

MINUTES OF THE MEETING - EMILY KNAPP MUSEUM

August 22, 2018

Brockport Village Offices

127 Main Street

Brockport, New York 14420

CALL TO ORDER: 6:28 p.m.

PRESENT: Allan Berry, Dan Burns, Alicia Kerfoot, Norm Knapp, Chris McCabe, Pat O'Brien, Karen Owen & Sue Savard.

APPROVAL OF MINUTES: Motion made by Alecia Kerfoot, seconded by Chris McCabe that the minutes of the July 25, 2018 meeting be approved as prepared. The motion was unanimously approved.

DISCUSSION ITEMS:

Project Prioritization Exercise
What's going well and should be continued?

- ▶ **Publicity and Special Events**
 - Promoting Museum
 - Lots of publicity
 - Publicity garnered via Tri County News
 - Special Events
 - Tours
- ▶ **Board**
 - Well organized meetings
 - Good attendance
 - Board attendance
- ▶ **Collaboration (Morgan Manning/SUNY, Village Board)**
 - SUNY collaboration
 - Collaboration with SUNY and MM
 - Relationship with Village Board and financial situation
- ▶ **Volunteers**
 - Using volunteers
 - People with skill sets we need volunteering to work on projects
 - Increasing volunteers
 - Energy of volunteers engaged in projects
- ▶ **Museum open more often**
 - Increased hours
- ▶ **Donations**
 - Increased number of private donations
- ▶ **Displays**
 - Street of shops
 - Store fronts
 - New exhibits e.g. Street of Shops, Helen Hastings
 - Organized files
 - Organization of items
 - Organizing museum
 - Displays updated

- Getting rid of duplicate items
- Up-keep of building new door etc.
- Adopt a picture
- New finds
- Deaccessioning and using funds for projects
- Refurbishing rooms

What are we doing that isn't working but is important and needs to be improved?

- ▶ **Space**
 - Access for disabled
 - Cleaning more frequently
 - Storage space for artifacts not on display
 - Reaper Room air conditioning
 - Accessibility
 - Accessibility of space
 - Heating and Cooling
 - Heating/Cooling and Maintenance
- ▶ **Recognition**
 - Decreasing number of volunteers
 - Recognition of everyone's contribution not just one or two people
- ▶ **Public School Outreach**
 - School connection
 - School visits
 - Public School liaison
 - Getting school children to attend
 - Involvement of Brockport Public Schools
- ▶ **Planning**
 - Financial Support ongoing not just special donations
 - Communication with Village officials
 - Focus on goals for the year
 - Need a plan to guide us
 - Involve board in decisions
- ▶ **Outreach**
 - Outside exhibits and programs
 - More effective promotion of ELK
 - Fundraising
 - More signage
 - Generating visitors
- ▶ **Hours**
 - Number of hours and times museum is open
 - Hours of operation sufficient?

What are we doing that isn't making a difference and should be stopped?

- ▶ Discussing things, we have no control over
- ▶ Afternoon hours during the week
- ▶ Picking on our director

What is missing?

- ▶ **Events**
 - Someone to be an event planner
 - Holding classes

- Sponsoring speakers
- A major effort re Helen Hastings
- Holding demonstrations
- ▶ Volunteer skill set
 - Number of volunteers who make a real commitment
 - Better informed volunteers
 - Reward and recognition opportunity for volunteers
- ▶ Village Historian
 - Play a leading role in the work of ELK
- ▶ Heating and Cooling
 - Inability to have late Fall and Winter Programs due to the lack of heat
 - Not open times of the year when schools could benefit
- ▶ Publicity
 - A good website
 - Wider publicity
- ▶ Board Development
 - An event just for us
 - Communication among board and volunteers other than at board meetings

Pareto Analysis Results/Number of votes:

- ✓ Events – 8
- ✓ Space – 6
- ✓ Public School Outreach - 6
- ✓ Outreach – 6
- ✓ Board Development – 3
- ✓ Planning – 2
- ✓ Publicity – 2
- ✓ Recognition – 1
- ✓ Volunteer Skill Set – 0
- ✓ Historian – 0
- ✓ Museum environment - 0

UNFINISHED BUSINESS:

- ✓ rack cards
- ✓ Helen Hastings project

OTHER: Given the fact that the meeting was dedicated exclusively to the discussion of a Process Prioritization Exercise there were not other items on the agenda.

ADJOURNMENT: Meeting adjourned at 7:20 pm on a motion by Norm Knapp that was seconded by Chris McCabe and unanimously approved.

NEXT MEETING: September 26, 2018

MINUTES SUBMITTED BY: Allan Berry, Secretary

