**January 8, 2019**

1200 west 35th St, River Level

Meeting started at 12:05pm

 Attendance: Kellogg Fairbank, Jim Jarecki, Glenn Braun, Trigg Waller, Jerry Thomas, Kath Thomas, Lorraine Freeman, Bill Derrah, Don Glasell, Dylan Hoffman, Mary Ann O’Rourke

Next meeting: Tuesday, February 5 at 12:00pm

**Agenda:**

1. Attendance
2. Approval of the Minutes of the December 4, 2018 meeting
3. Communications Committee report (Mary Ann)
	* Newsletter
	* 2019 First Quarter Plans
4. Marketing Google Ads - objectives?
	* Build email list
	* Fund raise
	* Solicit maritime artifact donations
	* Promote events
	* Publicize Museum
	* Promote visits to CMM
5. Education Committee (Ked)
6. Membership & Attendance (Ronnie)
7. Third Friday plans (Jim)
8. Curatorial Report (Don)
	* 2019 Plans
	* Dylan
9. 2018 Financial Summary
	* Audit
10. Old Business
11. New Business

**Approval of December Meeting Minutes:**

Jerry moved to approve the minutes as is. The motion was duly second and passed. December minutes are ready to be posted on the web.

## Communications Committee Report:

**Newsletter-** Newsletter is out to Lorraine for design. It includes a great overview of 2018 events at the museum. Focus on Glenn in the “volunteer” section of the newsletter.

Manitowoc lighthouse - been pulling large news coverage about a wave that swept and sank the lighthouse into Lake Michigan. Mary Ann posted the coverage on Facebook where it was shared by 34 people with over 100 “likes”-yay! (point: people love “disasters”).

**2019 First Quarter Plans-** Skip Novak exhibit report: the case that will hold the boat model will be installed during the first 10 days of February with the new exhibit expected to open in March or April. Per the latest, Skip expects to visit Chicago in March.

Lorraine has volunteered to chair the event committee (Lorraine, Kath, Bill, and Mary Ann) and to put together a brainstorm session pulling together a list of events we could host. Per Lorraine, volunteers to serve on the committee are welcome...let the office know.

Ideas so far:

* A dinner that incorporates what the sailors used to eat on their voyages
* Boat races out on Bubbly Creek
* Bill and other reenactors to paddle down the Chicago River to “celebrate the Chicago River” during the FofTCR photo op.

**Marketing Google Ads:**

**Potential ad objectives with landing pages focusing on objectives:**

* **Build email list-** could use it to also solicit people who may have artifacts they may want to contribute to the museum (see “promote events” for more).
* **Fundraise-**
* **Solicit maritime artifact donations-** adding few more artifacts to the exhibit to make it a little “fresher”. Maybe remove some artifacts from the glass cases- cases are presented as “old fashioned”. Makes it seem untouchable…future focus on exhibits need to be, active, bright, and open. Draws people in. Glenn has an idea of livening up the Eastland disaster diorama case to bring something new to the museum.
* **Promote events-** (linked with “promote visits to CMM”) Should draw a greater interest to come here. Not good if people come during normal hours when it is “dead”. Doesn’t look good.
	+ (Continuation from “build email list”) “Traveling exhibits”/ “antique road show”/ that “belongs in a museum”- event ideas we could host at the museum every few months where people/ companies would meet up and showcase their cool artifacts
* **Publicize Museum-** Reach out to other maritime organizations and museums and advertise the interesting artifacts that we have to draw group here
* **Promote visits to CMM-** How? “I didn’t know you were here” or “I’ve been meaning to come”. This should be the No. 1 focus of our ads (along with events and artifacts).

**Education Committee:**

The committee met last month after the OPB meeting. Based on the visit curriculum developed by Renee over the summer, it focused on what we do with the students from the time they arrive until they leave. The curriculum meets state standards and teaches Chicago history (per the museum) - it is meant to be used for elementary school teachers to teach the history (Chicago history is taught in grade 3) before a visit.

Highlights:

* Saturday family events were recommended by Bill with hands-on events designed for the kids
* Timeline focus on school tours- what will happen from the moment they arrive until the moment they leave and what sorts of learning stations will we have set up for them.
* As the students will be accompanied by parents and assistant teachers, it was recommended that we quickly train them to do the demonstrations at the learning stations
* Based on the discussion, Renee has drafted a schedule and list of expectations for the school tours

Additional lesson ideas suggested by OPB:

* Flag mast pulley system- how it works and how wind affects sailing? Or a virtual simulation of how to sail a ship- Sailing Challenge by ASA

**Membership and Attendance:**

The museum oversaw 198 visitors this month.

The Christmas Ship Concert/ Holiday party was a great success! Thank you to everyone who made this happen. Out of the 93 paid RSVP’s, 91 of the persons came to the event. We had 77 members and 16 non- members. Half of the ticket proceeds went to Lee Murdock plus any of his merchandise sold.

There was no Third Friday speaker this month. The museum was open for free and we participated in the BAC holiday market. We had 42 people walk through the museum free of charge.

We are currently at 102 members for the 2019 year. We obtained 7 new members (5 Regular, 1 Supporting, and 1 Patron) as well as 32 renewing members (20 Regular, 9 Supporting, and 3 Patrons). I will be sending out a follow up letter to our outstanding renewal members.

Please refer to all other handouts to see information on CMM Revenue YTD, CMM Membership, CMM 2017 vs 2018 Comparison, and 2018 Holiday Party Revenue. There were just short of 3,000 visitors in 2018!

## Third Friday Plans:

Joshua Salzmann is our speaker for January.

Libby Hill, Chris Hobbermell, and Russel Lewis are prospective TF speakers (have not been assigned lecture months yet).

Need to keep up our publicity of advertising our TF talks to draw in more people.

# Curatorial Report:

**2019 Plans/ Dylan-** Dylan has made great progress on inputting our artifacts into Past Perfect (roughly 4,500 artifacts total). 3,500 photos dating between 1800-1980’s (half of the photos in our collection) have been inputted in Past Perfect, as well. The library books, artifacts, and, lastly, documents will be catalogued after he is finished with the photos. Half of the canoes are now documented, visually, as well.

# 2018 Financial Summary:

**2018 Audit-** we will be audited this year.

**Old Business:**

 None.

**New Business:**

Current “NEEDED VOLUNTEER POSITION” list:

-Volunteer/ Event/ Activities Coordinator

-IT

-Website design and Web Guru

Altering the prices of our admission? Charge half price tickets for seniors instead of free? Maybe military, teacher discounts?

TianTian is our new part-time receptionist working Wednesdays and Fridays. She is currently obtaining a PhD from IIT.

BAC newsletter calls for businesses to reach out to 8th grade school kids for volunteer opportunities. We should jump on this.

Kath asks to budget $100 for a new kitchen item- a cart to store dirty dishes. Motion was made by Kath. Motion was seconded and approved.

Glenn is almost finished with the Lady Elgin model.

Ronnie has two flyers advertising Glenn’s work. One for people to solicit for him to build model ships and the other is for high school model building workshops.

Levi is chairman of CAN TV. Mary Ann suggests to get Dirk on a talk show segment- another publicity idea for the museum.

Meeting adjourned at 1:37pm

Submitted by:

Veronica Caminiti

CMM Recorder