



## MINUTES - SEK Museum Alliance Board Meeting

August 12, 2021, 10am - Noon

Cherryvale, KS

Board members present: Ray Rothgeb, Leanne Githens, Gina McBride, Jolene Born, Ed Born, and Carol Staton. Terri Harley was absent.

President Ray Rothgeb called the meeting to order at 10am, with 6 members present.

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

The minutes of the July 14 board meeting was reviewed and accepted as presented.

### **Financial Report –**

In the absence of Terri Harley, Ray presented the financial statements since our previous meeting. The balance on hand as of 07/19/21 is \$1,382.43. Carol made a motion to approve the financial statement. Jolene seconded the motion. Motion carried.

### **September 11 General Meeting Plans –**

- It was noted that the KS Historical Society Preservation Conference is also occurring on our chosen date and that might present a conflict for our program presenter. However, it was discovered that the conference will be online only and Chris Wilson will now be available to present a program on Public Relations and Social Media Basics.
- Allen County Museum in Iola volunteered to host and filled out the application form.
- Ray presented a general meeting presentation guide he has created, to help establish some professional standards for the programs. Leanne moved to approved the Presentation Guide. Gina seconded the motion. Motion carried.

### **Future General Meeting Programs and Locations:**

- Discussion was held with the following suggestions:
  - o Nov. 13 – Cherryvale – focus on the Driving Tours and possibly Kelley Hilliard on website development
  - o Feb. 12 – Ft. Scott – possibly a program by KMA
  - o April 9 – Sedan – Andy Taylor
  - o Sept. 2022 – Burlington

### **Passport Project –**

- Discussion was held on collecting testimonials, including photos or visitors, from Facebook for use in promotions in the newsletter, etc.

### **President's Report – "What I Learned About SEK Museums"**

- Ray has personally contacted almost all museums regarding completing the Passport Project survey. He noted problems with museums being committed to being open the hours they have publicized they will be. The small museum community is in a real time of opportunity to transition the focus from being a "repository of artifacts" to an "attraction with entertainment value". Perhaps a future program on that topic can help.

### **SEK Museum Cups –**

- Ray presented the possibility of selling mugs with the SEKMA logo and various colored handles. They would be sold to museums in lots of 6 for \$58, and the museum can sell them for whatever price they set for their own profit. Gina moved to purchase 108 mugs for \$637. Jolene seconded the motion. Motion carried.

### **Museum Driving Tours –**

Carol presented a proposed Driving Tour project for 2022. Her handout includes driving tour program guidelines and three phases.

Phase 1 – Develop tour content for your local museum location

Phase 2 – Develop tours partnering with another museum

Phase 3 – Driving tours for SEK Museum members

She suggested using a tour theme as a “hook”, for example: Pioneers, Aviation, etc. Board members are to come up with catchy slogans for the driving tour project and email them to Carol. The project will be proposed to the membership at the September meeting.

**501(c)3** - No update

**Web Page** – No update

### **SEKTR Report –**

Ray reported that he has been attending the meetings and has distributed some grant information.

### **Other – Board Elections**

Discussion was held regarding the election of board members at the November meeting, and the need for staggered terms.

The **next Board Meeting** will be held Thursday, October 14 at 10 am at the Catholic Hall, Cherryvale.

Jolene made the motion to adjourn. Leanne seconded the motion. Motion carried. Meeting adjourned at 12:15.

Submitted, Leanne Githens, SEK Museum Alliance Board Secretary