

**Museum Advisory Board Meeting
Minutes---April 19th, 2022**

Advisory Board Members

A Sherri Bell	P Blair Herzig	P Linda Wallace
P Doug Cogdill	A Trish Kilburn	
P JoAnn Ellis	P Mary Alice Layland	
P Teresa Ferens	A Christy Morton	

Museum Administration

P Stephanie Montero – Museum Manager
P Nicholas Hefner – Museum Assistant

Call to Order by board president Teresa Ferens at 5:35

Citizen Comments - There were no citizen comments.

Stephanie Montero reminded the board that only items on the agenda were to be discussed, and other subjects mentioned must be added to the agenda for a following meeting.

Motion for Approval of Minutes for the March 29th, 2022 meeting was made by Doug Cogdill with a second by Blair Herzig, and passed unanimously.

Treasurer’s Report – Christy Morton

Motion to approve the financial reports for January, February and March was made by JoAnn Ellis with a second by Doug Cogdill, and passed unanimously.

President’s Report – Teresa Ferens

Board President Teresa Ferens led a discussion of Fundraising ideas that she had requested last month. Stephanie recommended three board fund raisers, in addition to the Museum Stores.

Museum Stores are an ongoing fund raiser. \$1,850 in board funds is budgeted towards Layland Store merchandise each year, with proceeds supporting the museum. Cleburne Railroad Museum Group (CRRMG) made a one-time donation of \$5,000 to purchase merchandise for the Railroad Museum Store, which must thereafter support itself. Action Item: Sales figures for the two stores.

Raffles and Silent Auctions Doug Cogdill suggested a raffle. There are legal issues regarding charity raffles, so often silent auctions are used instead. The museums have an auction software this year.

Dinner Dances and One-Man Shows with History Theme – For several years, an annual museum fund raiser. They were extremely labor intensive for the board and small staff. Three one-man-shows were held, which made similar money to the dinner/dances, but required fewer staff/board hours. However it became increasingly difficult to find mission-appropriate performers at an affordable fee.

Bricks for Railroad Terrace – The CRRMG recommends the sale of dedicated bricks at \$50 each to fill in the Railroad Terrace. They will assist, but since the original fundraiser for the existing bricks was a board fundraiser, it would need to be a board project. Existing bricks would be used.

Museum Fest would center on the two museums with a street festival on the neighboring block of Wardville Street and the Colonial Bank parking lot. The Armadillo Room could be open and tables and chairs on the pavement outside. Bounce house and other activities on the lawn. Revenues: primarily sponsorships, store sales, food trucks.

Whistle Stop Parade Party – Teresa has wanted to capitalize on the museums’ prime location along the parade route. Museums would be open to reserved guests before the parade with food and drink. Reserved seating would be in the parallel parking spots in front of the museums. Action Item: Make sure that the reserved seating would not be a problem. Revenues: Reservation fees, store sales, possibly sponsorships.

Golf Tournament would partner with the Golf Links, a City facility. Tournament could be named in memory of Ben and Valerie Hogan, who were married and briefly lived in Cleburne. Tournament could coincide with a 2023 exhibit on Cleburne sports figures. Action Item: Contact the Ben Hogan Foundation to determine whether there are impediments to using the names. Revenues: Entry fees, hole sponsorships.

Fun Run would go through historic downtown. Teresa Ferens and other members warned that Fun Runs can be very challenging to manage and require a large number of volunteers. In addition, the major TxDOT road in downtown would create numerous problems. Revenues: Entry fees, sponsorships.

2022 fund raisers will be Bricks, Museum Fest with silent auction, and Whistle Stop Parade Party. In 2023 a Golf Tournament to align with the Sports exhibit. Stephanie will report on the Action Items next month.

Manager’s Report – Stephanie Montero

a. Monthly Report

ATTENDANCE	Layland	Railroad	
Individuals	541	714	
Programs	277	90	
Researchers	2		
Information	19		
Volunteers	4	29	
Total Guests	843	833	1,676
SOCIAL MEDIA			
Audience	8,969		
Reach	112,848		
Engagement	1,884		
Video Views	5,965		

March Highlights

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| 3/11 Escape the Museum | 3/24 City Council Budget Workshop |
| 3/12-19 Spring Break: Cardboard Cleburne/Little Engine That Could | 3/30 Story Train |
| 3/21 Friends Tour | 3/30 Police Promotion Ceremony |
| 3/22 Movie Night | |

- Brick repointing on the Layland north elevation should begin on May 31st.
- The six HVAC units for the Smith History Center will be replaced in May and June.
- Chuck Lummus, with David Jackson from Dallas, evaluate many of our firearms.
- Groups are reserving tours, including a large school group of 120 at both museums last month.
- Distance learning materials are under development, building on successful pandemic projects.

Upcoming Events – Stephanie Montero

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| 4/22 Escape the Museum (booked) | 5/14 Springfest |
| 4/23 Building Model Train Scenery - \$5 | 5/20 1pm Baking in the Great Depression |
| 4/25 10am Story Train | 5/24 10am Story Train |
| 4/26 6pm Movie Night: Charade | 6/20-24 Boxcar Children Summer Camp |
| 4/30 10am Story Train | |

Motion to Adjourn was made at 6:54 by Linda Wallace with a second by Blair Herzig, and passed unanimously.

