



## MUSEUM BOARD MEETING

Tuesday, September 22, 2020, at 4:00 PM  
Court Room/Council Chambers (2nd Floor) and Online

### Minutes

**BOARD MEMBERS PRESENT:** Jenny Fernelius, Keela Goudy, Elizabeth Robertson, Kim Bahr, Stephanie Taylor

**OTHERS PRESENT:** Museum Board Director Annette Bott, Museum Staff Member Katie Davis, Leisure Services Director John Bradley, Recreation Office Clerk and Board Secretary Emily Waters, City Manager Ben Reeves

#### WELCOME

**INVOCATION/INSPIRATIONAL THOUGHT:** Board Member Elizabeth Robertson gave the Invocation and Board Member Jenny Fernelius led the Board in the Pledge of Allegiance.

#### APPROVAL OF PREVIOUS MEETING MINUTES

1. Approval of August 25, 2020 Museum Board Minutes are postponed until next month

#### PUBLIC FORUM

#### NEW BUSINESS

2. Facility Hours - Individual Tours Update

Museum Board Director Annette Bott talked about how the current summer hours are finishing up and for the winter hours, they plan to keep the same days as previously, along with tours by appointment. The months for winter hours would last from October until February. Board Member Jenny Fernelius said she wanted to give everyone an idea of how many people came through the museum this summer. Overall, there were around 50-80 per month, with around 360 people total since February. The busiest months have been July and August thus far. Board Member Keela Goudy asked if the summer hours have been effective and asked Annette how she felt about the hours. Annette said that she does not think that there has been too big of a difference. Keela has noticed a difference and thinks that with everything that has happened this year, the summer hours have been very effective. Museum Staff Member Katie Davis agreed with the hours being effective and said that she thinks there would have been more people coming to the museum if we were not in a pandemic.

3. Interior Light Replacement

Leisure Services Director John Bradley said that the person who is helping with the light fixtures has started replacing lights and that the purchases have been made. The person fixing the lights has been moved from working electrical and now they are looking at who the replacement will be to fix the lights.

4. Spooky Night at Museum

Museum Board Director Annette Bott said that the Spooky night is currently planned for October, Saturday the 17<sup>th</sup>, and Monday the 19<sup>th</sup> starting at 6:30 PM. The entrance fee will be \$2 per person, each person will register and pay the entrance fee online. The Board then talked about the current dates landing on fall break and the problem that it may pose. They discussed other days that the event could be held on and decided to just leave the dates as they are presently set. The Board talked about the pricing of the event and went over how the

activities will be included with the \$2 fee; however, the food would not be. Annette gave a rundown of what would happen at the museum, there will be a spooky walk where each room will have a different Halloween theme. She also mentioned that they would need help decorating the museum and invited the Board to help. Annette asked for each person on the Board to find 2 volunteers to help each night of the event.

Leisure Services Director John Bradley asked about a marketing plan and mentioned sending flyers to schools. Board Member Stephanie Taylor suggested placing flyers in different stores, the board also mentioned having things posted online. A discussion followed about the number of people that would be allowed to come to the museum and how the overall flow of people going through the museum would work. This is for safety regulations and so that they would know how many people to allow to sign up for a slot at a time. More logistics went into how the set up would work, such as how the staff would know that people paid online and different options to check for their payment. After this discussion, John asked again how the museum can market the event. Annette said that they could use yard signs, Keela suggested sandwich Boards for advertising. Keela asked if everyone would have to pre-register or if they could just show up last minute, Annette said that the museum did not want to turn people away. Stephanie said that they could bump up the price at the door to encourage people to register online.

#### 5. Winter Virtual Programs

Leisure Services Director John Bradley talked about how during the winter fewer people would be coming to the museum. John then turned the time to brainstorm how to virtually connect people to the museum during the winter months. Museum Staff member Katie Davis said that in the winter months it would be fun to do a virtual tour of the basement of the museum since many people want to see it. Museum Board Director Annette Bott said that they could do a memory tour and have people share memories from when they attended that school. Board member Kim Bahr asked if it would be prerecorded or live, Annette and Katie said that it would be prerecorded. Kim mentioned someone potentially doing a historical talk about the people and building itself or even Santaquin. The Board then started sharing memories about the old building.

### **BOARD MEMBER UPDATES, QUESTIONS, & RECOMMENDATIONS**

Leisure Services Director John Bradley shared artwork from the Springville museum that highlights places in Utah County. He then asked about potentially reaching out to the artist to do a painting of the museum for people to purchase. John said that if people like them that they could do more historical places in Santaquin. Board member Keela Goudy mentioned that Aaron Jones has taken his art out of the museum and that they are all grateful for the opportunity to host his art.

### **NEXT MEETING DATE/TIME**

6. Tuesday, October 27th, 2020 at 4:00 PM

### **ADJOURNMENT**

Board Member Keela Goudy motioned, and Board Member Elizabeth Robertson seconded the motion. Board adjourned at 4:58 PM

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**Board Chair**

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**Recorder**