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