



MINUTES

SEK Museum Alliance Meeting

April 15, 2023

9:00 am – Noon

Host: Woodson County Historical Museum

Meeting location:

107 E. Bell, Yates Center, KS

Twenty people attended the SEK Museum Alliance quarterly meeting in Yates Center. SEK Alliance Board President Leanne Githens opened the meeting with welcomes and introductions.

Leanne shared announcements and updates:

- Leanne thanked the Woodson County Historical Museum for hosting the meeting.

Treasurer Jolene Born reported a balance of \$1,749.57. Upcoming expenses were the \$40 for the Kansas Annual Report. She will complete the IRS 990 filing in the near future. She is working on completing the paperwork for State of Kansas Sales Tax Exemption certificate.

Ray Rothgeb gave the SEKTR report. He had presented a Southeast Kansas Museum calendar of activities for the April to June quarter to SEKTR and encouraged members to provide him with activities for the next quarter. The SEKTR members were very interested and excited to share the activities.

Leanne stressed the importance of the museums being a member of KMA and made the members aware that Kirk Sharp was our Regional Representatives.

Gina McBride gave a communications report which centered around the new updated SEK Museum Alliance Web Site. While working on the video project the committee had asked the State Tourism group to participate and give feedback to the group. Part of that feedback was that our Web Site needed to change to a Tourism Site.

Gina previewed the revised Web Site which now opens with the header page geared to a tourism site. Visitors to the page can select a county and view a map and the museum located in that county. The viewer then has the ability to click on a museum site which if available will take the viewer to the museum's web site or facebook page.

Membership information such as our meeting minutes, members, is still listed under a SEKMA Membership tab. She has added a tab which will direct the viewer to a google calendar showing community events, and members can have their activities listed by emailing SEKMuseum with the event.

Leanne gave a "Tech Tip of the Day" which centered on doing Facebook Live. She explained about a Wilson County Historical Society video a presentation on Ghost Towns, which she had recorded via Facebook Live and then linked it to their Web Site. Her second Tech Tip was a promotional pointer on using Postermywall.com to make flyers for events. She showed an example of a poster she had made and explained the ease of using this site.

Leanne gave a “Membership Moment” explaining that we had 15 museum members to the SEK Museum Alliance, but we had 34 museums that had participated in the Passport Project in 2020. We need to do a better job of contacting and encouraging these museums to join the Alliance.

Leanne shared the work that has been done by the Video Project Committee. It has been decided that we need to focus on the history of SEK rather than the individual museums. The committee needs to determine how to market it with a brand such as “Small Towns – Big Histories – Start Your Adventure”. Similar to Kansas Tourism which advertises under “To The Stars” as their consistent branding. This brand would be used throughout the Web Site, Video, and Passport. The committee has determined the best approach would be to have the Video Project linked with the newly revised Web Site, a reissue of a passport and a short video of 15-30 seconds promoting SE Kansas history.

A passport committee needs to be formed to begin working on the next passport. Information from the first passport can be used and just updated, however, it was discussed that to be part of the new passport, museums should be members of the SEK Alliance. The timing for the passport would be to issue the first of the year of 2024.

The educational program was Leslie Van Holten from Humanities Kansas. Leslie discussed the resources available to museums from Humanities Kansas, giving examples of some of their projects. She talked about the Speakers Bureau and how it worked. She then explained the Kansas Humanities Grant Programs. A museum can only have one open Humanities Kansas grant at a time.

Cultural Presentation Grants of up to \$3,000 are awarded three times a year. They require a project consultant and a technical expert on the project. Action Grants of up to \$3,500 are awarded on a rolling calendar deadline and are used to attract people to come to the museum. Humanities for All grants are up to \$10,000 and the deadlines for those are May and September. Projects such as panel discussions, presentation series, documentary films are example of things these grants could be used for.

Six tips she gave when seeking a grant 1) Know your budget and document it 2) Provide the plan for how the grant funds will be used 3) Read and Follow the Humanities Kansas guidelines 4) Submit a draft for review 5) Provide a clear narrative 6) Answer potential questions in the write up.

Host from Woodson County Historical Museum gave a short introduction to their museum and some of the wonderful projects they have done. The museum is open June-July-August and by appointment. They maintain files on families in Yates Center and encourage people to add to them. They have five meetings a year, where the museum presents information to the community.

The next meeting will be held September 9 at a site to be announced. Leanne mentioned we need hosts for the September and November meetings.

Respectfully submitted,

Carol Staton, Board Secretary