

Operations Board Meeting February 6, 2023

1200 West 35th St, River Level



Date and Time **February 6, 2023**

Start: 12:00 PM

End: 1:04 pm

Attendance

Jerry Thomas, Kath Thomas, Dylan Hoffmann, Mary Ann O'Rourke, Sari Breslin, William Derrah, Nancy Michael and Ariana Rubin

AGENDA FOR MONDAY, February 6, 2023

1. Approval of January 3, 2023, Minutes
2. Operations Chair Report—Goals for the new year
 - a. Meetings
 - i. CMMFestival Meeting Tuesday 2/7/23
 - ii. Volunteer
 - b. Exhibits
3. Collections: Dylan
 - a. Acquisition Proposal
4. Event Planning--Kath
 - a. Upcoming events
5. Communication Committee Report—Mary Ann
 - a. February Newsletter
6. 3rd Fridays—Jim
 - a. Upcoming 3rd Friday
 - b. January 3rd Friday Debrief
7. Membership--Ariana
8. CMM Store--Ariana and Kath
9. Old Business
10. New Business

Approval of January 3, 2023 Minutes

Nancy moved to approve the January 3rd minutes as distributed. The motion was seconded by Kath and passed unanimously. January *minutes are ready for posting*.

Operations Chair Report

Jerry stated our most important goal this year is to raise more money. Kath, Jerry and Mary Ann confirmed the CMMFestival Meeting will be February 7th at noon. Jerry will contact Tom Kastle and send him a recording of the meeting. Jerry also confirmed our next Volunteer Program Meeting on February 13th at noon to go over the Best Practices for CMM's Volunteers. Nancy asked to join the next meeting. Jerry confirmed our goal is \$100K again for the festival. Jerry, Sarah, and Ariana will continue to pursue grants. To build 1-2 new exhibits, the board approved raising 250K.

Ariana said the fridge is up and running and the next priority is to buy an extended warranty for around 3-5 years. Trigg previously offered to bring a mini fridge which Jerry suggested can be used separately to store food items specifically targeted for events.

Collections Report (Dylan)

Dylan moved to accept books from Nancy. Kath seconded. The motion passed. Dylan also reported that intern and volunteer Colin is back and has agreed to volunteer on weekends. During downtime, he can work on collections. Jerry stated that we want two people at the museum on weekends. Daniella has been accepted into Oxford and will remain at the museum until she leaves for England in the fall.

The American Alliance of Museums (AAM) included our map program for their 2023 brochure which provides good advertising and professional recognition amongst other museums in the country. Dylan has a copy of the PDF and will distribute it to the Operations Committee.

Event planning- Kath

Will Sofrin requested to run a couple of programs at the museum. After speaking with him, Kath reported that he does not need an honorarium. The programs will be for his book *All Hands on Deck*. One program will be a ticketed, afternoon event for children. The second one is an evening event for adults presenting a video of the discussed ship and a book talk. He is planning for a Saturday in May, but the date is still undecided.

April 15th is set for the Marine Electronics Seminar. The presenters invited many of the Milwaukee policemen who have enrolled in the class. Kath suggested we offer a 10% ticket discount for museum members who would like to enroll. The event will take place from 4-6pm.

Mary Ann inquired about our pricing process and how it is decided for each group. Kath said the fees vary depending on set up, number of guests, refreshments, and cleaning. Kath requested more volunteers to participate for a bigger presence in the gallery.

Mary Ann suggested creating a brochure for the museum, and Kath proposed uploading the events contract on our website. Mary Ann specified that we are only advertising the space for maritime related groups for outreach.

Communications Committee Report – (Mary Ann)

Mary Ann reported that the February newsletter was distributed to the mailing list. Ariana will publish an e-blast promoting the next Third Friday lecture.

3rd Friday- Mary Ann

Mary Ann informed the committee that our upcoming Third Friday presents Save the Lighthouse featuring Kurt Lentsch. Jim is currently communicating with a photographer from

Friends of the Chicago Lighthouse who might participate. Mary Ann suggested we participate more with lighthouse groups.

Ariana went over sales numbers for January's 3rd Friday. Jerry said we should focus on bringing more guests to the lectures and raise our ticket sales. Ticket sales should cover refreshments costs. There is no need to raise the prices, but everyone should be purchasing tickets. Mary Ann suggested creating signs for ticket sales.

Dylan recommended leaving extra time in the beginning for technical difficulties since he noticed presenters usually need time to get their slides to work. Jerry noted that this has been our policy, and agreed that it is critical to a smooth presentation.

Membership- Ariana

Ariana reported our total membership and visit numbers for the month of January. Ariana inquired about providing guest passes to bring in more visitors. Kath moved to include guest passes for the Supporting Membership level (\$100+). Nancy seconded. The motion passed.

Mary Ann asked why we are not part of museum campus or the museum free days. Bill explained that free days are part of the agreement for being on city land which CMM is not. Sari proposed doing one free day a month during the week to bring in more visitors.

No one has acted yet to look into reciprocity for other museums. Mary Ann suggested looking at museums focusing on the Great Lakes, specifically seeing if we have connections with Mystic Seaport.

CMM Store

Ariana updated the committee on ordering Jocelyn Green's book *Drawn by the Current*. Jerry said the budget for the CMM Store is \$1,000 for the year, exclusive of event related purchases, since event fees should bring in enough money for such purchases.

Mary Ann suggested selling gender neutral t-shirts with our logo to advertise. The committee decided to schedule a CMM Store meeting to talk about this in depth. Kath requested a print pdf of the museum's inventory. Ariana said she will organize and rename store items in PayPal and Quickbooks and send a copy over to Kath.

New Business

Sari inquired about the museum's policy for school visits. Although we do not currently have any policies in place, we do need one. Sari has already researched field trip guidelines and will continue to do so to create a proper field trip policy for the museum. Jerry said to focus on what we should charge. Sari will put together a proposal to review.

Dylan said we are participating in/hosting Chicago River Day on May 13th. He pointed out that service learning is a great way to attract visitors, specifically with kids and community service. Dylan will follow up with the Bridgeport Art Center about sponsoring and providing volunteers.

Meeting adjourned at 1:04 PM

Submitted by:
Ariana Rubin