

Operations Board Meeting January 3, 2023

1200 West 35th St, River Level



Date and Time

January 3rd, 2023

Start: 12:00 PM

End: 1:15pm

Attendance

Jerry Thomas, Kath Thomas, Dylan Hoffmann, Trigg Waller, Mary Ann O'Rourke, Sari Breslin, Jim Jarecki, William Derrah and Ariana Rubin

PROPOSED AGENDA FOR TUESDAY January 3rd, 2023

1. Approval of December 6, 2022, Minutes
 - a. Agreement to move our regular meetings to 1st Monday of each Month
2. Operations Chair Report—Goals for the new year
 - a. Fund raising goals
 - i. CMMFestival \$100K
 - ii. Grants \$70K
 - iii. New Exhibit \$150K
 - b. Event goals—2 events/month (including 3rd Friday)
 - c. Education outreach—6 school visits this year
 - d. Membership—double our membership
 - e. Museum Visitors—double attendance
3. Collections: Dylan
 - a. Eastland loan
4. Event Planning--Kath
 - a. Upcoming events
5. Communication Committee Report—Mary Ann
 - a. January Newsletter
6. 3rd Fridays—Jim
 - a. Upcoming 3rd Friday
 - b. December 3rd Friday Debrief
7. Membership--Ariana
8. CMM Store--Ariana and Kath
9. Old Business
10. New Business

Approval of December 6, 2022, Minutes

Trigg moved to approve the December 6th minutes as distributed. The motion was duly seconded and approved. December *minutes are ready for posting*.

The Operations Committee voted to move regular meetings to Mondays. The motion passed unanimously.

Operations Chair Report

Jerry discussed our 2023 goals which the board has approved. Jerry reported that we have exceeded our CMMFestival 2022 goal of \$100K. This will be the same goal for the 2023 CMMFestival.

Another goal for the museum is to expand the museum's events. Jerry proposed two events per month. He clarified that to qualify as a museum event for a day, we must charge \$1000 or receive back something of equivalent value such as exposure/open to the public.

Jerry suggested that our focus on education should be outreach to schools in the area, at least 6 for the year. Sari suggested that this might be achieved by providing introductions of the museum to schools. For example, this can include service and learning opportunities such as a river clean up or participating in a school career fair about careers in waters and museums. Sari also suggested leading children-based classes/lectures such as the importance of boat safety, learning how to swim, etc. Finally, she suggested engaging activities such as art/poster and essay contests.

Jerry discussed our goals for grants. He reported that this year we earned \$42K in grants. Our goal for next year is to raise \$70K in grants. He also proposed raising 150K towards at least one new exhibit.

Mary Ann proposed finding a volunteer to be the Director of Fundraising while Trigg said we need a Director of Development. Jerry agreed but pointed out that for now, we have the festival committee and Ariana can help raise money, specifically for exhibits. Ariana agreed.

Jerry said our goal for membership is to double our numbers. Ariana reported that we have about 200 members, so our goal is to raise our memberships to 400. Ariana shared her screen to show the committee the updated "Join the Crew" desk sign. Mary Ann and Sari suggested promoting our memberships more such as a Valentine's Day membership deal.

Collections Report (Dylan)

Dylan shared the proposal for the Eastland exhibit to loan for a year. Dylan moved that we extend the loan for the year. Kath seconded. Dylan specified the items are bills, pocket watches, wedding bands, photos, and other various personal items from people lost from the disaster. The motion passed with none opposed.

Dylan reported that the Acquisition Proposal is for a collection of maps from Dick Lanyon. Dylan moved to accept these maps into the collection. Mary Ann seconded. The motion passed unanimously.

Dylan reported that we have been contacted about taking into our collection a Wilson S Class Sloop. Sari reported her conversation with Toby Lindo at the Maritime Arts Center about some joint effort. Jerry pointed out that we do not have the space or money to store it. He suggested

investing in a program that will use the boat instead. Sari offered to coordinate with Dylan, Toby and possible with the Sea Scouts to see if there are areas of cooperation.

Event planning- Kath

Kath updated the Operations Committee on CMM's upcoming events. SailChicago will teach sailing at the museum January 21 and requested docents and someone to keep the museum store open. Bill Derrah has volunteered to be there, and possibly Nancy will be able to volunteer. Mary Ann also volunteered to work the event.

Kath reported that September 1st, author Jocelyn Greene, will speak about her book *Drawn by the Current* (on the Eastland). She requested docents for this event.

Communications Committee Report – (Mary Ann)

Mary Ann will rewrite copy for the newsletter about CMMFestival surpassing its goal and will also promote the museum as a venue to maritime organizations. Ariana will publish and distribute.

3rd Friday- Jim

Jim debriefed about December's 3rd Friday event. He is still looking for a speaker for January's event. February's 3rd Friday will be Save the Chicago Lighthouse, an in-person event. Jim also reported that October's speaker is Larry McClellan focusing on the Underground Railroad in Chicago.

Membership- Ariana

Ariana gave an update on Membership status. She reported that Flipcause and Constant Contacts have been scrubbed and are much more up to date. As of today we have about 200 members. We hope to double this number by this time next year.

Mary Ann suggested advertising for membership more. Trigg suggested taking pledges through social media. Due to our large number of Facebook followers, Jerry suggested using Facebook for our next CMMFestival.

CMM Store

Ariana reported that discussions are in progress for what to stock in the museum store for the upcoming year and welcomed suggestions. Mary Ann recommended *The Jungle* by Sinclair.

Old Business

Trigg discussed Bubbly Creek and its name. Jerry mentioned the debris at the bottom of the creek. Bill said we hosted events while talking about what to do with the original bubbly creek. Mary Ann noted that as owners of the history of such sites, we should be as accurate as possible. Trigg moved that we should investigate our relationship and interpretation of Bubbly Creek. This was duly seconded and passed unanimously. It is presumed that this will be done by our historians, curator, communications director, and all others that have an interest. The result should be reported back at our next Operations Board meeting.

Meeting adjourned at 1:15pm

Submitted by:
Ariana Rubin