



MINUTES - SEK Museum Alliance Board Meeting

January 10, 2024

Independence Historical Museum and Art Center, Independence, Ks.

Board members present: Leanne Githens, Jolene Born, Gina McBride, Gila LaRue, Ray Rothgeb. Absent were Carol Staton and Lenoir Rowland. Gina agreed to take meeting minutes in Carol's absence. In December, the meeting was rescheduled for one day later than originally planned, which was beneficial due to the poor weather conditions on Tuesday.

President Leanne Githens called the meeting to order at 9am. Ray made the motion to accept the agenda and Gila seconded, motion carried.

Minutes of the December 5th Board meeting were reviewed. Some revisions were needed, so those were noted. Ray moved to approve the minutes as amended. Gila seconded; motion passed. Gina will send the updated version to the Board.

The proposed amendments to the By-laws were sent by Ray prior to the meeting for Board review. Those amendments were reviewed and approved by the Board as written. Ray moved to email the proposed By-law amendments to the Alliance for the 30-day notice by tomorrow, January 11th. Jolene seconded the motion, motion carried. Gina read the draft of the email she had prepared, and the Board helped finish it, so it will be sent tomorrow.

Financial Report –

Jolene Born presented the Treasurer's Report as of January 10, 2024. The checking account balance is \$8,428.29. Gina made the motion to approve the report, and Jolene seconded; the motion carried.

Ray presented the membership report. Currently we have 52 members with 49 of them participating in the Passport. There are 14 other museums in the region that are not members. The Board hopes that they will choose to join and pay dues by the March 31st deadline, even if they are not in the Passport. The email going out tomorrow will also welcome new members, so that may spark some interest as well.

Ray gave a SEKTR Report—The SEK tourism group is still meeting and supporting the Alliance, but he had nothing new to report.

OLD BUSINESS:

- Marketing Project—Passport, Video, and Website Updates were provided.
Website: Gina showed the Board the updates she is working on. Rather than call the tab "Specialty Tours," it will be "Special Interests", so there is no indication that visitors can purchase tours. She showed several pages with related photos, and how the cities listed would have links to their own social media sites. The Board suggested that the museum be named if that town had more than one museum in it. They also suggested adding the following phrase somewhere: "Museums have self-identified as having significant exhibits, information and history on these interests." The County Seat tab only has a few listed, but Gina felt it would be best to list every city from every county so visitors will have that information. Ray agreed and said it will help create a relationship with every county in the region. The County Seat link would go to the city's website. At the Alliance meeting, Gina will show everyone the website and have them contact her if there is a better website than what she has linked, perhaps a chamber of commerce site instead of the city site. Ray asked that a video tour page be added right away, so the video link can be established and be sent to Whitney to put into the Passport. We can say the page is under construction now, but we could make mention of the grants and funding, and that we are excited

to make SEK a tourist destination. *{Gina added this page after the meeting and will update it later}*. The Board liked the format, so Gina will continue to work on the pages and have it ready asap. She will have it ready to share at the Alliance Meeting in February.

Passport: Ray provided a draft of the Passport for Board review. A few small changes were discussed, but overall, it looks great. Ray moved to approve the final draft of the Passport with the corrections and improvements as discussed. Jolene seconded the motion. Motion carried.

Video: Leanne updated us since Ashley is no longer working at IHMAC and Leanne has taken over her role as Committee Chair. Leanne read the email from Michael, which says to expect a draft this week. She will send it to the video committee to review and plan a Zoom meeting to discuss it. The contract includes one revision, so the committee will need to review it thoroughly to avoid any additional revisions & fees. The second phase fee is \$1500, which is due now. Leanne will work with Jolene to get that payment made when the video draft is received.

- Our next step is to create a press release and determine how to market and distribute everything. It was suggested to create a Marketing Team to assist with the video, passport, rack cards, etc. We will need to develop some direction or task sheet with the expectations and goals. We will ask for people to join this committee at the next Alliance meeting, as we likely have several members with these skills that will be able to help. Leanne will start an email conversation with the video committee and others with experience, so that the form can be created together.

NEW BUSINESS:

- Gina verified that we do want to continue sending the Host Packets out so postcards can be mailed for meeting reminders. We discussed and decided to send postcards to all museums, not just paid members, in hopes it may entice non-members to join. We will include the business members, but not the individual members since they are associated with museums or on the Board. Gina advised that we need to order more postcards, as we only have enough for two more mailings. The Board directed her to reorder 2 years' worth of postcards.
- Leanne a meeting survey to get input regarding times and locations for future Alliance meetings. The Board had nothing to change on the survey. Ray will create it using Survey Monkey so Gina can email it out before the Feb meeting, so we can have some data to report on. Leanne will print off copies to have at the meeting as well. We hope to be able to confirm the results before the meeting ends.
- 2024 Meeting Dates & Locations
 - Monday, February 12, 2024
Location: Gordon Parks Museum
Partnering with Ft. Scott National Historic Site and Lowell Milken Center to host
Program confirmed: Kellie Orender, KS Tourism (will suggest members bring laptops to follow along with Kellie)
Agenda:
 - Discuss the Osage Trail Byway from Roger Pruitt. Leanne will send Gina a copy of the PDF proposal. This will be sent out prior to the meeting, so members can review it and we can see who wants to be involved.
 - Review and adopt By-law amendments
 - Discuss Meeting survey results
 - Marketing Project updates:
 - Premier the video
 - Potentially hand out new Passports or discuss later distribution
 - Gina will show the website at the meeting, highlighting Special Interests tab

- Monday, April 8, 2024

Location: Ray moved to approve LyCygne, Gina seconded. Motion carried.

Program: Discussed Trea Johnson from the Ks Historical Society, about educating and the influence of the KSHS on museums.

Another option is Ed Glenn from Republic County, about displaying decades. This program was at KMA this year. *{Leanne later confirmed that Trae Johnson would be able to attend.}*

- Gina has several drafting blueprints that are for buildings in the Alliance area. The Bartlesville History Museum wanted to get them to the proper owners. She will bring them to the Alliance meeting and ask for a volunteer to help distribute them. She will explain that they need to be picked up or they will be destroyed.

Next Board Meeting Date

- The next Board meeting will be on Tuesday, March 12th in Independence, starting at 9am. Jolene will supply snacks for the meeting.

Adjournment

- Jolene moved to adjourn the meeting and Gila seconded. Motion carried. The meeting adjourned at 11:55am. Ray thanked Gina for the food today and her work on the website.

Submitted 1/15/24 Gina McBride, SEK MA board member