

**Layland Museum Advisory Board Meeting  
Minutes – June 16, 2020**

Roll Call and call to order by Tammy Miller @ 5:07 pm.

**Advisory Board**

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

**Museum Staff**

P Stephanie Montero, Museum Manager  
P Crista Cagney, Secretary

**Guest**

P Linda Wallace

Manager is asked to ensure board representation from the Railroad Museum by confirming with the City the automatic enrollment of the Cleburne Railroad Museum Group President.

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

Minutes – The Board did not have an opportunity to review February 2020 minutes. They will vote at the July meeting.

Treasurer's Report – Approval of Treasurer's Report, February, March, and April 2020.

February	Motion	Second	Aye	No	Abstain	Absent		Result
Bell		X					X	Approved as presented
Ellis						X		Approved as amended
Kilburn			X					
Layland	X							
Miller			X					
Northrop			X					
Tinley						X		
<b>X</b>	<b>Motion Carried</b>		<b>Motion Failed</b>					
March	Motion	Second	Aye	No	Abstain	Absent		Result
Bell			X				X	Approved as presented
Ellis						X		Approved as amended
Kilburn		X						
Layland	X							
Miller			X					
Northrop			X					
Tinley						X		
<b>X</b>	<b>Motion Carried</b>		<b>Motion Failed</b>					
April	Motion	Second	Aye	No	Abstain	Absent		Result
Bell		X					X	Approved as presented
Ellis						X		Approved as amended

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

New Business

Discussion and vote to fund a Summer Intern for up to \$2,500.

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

Fundraiser Discussion:

Patsy Downing did not renew for a second term. Motion to send Mrs. Downing flowers in thanks for her service to the Museum and City.

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

Downing will continue to lead the car show on October 16. Sponsor packets will be distributed at the July meeting. Sponsorships are due to the museum by the August Meeting. Marketing will be ready at the September meeting.

The Railroaders will not have a season this year due to the pandemic. Montero and John Junker would like to proceed with the “1906 Night” event as the main 2021 Fundraiser. Trish Kilburn suggests inviting Nolan Ryan, and Sherri Bell notes that there are a number of Cleburne natives that have become major league baseball players.

President’s Report

Long Term Goals:

- The Depot Museum – Montero is working to secure funding for the improvements previously discussed.
- The Railroad Museum Expansion – The main design is complete and has been approved by the committee and council. Brett Oaks is finalizing the material selections. The Expansion Committee will vote on tile patterns. The projected construction start is now October 16<sup>th</sup>. The closing date for the

Museum will be either August 1<sup>st</sup> or August 22<sup>nd</sup>, leaving enough to move objects out and have the asbestos abatement completed.

- Bilingual Outreach – Prior to her resignation, the former Museum Educator translated a Self-Guided Tour into Spanish.

Manager’s Monthly Report

The museum was closed for 11 weeks. All staff were reassigned to other city departments for 7 weeks. 36 scheduled programs were cancelled, plus tours and reservations that could have occurred. Future museum programs must accommodate social distancing requirements. Social Media has been the main source of outreach for both museums: Each museum posts weekly “Snapshots of History” with an image from the collection, as well as weekly “live” videos. Response has been very positive.

Layland Museum Attendance:

**February**

Individuals: 282  
 Research: 10  
 Volunteers: 1; 7.0 hours  
 Programs: 118; 5.5 programs  
 Total Guests: 411

**March**

Individuals: 243  
 Research: 185  
 Volunteers: 1; 1.0 hours  
 Programs: 646; 0 programs  
 Total Guests: 1075

**April (combined)**

Individuals: CLOSED  
 Research: 43  
 Programs: 250; 1 program  
 Total: 293

**May (combined)**

Railroad Museum Attendance:

**February**

Individuals: 156  
 Volunteers: 10; 29.5 hours  
 Programs: 32; 0.5 programs  
 Total Guests: 198

**March**

Individuals: 126 (closed March 15-31)  
 Volunteers: 2; 5.75 hours  
 Programs: 545; 0 programs  
 Total Guests: 673

Individuals: CLOSED  
 Research: 43  
 Programs: 0; 0 programs  
 Total: 43

Social Media:	February	March	April	May
New Likes and Follows:	3,166	3,208	3,279	3,327
Views:	274	544	416	305
Reach:	9,845	26,947	24,918	16,518
Engagement:	1,878	6,671	1,725	882
Video Views:	17	9,138	3,353	236

Upcoming Events

- Aug. 1 or 22 Closing Day Party – Railroad Museum
- Oct. 16 Car Show Fundraiser – Conference Center

The meeting was adjourned by Tammy Miller at 5:51 pm.