**August 6, 2019**

1200 west 35th St, River Level

Meeting started at 12:06 pm

Attendance: Ked Fairbank, Dylan Hoffman, Don Glasell, Gerald Thomas, Glenn Braun, Renee Kreczmer, Stan Mehaffey, Mary Ann O’Rourke, Jim Jarecki, Doug Walker, Lorraine Freeman, Levi Moore

Next meeting: Tuesday, September 3 at 12:00pm

**Agenda:**

1. Attendance
2. Approval of the Minutes of the June 4, 2018 meeting
3. Communications Committee report (Mary Ann)
   * Newsletter
   * Eastland event coverage
4. Marketing
   * New Website
     + Suggestions
   * Model Building Classes
     + Website?
     + Brochure?
   * Google Ads
     + Solicit maritime artifact donations
     + Promote events
     + Promote visits to CMM
5. Education Committee (Ked)
6. Membership & Attendance (Ronnie)
7. Event Plans (Kathleen & Jim)
8. Curatorial Report (Don)
9. Audit
10. Old Business
11. New Business

* Sunday Opening
* Open House: Oct 19-20

**Opening Statement: An acknowledgment from the Board of Directors-** The Board would like to acknowledge the Operations Board Members/ Volunteers of the CMM for the tremendous amount of work and unwavering commitment they have done all these years. Our organization could not have grown to where we are today without them and for that the Board of Directors say, “THANK YOU!”

**Approval of June Meeting Minutes:**

June minutes are to be postponed for posting. There are still revisions that must be made and will be sent to the OPB for further review. We will wait to approve the minutes until the September meeting.

**Communications Committee Report:**

**Newsletter-** Lorraine has the newsletter and will work on the design.

“Volunteer Corner”, an interview segment of CMM volunteers reflecting on their work, should be continued in the Newsletter. Mary Ann will create a list of names, starting with the operations board, and call upon the chosen “volunteer- of- the- month” to conduct an interview.

**Eastland Event Coverage-** The leading article for the Newsletter is about the Eastland event. The new Eastland film itself gained much publicity; unfortunately the newly expanded Eastland Exhibit did not. Mary Ann has been in contact with several writers (such as Rick Hogan and Ted McClunnen) who wrote articles about the Eastland documentary asking them to add recognition of the CMM and the new exhibit, as well as correcting other CMM related information in their articles.

Additionally, Jerry makes a request that in the Newsletter article about the Eastland event Captain Dave should first be mentioned as CMM Board member THEN the producer of the film.

**Marketing:**

**New Website Suggestions-** Many suggestions were emailed to Ked. There are many things, however, from the current site that have not been transcribed to the new site such as written content in our collections and archives section, as one example.

More Ideas:

* An additional tab for Education should be added to the website with content about teacher training session and an available pdf version of our education curriculum assessable for download. Renee thinks that it is a very good idea to make the curriculum accessible to the public.
* Mary Ann feels the new website should have our Facebook content on the main home page (as it is on our current site).
* An “Our Museum” tab should be added to showcases our current museum sections with pictures or a virtual 3D tour.
* Create a section dedicated to the Bridgeport neighborhood and advertisement of local places.
* The Collections page must be updated with information on the artifacts we KNOW we have.
* A drop down list with “HOW DO I…?” should be added. The drop down list will be comprised of at least three basic questions such as, “How do I join?”, “How do I donate?” and, “How do I participate?” completed with a link that will take the person directly to page(s) that answer the specific question.
* Model shop class information will be added to the website.
* The names listed under “Operations Board Committee Members” must be reviewed (and possibly revised) as to accurately recognize the deserving members. There are certain criteria that should be followed and voted upon every year. If one cannot fulfill their commitment then they will be removed from the Board. Jerry and Doug will create a list of OPB member criteria first and then we will determine which names should either be added or removed for the list.

Ked and Mary Ann will create a summary of ALL the submitted suggestions (including the ones stated above) and report the desired changes to the web creators.

**Model Building Classes (website/ brochures)-** Classes will begin in September. Both yacht clubs in Chicago need to advertise the classes.

**Google Ads (socialite maritime artifacts donations/ promote events and visitation)-** $10,000 free advertising.

**Education Committee:**

A gentleman from Grant Crowley’s boat yard is creating a block and tackle contraption as a new learning tool for kids to play with at the museum.

Spotivity app…?

Very soon we must get the education curriculum out to neighborhood schools and form training sessions for the teachers, here at the museum. Renee will be the one to run the education program.

**Membership and Attendance:**

This July we had 281 visitors. We received 12 memberships (11 new and 1 renewals). We are at a total of 213 members (73% match to last year’s cap of 291).

The membership graph on the handouts is fixed so that they read accurately.

The bulk of the OPB revenue came for donations (as per usual). July 2019 saw an increase in monthly attendance, admission tickets purchased, membership revenue, donations revenue, and total monthly OPB revenue, in comparison to previous years in the same month.

**Event Plans:**

Committee Members:

* Chairman- Lorraine Freeman
* Mary Ann O’Rourke
* Kathleen Thomas
* Carol Aronson
* Jim Jarecki

Ked suggests the recruitment of young people for the committee (Dylan and Ronnie have already been consulted on the idea).

It is standard that the CMM should have a minimum of 12 events a year, aimed to attract all age groups. The events DO NOT always have to be at the museum. Lorraine presented the Operations Board with a list of 14 event ideas in various locations around Chicago, Illinois, and neighboring states. Lorraine strongly encourages us to create connections with other Maritime Museums (Wisconsin and Michigan). Some of her ideas include weekend trips to museums as such, as well as visitation to various light houses (Michigan City) and yacht clubs.

More Ideas:

* Levi suggests looking into events held by/ within the Bridgeport community (as well as neighboring communities) where we should participate with our own booth.
* Don would like to see a number of our events utilize our river and patio deck. We must have a few programs at the museum that incorporate the use of our water accessibility.

Lorraine request that all new ideas should be sent to her via email and she will add them to her list. At the next meeting we will choose two or three events (as a start) and begin the next steps in the planning process.

Third Friday:

* September- WW1 topic
* October- Chicago infrastructure topic
* November- ?
* December- Lee Murdock concert
* Debra Shore speaking sometime next year

Jim reports that we will soon be celebrating our 50th Third Friday presentation (not sure which month) and Mary Ann has a new, great leading story for the next newsletter.

We have revisited the idea of recording our Third Friday presentations. Help is requested for someone to take over the responsibility of overseeing the video/ audio taping and uploading the content on the website/ YouTube.

# Curatorial Report:

The completions of the Skip Novak and Eastland exhibits are on hold for the time being until we have more funding.

The current WW2 exhibit is being rotated to showcase a number of different models that are currently not on display. The Manitowoc Museum may loan some of their artifacts to us that are related to the WW2 exhibit, such as pictures of submarines in the Chicago River. Jim suggests the Collections Committee to contact Chicago Crash Base, a submarine veteran’s memorial group, to see if they have any artifacts or other resources in our interest.

Dylan, along with the help of the Friday volunteers, have been updating Past Perfect inventory with more accurate descriptions of the artifacts logged and correcting most of the artifact labels. There is still work to be done on the library collection, Grebe collection, and the Great Lakes Docks and Dredges collection.

Jerry request a numeric summation that reflects how much work has been done/ needed to be done presented at each meeting so everyone has a better understanding of how much work is left to be done.

Additionally, there is a hole in the roof of the C-building that has exposed some of the dugout canoes to the outside elements. Don will speak to Grant and specifically request that Grant either move the boats or put a tarp over the hole. Bill and Dylan have been conversing about a date they both can go over to the building to do some more work. Jim offers to provide a number of shipping containers that the artifacts can stay protected in as a temporary solution until the hole gets fixed.

# Audit:

COMPLETED!

Jerry comments that the audit is a big milestone in our organization’s history because now we have formal government recognition. This is an accomplishment that everyone involved in our organization should be proud of.

**Old Business:**

Docent Training sessions need to be officially formed BEFORE THE OPEN HOUSE IN OCTOBER. Don and Ted will be responsible in organizing the training session/ schedule. Each person who completes the proper training will be formally recognized as a docent with some sort of plaque or shirt. College students should be consulted for this opportunity as well.

Mary Ann brings up the discussion about obtaining more women to sit on the Board of Directors. One candidate in particular she mentions is Debra Shore. Doug reports that several of the Board of Directors will be conversing every few weeks specifically about this topic. Competition for woman board members is very intense. Other women who should be considered are Sarah Garvey and Mary Joe Herseth.

**New Business:**

**Open House Chicago (October 19-20)-** The CMM is participating again this year and will need volunteers and docents for the weekend.

**Museum Open on Sundays-** We are looking to be open 6 days a week (Tuesday- Sunday). We are seeking funding to allow this possibility.

The lighthouse off of Navy Pier needs a new paint job and Stan has made the suggestion that we run with this as a PR opportunity to say “CMM is in favor of obtain funding and volunteers to repaint the light house” (something along those lines). It not only gets our name out to the public but also calls for local communities to have the opportunity to get involved in our project. The light house is the symbol of our logo and symbol of Chicago maritime history. Dirk should be consulted on the idea. This will be added to our list of ongoing projects.

“Radio Free Bridgeport” should be contacted so we can regularly broadcast our museum to the locals.

Current “NEEDED VOLUNTEER POSITION” list:

-Volunteer/ Event/ Activities Coordinator

-IT

-Website design and Web Guru

-History Writers

-Social Media (Tian’s IIT Volunteers?)

Collections Committee Archival Wish List:

* Jim suggests the Tom Pamisano- large shipwreck artifact collection.
* Bill suggests authentic 1700s Native American and fur trader artifacts (like an authentic beaver hat).
* Ked reports that we are being loaned a Lung motor artifact from the Eastland and a watch donated from a family member of someone who wore it when they died on the Eastland.
* Jerry thinks we should seek to obtain one to three more anchors.

Meeting adjourned at 1:40pm

Submitted by:

Veronica Caminiti

CMM Recorder