

**Layland Museum Advisory Board Meeting
Minutes---October 20, 2020**

Roll Call by President, Tammy Miller at 5:00 pm and Call to Order by the President @ 5:02 pm.

Advisory Members

P Sherri Bell	P Ron Layland	P Linda Wallace
P JoAnn Ellis	P Tammy Miller	
T Teresa Ferens	P Chloe Northrop	
A 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 September 15, 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 \$ 61,993.91	Fund 82 \$176,804.82
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Long Term Goals

- Updates to Layland Museum and exhibits.
 - Front Door Restoration – Doors were in rougher shape than expected so the restoration process is taking longer than what was first planned.
 - 19th Century weapons case – Bids closed 10/20/20. Case will be delivered by 12/31/20.

- Updates– Crista Cagney has been updating two exhibit cases in the First Peoples Gallery. The Tipi is blocked off for social distancing.
- Railroad Expansion - See Manager’s Report

Fundraiser Discussion

Finance has approved of the Handbid App for an online auction fundraiser. Montero makes a recommendation to hold a spring online auction and a fall car show for 2021.

Ron Layland is not in favor of this application or method of fundraising. He prefers for Board Members to go into the community and ask for donations, which he believes will bring more donations.

Montero stresses that we will still ask for sponsorship donations for this or any fundraiser. Handbid gives us a way to reach out to a new audience. Cost is \$950 the first year, whereas other recent fundraisers cost \$3,000 to \$4,000. If we do not like Handbid, it need not be renewed.

At 5:15 pm Teresa Ferens joined the meeting.

Sherrri Bell is in favor of purchasing Handbid. Linda Wallace refers to last month’s minutes where it states that Handbid limits the auction to 30 items, and asks how many items have been in past auctions, or how many are expected in the potential online auction. Montero believes 30 is plenty, as to her recollection past auctions have had no more than 30 items. Chloe Northrop asks if other city departments could share the Handbid license. The app allows one auction and 3 other types of fundraisers per year. If approved by the board, this app will likely be used for membership renewals this year, and for the Railroad Museum opening, and perhaps next year’s car show.

Wallace states to the board that choosing this online auction and application is a good idea, considering the present need to social distance as well as to continue fundraising for the museum.

Motion to purchase software for a virtual auction.

	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>					

Manager’s Monthly Report

Layland Museum Attendance:

September

Individuals: 276
 Researchers: 9
 Volunteers: 0; 0 hours
 Programs: 23; 1 programs
 Total Guests: 308

September

Individuals: CLOSED
 Volunteers: 12; 18 hours
 Programs: 0; 0 programs
 Total Guests: 12

Railroad Museum Attendance:

Social Media Update:

Month	Likes/Follows	Views	Reach	Engagement	Video Views
August	3,482	139	45,202	6,365	207

Railroad Museum Update:

- Asbestos remediation completed, a large amount of demo already completed in this process
- Contractor approved by 4B, to council Oct. 27, then will begin within ten days if permit is received.
- Funding received for A/V, FFE, and façade.

Upcoming Events

Oct. 31st: Trick or Treat in Historic Downtown Cleburne – Coloring pages, handing out candy
 Nov. 7-8th: Holiday Open House – Gift Shop sale 20% off everything in Store.

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	X							
Miller			X					
Northrop			X					
Tinley						X		
Wallace			X					
X	<i>Motion Carried</i>		<i>Motion Failed</i>					

Adjourn 5:55 pm.