

**Layland Museum Advisory Board Meeting
Minutes---September 15, 2020**

Due to the absence of the Board President,
Roll Call and Call to Order by Board Treasurer, Chloe Northrop @ 5:01 pm.

Advisory Members

P Sherri Bell	P Ron Layland	P Linda Wallace
P JoAnn Ellis	A Tammy Miller	
P Teresa Ferens	P Chloe Northrop	
P Trish Kilburn	A Sandra Tinley	

Administration from Museum

P Stephanie Montero – Museum Manager	P Crista Cagney – Secretary
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Approval of Minutes for August 18, 2020

	Motion	Second	Aye	No	Abstain	Absent		Result
Bell		X					X	Approved as presented
Ellis	X							Approved as amended
Ferens			X					
Kilburn			X					
Layland			X					
Miller						X		
Northrop			X					
Tinley						X		
Wallace			X					
X	<i>Motion Carried</i>		<i>Motion Failed</i>					

Approval of Treasurer’s Report, August 2020.

	Motion	Second	Aye	No	Abstain	Absent		Result
Bell	X						X	Approved as presented
Ellis			X					Approved as amended
Ferens			X					
Kilburn			X					
Layland		X						
Miller						X		
Northrop			X					
Tinley						X		
Wallace			X					
X	<i>Motion Carried</i>		<i>Motion Failed</i>					

Treasurer’s Report

Fund 81 \$ <u>62,021.32</u>	Fund 82 \$ <u>165,659.93</u>
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Long Term Goals

- Railroad Close and Move / Expansion
 - Have used our first of three days of hired movers. This truly helped make even greater progress with moving larger and bulkier items to Offsite storage and to the Layland Museum.

- Cases have been placed in the Layland from the Railroad Museum for use. Some items from the Railroad Museum will be on display until the Expansion Project is complete.
- Asbestos Remediation begins Monday, August 28th.
- Ten contractors have bid for the project, and Stephanie Montero will be going through and checking their references.

Fundraiser Discussion

Montero has researched software programs for online auctioning as requested from the previous Board Meeting. She states that most software program prices start at around \$2000.00 per year to more than \$10,000.00 for a one-time use. Montero specifically found two choices for possible use; Handbid.com and Snowballfundraising.com. These both contain the adequate programing for this institution’s needs, and are priced well and similar (\$750.00 to \$790.00 per year). The main difference in price between the two is the additional training provided by Handbid on how to use their software. Snowball pays quicker via APH transfer than Handbid’s extra two weeks of processing, and has lower fees than Handbid. Snowball also does not limit auction items for fundraisers, whereas Handbid limits to 30 auction items as well as 3 auctions per year.

Montero states that the main difference of use between the two is that Snowball only allows text bidding, if one were to use their phone, whereas Handbid has a fully integrated app where one can bid through. Montero states she was not impressed with the demo of the Snowball app, and suggests to the board to choose Handbid. This choice would cost around \$1000.00 the first year of use, but would later be brought down to \$700.00 for the following years. Montero states that Handbid would be of use for future auction-related events that the Museum may plan on doing in the future.

Montero informs the board that before they can make any motion, departments within the City will need to approve of the use of these apps and their software. The software will need access to the City computer system, and the finances of the Layland Museum. The IT Department has approved of using this software, however Montero is waiting for a response from the Finance Department. This being said, Montero states that she, at the time, cannot give a definitive date for when this auction can begin.

At this time, Board Member Ron Layland lost his connection via Zoom and began to process to reconnect.

Chloe Northrop asks how this can help ease the process of renewing the Friends of the Museum memberships. Montero states that she believes it can help, though clarifies that this is not a program designed for renewing memberships, but does state that the renewal process is similar to donating money to the Museum. Montero believes that there may be a niche of people that would prefer to make their donation for their Friends of the Museum membership through this application. Northrop asks if this decision should be made today or if a decision should be made at a later date. Montero states that either option is acceptable.

At this time, Board Member Ron Layland reconnected and immediately lost his connection with the rest of the Board via Zoom. Teresa Ferens then suggested for Layland to hang up and then redial into the meeting.

Sherri Bell raises a concern in relation to the timeline of when the fundraiser should occur. Bell suggests February of 2021. Northrop agrees that approval of this type of fundraising may not occur within 2020. Montero and Northrop state that the Board should table any decision on the fundraiser discussion until further notice.

Motion to table fundraiser/ auction software decision until further notice.

	Motion	Second	Aye	No	Abstain	Absent		Result
Bell			X				X	Approved as presented
Ellis	X		X					Approved as amended

Ferens			X					
Kilburn		X						
Layland								
Miller						X		
Northrop			X					
Tinley						X		
Wallace			X					
X	Motion Carried		Motion Failed					

Manager’s Monthly Report

Layland Museum Attendance:

August

Individuals: 353
Information: 119
Researchers: 7
Volunteers: 0; 0 hours
Programs: 6; 2 programs
Total Guests: 485

Railroad Museum Attendance:

August

Individuals: 56*
Volunteers: 8; 34 hours
Programs: 289; 0 programs
Total Guests: 362
The Railroad Museum closed August 22nd.

Social Media Update:

Month	Likes/Follows		Views	Reach	Engagement	Video Views
August	3,479	87	110	43,4001	1,240	1,788

Last week the Layland Museum received a \$10,000.00 donation for the use of “Preservation and Storage of the Collection”. The donor has a long standing history with Cleburne and was very understanding in the need for proper collection storage.

Upcoming Events

Oct. 6th – 22nd: *Selections from the Cleburne Railroad Museum Exhibit*

Nov. 7-8th: Holiday Open House

Motion to adjourn

	Motion	Second	Aye	No	Abstain	Absent	Result
Bell			X			X	Approved as presented
Ellis			X				Approved as amended
Ferens			X				
Kilburn		X					
Layland							
Miller						X	
Northrop	X						
Tinley						X	
Wallace			X				
X	Motion Carried		Motion Failed				

At 5:29pm, after the Board motioned and approved to adjourn, Board Member Ron Layland was able to reconnect via Zoom.

Ron Layland requests Montero to provide further information on what company may be chosen to create a new weapons case for the Museum. Montero informs the Board that two companies have made recommendations on case design and function. She states that the case design and creation project will need to go out to bid, and thus companies will need to go through the appropriate channels to apply and bid.

Montero has requirements for what type of companies she would prefer to have the job and will make her decisions based on them.

Layland proposes to repurpose the Elevator Fund money for use in the following categories: Display cases to protect vulnerable and rare items. Northrop asks if this should be added to the Agenda for the next meeting and both Layland and Montero agree that it should. Montero informs the board that there are steps that need to be done in order to have this proposal approved by the city and the board. She then proposes to have a discussion scheduled for the next board meeting and for a decision be scheduled for the following meeting after that.

Adjourn 5:34 pm.* Recording of meeting states time of adjournment was 5:29, but meeting did not end until 5:34 pm.