Emery County Museum Board Meeting

Date: January 27, 2021
Time: 5:00 p.m.
Location: 75 East Main Street Castle Dale, Utah

<u>In Attendance</u>: Adriana Chimaras, Christine Jensen, Dawnette Tuttle, Ellen Finn, Tiffani Baker, Talma Peacock, Randy Jensen and Commissioner Kent Wilson.

1. **Approval of minutes: Thursday, Oct 29, 2020**
   Christine made a motion to approve the minutes. Ellen seconds the motion. Motion passed.

2. **Discussion of the financial report: Nov 2020**
   Adriana stated we haven't received December's financial report yet. They do not put our donations on a separate line item. We did do a list of COVID related expenditures for the County to submit to the Cares Act and we received that money back. There is also a grant we can apply for that would help with loss of revenue. The Cares Act covered wages and supplies related to COVID, this other grant would help with loss of revenue.

3. **Discussion of Museum Updates:**
   a. **Museum Staff:** Just Laura and Tifani right now. We will bring Nancy back when we start getting busy again.
   b. **Maintenance:** We do not have a lot of projects for Joe right now. Tiffani can tell him we do not have projects and he doesn't need to come in. In March they will start back up with the lawns.
   c. **Visitation: Nov 2019-316 vs 2020-101, December 2019-212 vs 2020-142:** Visitation is down. Tiffani thinks it may be COVID related. Also, it has been cold so we are not having as many campers.
   d. **Marketing: Rebranding project underway:** Adriana reported that the Travel Bureau has hired Utopia TV, they have done commercials for us in the past, this time we will be doing a commercial for the museum. Tiffani has been working on the script. The rebranding project is underway. We found a company that will do graphic design pro bono. We should have some concepts by next month's meeting. We have a few t-shirt designs we are working on. Our t-shirts did very well last year.
   e. **General:** Family day will be a virtual event this year. We are rearranging the gift shop so we can extend it out to the walkway. We've talked about doing a sci-fi event in October, board members were in favor of doing this event so Tiffani will start planning.

f. **Collections:** Tiffani stated Jay Frandsen's stuff is done. We are going to start ordering one new case a year. We will be getting new software to do cataloging.

4. **Update/Approve/Deny New Pricing Structure for Visitors:** Research showed that people who paid for experiences like going to museums felt like they had a better experience. Randy made a motion to approve the fee of $5 for adults, $2 for youth 2-12, 2 & under free, and school groups free. Commissioner Kent Wilson seconded the motion. Motion passed.

5. **Update/Approve/Deny Possible Recommendation of the Following:**
   a. **Emery County Travel Bureau:** Adriana-The Destination Development Plan has been finished, if you would like a copy talk to Adriana. We will be hiring an employee in Green River, we have interviews this week.

6. **Discussion of Old Business.**
   No comments.

7. **Discussion of New Business.**
   No comments.

   Adjournment.