



## MINUTES

SEK Museum Alliance Meeting

September 9, 2023

9:00 am – Noon

Host: Parsons Historical Museum

401 S. 18<sup>th</sup> St., Parsons, KS.

Thirty-two people attended the SEK Museum Alliance quarterly meeting in Parsons, Ks. SEK Alliance Board President Leanne Githens opened the meeting with welcomes and introductions.

Leanne shared announcements and updates:

- Leanne thanked the Parsons Historical Museum for hosting the meeting
- KMA Conference is in Hays on November 6-8. Leanne had purchased SEK Museum Alliance buttons for members to wear at the Conference
- SEKMA had purchased advertising at the Kansas State Fair on the SkyRide
- Discussion was held on changing the meeting date from a Saturday to a Monday. Leanne took a show of hands on how many would rather meet on a Monday. The majority liked the Monday meeting date.
- Reminder that November would be our annual board meeting election. One new board member from the West and East Region and the At-Large position will need to be elected. Current position holders are Leanne Githens – West, Jolene Born – East and Marcia Taylor Trump At-Large.

Communications report given by Leanne in Gina's absence. Reminded people to look at the Web Site for membership applications, Board Minutes. She also reminded about the Website having an Event Calendar for special programs going on at member museums.

Museum Moment – Jolene Born gave an example of Bingo cards she uses at her museum to entertain young and older children who visit the museum. Also a few other museums gave similar ideas.

Treasurer Jolene Born reported a balance of \$2,763.21 as of August 31, with deposits outstanding, that would bring the balance to \$3,435.53.

Membership Moment – currently have 21 members for 2023, and 10 individuals and currently taking 2024 dues. Reminder that in addition to your check we need the Application for Membership completed,

Video Project Committee.

Leanne introduced Ashley Hovell the chair of the committee. The team had met and requested bids in June. The Kansas Tourism Group provided a list of vendors and the request for bid was sent to 6-7 vendors. They got back 4 or 5 bids. The bids ranged from \$2,500 up to \$8,000.

The vendor selected was Prairie Nation Creative LLC. Their bid includes 1) A 5 to 6 minute video, 2) 15-30 second ad 3) Social Media Ad that can be used on Chamber Websites, KS Tourism Sites, Museum Website. They have a large social media presence and they will promote us on their site. Their bid was \$5,500 with additional costs estimated for Lodging - \$1,000, Script Writing - \$750, and Professional Voice Over of \$600. Income sources for the video are a \$3,000 grant from Freedom Frontier, and \$3,640 Kansas Tourism Markiang Grant, \$710 funding from the SEK Museum Alliance and \$500 from Museum

Participation Fees. Currently don't believe we will have to charge a fee to members as the grants will pay for most of the costs. The Tourism Grant was a 60/40 grant with in kind donations making up 50% of our share. The grant will pay partial at time of award-midway and at the end of the final product. The Frontier Freedom Grant is 50% up front and 50% at close out. Because of the payment schedule on the grants we will need to use Alliance funds before being reimbursed.

Timeline for the Project - Signing of the Contract with Prairie Nation Creative LLC on September 15. Work on the Story-Narrative begins at that time. During September and October they will be doing location shooting. November will be editing of video and December video should be out for final approval. Release Date of Video in February, 2024. The project needs to represent everyone – not just large not just small.

#### Passport Project

To be included in the Passport a Museum must be a paid member in 2024. Deadline for submission for the passport is October 15. Each participating museum must purchase 25 passports, but can purchase more. Passports are free to the public and there will not be a contest with the 2024 Passport. Leanne stressed the contact information provided in the Passport for each museum, must be current and someone will answer the phone. The Alliance will provide each participating museum with a stamp to be used on the Passport. Passport Information due by October 15, with payment, November they will be sent to printer, December the Passports will be delivered and January 2024 they will be ready for distribution. Currently plan to print between 3,000 and 5,000.

#### Web Page and Speciality Tours

Leanne reminded everyone about the SEK Museum Alliance Web Page and how it advertises museums by County. She talked about the idea of developing Speciality Tours – when multiple museums have the same core exhibit, we could build a driving tour which advertises each museum for that same core exhibit. Complete this form showing your museums top 5 significant displays and return with passport information or before.

Rack Cards- Leanne had the new rack cards available for every one to pick up. Carol Staton led the discussion of museums Success & Challenges.

Chris Wilson, Communications Manager, "Explore Crawford County" gave a program on "Market Your Hook". Discussion included how to 1) Protect Your Brand – confirm domain ownership, update google profiles, 2) Your Hook – identify emotions you want your guest to feel – what exhibits anchor your museum 3) Eliminate Excuses – how to get your events published and out on social media 4) Connect – be sure you are on KS. Tourism Mailings, Travel Talk, Humanities Kansas publications. 5) Go All In – Listings on state travel guides – Boost Facebook Posts.

The Host Presentation was given by Parsons Historical Society. They explained their buildings and the major exhibits they had. The Parsons Historical Society provided box lunches.

Next meeting will be November 13, 2023

Respectfully submitted,

Carol Staton, Board Secretary