



MINUTES - SEK Museum Alliance Board Meeting

August 10, 2023

Fredonia Public Library, Fredonia, Ks.

Board members present: Leanne Githens, Gina McBride, Carol Staton, Ray Rothgeb, and Jolene Born.

President Leanne Githens called the meeting to order at 9 a.m., with 5 members present.

Ray moved to approve the agenda. Jolene seconded the motion. Motion carried.

The minutes of the June 29, 2023 board meeting was reviewed. Ray moved to approve the minutes as presented. Gina seconded the motion. Motion carried.

Discussion was held on the SEKMA getting a debit card to pay for expenses. Gina gave the example of paying for WIX fees for website, and it would be much easier to use the debit card than her paying and then being reimbursed. The Treasurer could hold the card but the number would be available to Board Members to use for purchases. Leanne moved and Carol seconded to get a debit card which would be held by the Treasurer. Motion Carried.

Financial Report –

Jolene Born presented the Treasurer's report. The checking balance as of July 31, 2023 was \$1,954.57. She had received 2024 dues from Martin & Osa Johnson after July 31, giving us a balance of \$2,104.57. Carol moved to approve. Ray seconded the motion. Motion Carried. Gina said that she had made an additional membership payment on Venmo for Dale McBride so that they would transfer. However, Jolene didn't show them in the account. Gina and Jolene will work together to be sure it is set up to pull over to the checking account.

Jolene reported we had 10 individual memberships and 20 museum memberships. Discussion was held on how to maintain 1 master membership list that could be accessed and updated real time, so that anyone on the Board could see who were paid members. Gina showed an example under Google Docs that would allow Board members to see paid members.

Ray gave the membership committee task and timeline information. The membership committee consists of Ray Rothgeb, Phyllis Bitner, Jolene Born, Cindy Dent, Gina McBride and Cindy Morris. The committee is currently making contact via an email to each SEK Museum inviting museums to renew and or prepay 2024 membership. They are following up with one-on-one phone calls between August 3-15, to make sure everyone received the email, confirm contact information and discuss the upcoming 2024 Passport.

Ray gave the SEKTR Report from the Mound City meeting. He updated them on the video, passport and website project. Ray mentioned that it was discussed by Emporia, that they were beginning to publish things in Spanish and English.

OLD BUSINESS:

- **Meeting for September 9, 2023**
 - o Confirmed that Parson Historical Museum will host the meeting at the Farm Heritage Building on museum stie. Parsons will provide box lunches. Program has been confirmed that Chris Wilson, Communications Manager of "Explore Crawford County", will be our speaker. Presentation will be "Market Your Hook".

- Reviewed the Agenda for the Meeting.
 - Meeting Day – Change from Saturday to Monday
 - New Dates would be November 13, February 12 and April 8
 - Need Hosts for these
 - Museum Moment – Tip of Day – Jolene will do games for kids
 - Membership Moment – Ray will commit on calls
 - Marketing Project Update- Video contract signed – Passport submission date of October 15, must have paid 2024 dues.
- **Program Suggestions**
 - Leanne had followed up with Marcia about Oral Histories, which was a topic discussed at the last board meeting. Marcia had not had any luck getting a speaker.
 - Carol suggested a How To Round Robin type Workshop for a meeting, where participants actually had hands on, setting up a QR Code, setting up a VenMo account, doing a Facebook Live.
 - Another topic discussed was Has Your Museum set up an Emergency Operation Plan in case of fire, tornado.

NEW BUSINESS:

- **Marketing Project – Passport – Video Updates**
 - **Passport 2.0 Project**
 - Bid from Joanne at SE Kansas Living Magazine was \$4,850 for 5000 copies.
 - A grant to Freedom Frontier will be submitted through Jolene of Osage Mission Museum after August 11.
 - Discussion was held on the timeline for the project. Letters will be mailed mid-August to museums with information to be submitted by October 15.
 - **Video Project Committee Report**
 - Video Bid selected – Prairie Nation Creative LLC at a cost of \$5,500
 - This will be for one 5-6 minute video and two 15-30 second videos
 - We will need to provide voice-over talent and script – names were suggested for the voice over and the script writing.
 - Two grants have been completed requesting funds - \$3,000 from Freedom Frontiers was submitted by Wilson County Historical Society and a Ks Tourism grant requesting \$3,640 – a 60/40 match – submitted by SEK Museum Alliance.
 - Leanne shared the budget that had been prepared for the Video Marketing Project. She also shared the Short and Long Term Marketing Plans developed.
- **Next Steps**
 - Membership Campaign – discussed above
 - Collect Passport Submissions
- **Rack Cards**
 - Discussion was held on the purchase of new rack cards with a change to incorporate the “Small Towns – Big Histories” logo at the top of the card. Pictures would be changed to remove Little House on the Prairie and add Howard Benson Museum. Current quote is \$225 for 500 – Carol moved and Leanne seconded to purchase 1500 cards if within our budget.

Next board meeting will be October 5 at St. Paul. Ray moved we adjourn, Jolene seconded.