changes, see below)

The Art Council is currently dead economically according to Perry. Last time Perry talked to Jeff was at the conference last year.

Western Summit: \$500 in budget, Lindsey asks if this is needed. Lindsey will remove this section of the budget, as the money will come from Connecting to Collections

To balance budget we will take \$500 out of Western Summit, and add \$300 for four sections (art, history, science, and children's).

Motion to approve budget as presented, with two following changes. The first change as suggested by Perry regarding section monies, removing \$500 from Western Summit, and balance budget by transferring money from Money Market account.

Perry Motion, Kyle second, passed unanimously

Connecting to Collections, Rich Scieford

Rich wants to know how to work with LaRea, rather than send LaRea all our correspondences about C2C, Perry suggests we distill it and break it down a bit, so we can show them how we're making their job easier as an organization. The relationship will be mutually beneficial; the main task is how to sell this collaboration to DCR.

C2C is about conservation and disaster preparedness. Each conference always has sections about this topic. DCR and the state would be in a better position if they supported us on this, because they'll be part of an already existing system that gives information about disaster preparedness. The thought is NCMC and DCR will make each other mutually stronger.

The question was posed, is it unrealistic to have major museums become institutional members? Harry thinks not necessarily. Harry went to a science meeting with Grassroots Science recently where attendees said NCMC should connect with them. Harry thinks there's an opening to connect with science institutions. Harry suggests that he and Kellie start cultivating that relationship.

DCR is constantly changing based on who the Secretary is, but NCMC is more steadfast (since 1963), Harry thinks now is a good time to try to connect with DCR and specific institutions.

Kathryn asked if Grassroots Science mission is too different from our own, as we focus on professional development and their focus is lobbying for money for their organizations.

C2C is our way to reconnect. It would appear that Grassroots Science and NCMC compliment each other. This is the first time in years we have had a strong science thrust at an annual conference.

For Perry and the NC Museum of Art, their employees view themselves as national and international, more than NC, so they feel like they have nothing to gain from joining NCMC.

Current Secretary of DCR, Linda Carlisle is very focused on collaborating, Perry's concern is the politics of the situation. We would need to assure her how DCR can benefit from NCMC. Is it possible to make these changes? C2C is our foot in the door.

Action Point: Rich will distill board conversations and send them to LaRae and then continue forward.

Harry mentions 50th anniversary of NCMC in 2013, a good talking point to Secretary Carlisle.

SEMC Representative Update, Rich Scieford

We received a note from Martha Jackson that Pam Meister approached Patrick Daily at the Hickory Landmarks Association about representing as our liaison. Patrick seems willing. The position is ex-officio. He will serve on the board of SEMC, which means you have to fulfill roles like being on a committee. On our end, all you have to do is submit reports and you don't have attend meetings. This is our step to reconnect with SEMC.

Action Point: Rich will call Pam to secure Patrick.

Directory, Catherine Coulter

Catherine was too ill to complete the directory in time for the conference. She brought old directories for registration at the conference. Catherine will work on it after the conference and will set a new date for final directory updates and then she will send them out. Ninety-six envelopes were returned from the initial mailing and Catherine will look into updating these addresses.

DCR has been suggesting that sites update the directory, step in right direction.

Website Redesign Update, Kyle Bryner

Kyle met with Gary last week to discuss aesthetics of website. The front page has too much info, truncated pages need clear formatting, server is disorganized, Gary wants to reorganize it all so that images are PDFs, and the current links need to be fixed as sometimes they don't work.

Kyle suggests letting member museums add pictures from their sites. Maybe they could have a small JPEG to go with their information. We could also cycle out images to go on the front page of the website with institutional members. Also, Gary wants to build functionality so we can track hits to website.

We can use the membership database already in existence to create individual pages for institutional members.

Basic idea: make museum search for visitors easier.

Kyle also suggests eliminating emails on webpages and making them a direct email link, this avoids spam hazards. We need to make pages consistent throughout (currently different fonts and sizes). We also want dropdowns from the main menu as opposed to index.

Gary suggests we tie our site to musesearch, an online museum search database and make the banner across the top look better.

Kyle suggested we sell promotional ad to offset server charger, but Lindsey is concerned with 501c3 with restrictions. Institutional members could buy space too.

The website could also have promotional boxes for events or a calendar. We should consolidate items on news and research sections.

Action Point: Gary thinks good place to start is site map and investigate adding photos and pages for institutional members.

The website was down for 64 hours during key registration period, this was caused by a server error.

Student Memorial Scholarship Winners, Chris Graham

Amber Covington with Pfeiffer University is the winner. She volunteers at the Stanley County Museum and history club on campus.

There are at present three internship applications for summer internships. The deadline is April 1, 2010.

2011 Annual Meeting, Ashley Poteat

Annual meeting will be in Greensboro. The Museum Alliance of Greensboro has agreed to be on local arrangements committee. There will be many museums and sites represented on this committee.

Motion, Ashley, to have 2011 conference in Greensboro. We will have to schedule around the ACC Tournament, so maybe not first week of March. Catherine Second, passed unanimously.

The length and dates of the conference has yet to be determined.

2012 – Wilmington?

2013 – Raleigh for 50th anniversary

Annual Meeting Final Details, LAC

Business meeting – Jenean to go through awards quickly. Ashley can announce who the two winners are and brief Focus report. Rich to do housekeeping. Keynote address is first. Section meetings are on program.

New Business

Adjourned: 6:02PM