**May 7, 2019**

1200 west 35th St, River Level

Meeting started at 12:05 pm

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

Next meeting: Tuesday, June 4 at 12:00pm

**Agenda:**

1. Attendance
2. Approval of the Minutes of the April 2, 2019 meeting
3. Report on birchbark canoe collection (Jim & Bill)
4. Communications Committee report (Mary Ann)

* Newsletter

1. Discussion of adoption of Flipcause.com to replace member.clicks and PayPal and for marketing communications - 60 free trial

* Please go to  <https://www.flipcause.com/> and review the FlipCause capability
* Please see the message below about the website FlipCause has developed.  They have a support team ready to make any changes or additions we request - what would you suggest?  What do you think?

1. Membership & Attendance (Ronnie)
2. Third Friday plans (Jim)
3. Curatorial Report (Don)
4. Upcoming

* Mailing to 200 corporate leaders
* Endeavor reception and film showing on July 9
* Model Shop Courses

1. Old Business
2. New Business

**Approval of April Meeting Minutes:**

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

**Report on Birchbark Canoe Collection:**

Jim received an email from Bob Cornwell about moving the canoes and has agreed to pay for the truck. Bob and Bill are still working out a date for the move.

**Communications Committee Report:**

**Newsletter-** All done and ready to be distributed. Jeffrey Carter is working on an article for the June Newsletter. Jim will contact Libby Hill (July speaker) to start on her article for the newsletter, as well.

**Flipcause:**

Flipcause replaces Memberclicks and Paypal. We have a 60- day free trial and free website set up. Members from Flipcause have transferred 2,304 contacts from Memberclicks into our new site. We have the ability to see transactional data for each of individual contacts uploaded. We can create tags and groups for these contacts, giving us more flexibility on ways to contact our members and create campaigns. Paypal will not be replaced, necessarily, but will give people the option to either use Flipcause or Paypal to make financial transactions.

The website, which is free, is also a potential replacement for our current one. We must take a hard look at our current website and decide what we are missing (ie. volunteer page, donor link, donor board list, ect). Ked asks for each person to go through three of their favorite non- profit/ Maritime museum websites that they believe are well done. From them they will make a list of what the website does well at displaying (content, design, ect) and will email that list to Ked. Ked will keep a file.

Jerry says Chicago Yacht Club website is good. Don notes that Past Perfect also gives you the ability to create a website and we can upload what we have in our collection.

# Membership and Attendance:

The museum oversaw 166 visitors this month.

This month’s Third Friday a total of 86 came into the museum space for Third Friday (31 paid attendees- 23 members, 8 non member, 12 Volunteers, and 39 walk throughs).

We are currently at 179 members for the 2019 year. We obtained 5 new members (5 reg) as well as 5 renewing members (3 reg, 2 patrons). We are now 62% matched from last years quota of 291 members.

Please refer to all other handouts to see information on CMM Revenue YTD.

**Third Friday Plans:**

* May: Paul Meincke
* June:
* July: Libby Hill

Maritime Poets reading event at the museum? Group of poets came and did pieces on exhibits at the museum and would like to host an event here to share their work. Jim will schedule them for a Third Friday in the future. Possibly get the Poetry Foundation to sponsor the evening and pay for food and cleaning cost

**Curatorial Report:**

Dylan is currently working on documenting the Grebe exhibit. Don suggests obtaining a volunteer and training them how to document the books.

Several changes on the approach of updating the Eastland exhibit (as to what captain Dave wants). WWII exhibit (moving cases) still needs to be tackled.

**Upcoming:**

**Mailings-** Delsia is with printing company *Spread the News* down the hall from us. We have acquired their services to create a mailing package for our new donor appeal letter (going to be distributed to 200 CEOs). Delsia created a markup of what the mailing envelopes will look like (presented to the CMM). Delsia asks for Lorrain’s input on the design of the mailing.

She will also create a “save- the- date” card for our event happening in the July. She suggests that we consider looking into USPS “Every- Door- Direct” campaign that gives us the option to send flat card mailings to the neighborhood community to let them know that we exist (20 cents a card).

Target date to complete the mailing packages is Friday, May 10.

We will also be following up with each individual recipient.

**Endeavor Reception-** Eastland movie created by Harvey Mussman will be shown in July with a reception at the museum. Ked and Don have seen a 20 minute preview of the movie and they agree that it is excellent. We will have this event catered on the fifth floor event spaces at the BAC with before (or after) drinks held in the CMM space to also showcase the opening of our Eastland exhibit expansion.

The event will be held on Tuesday, July 9th around 7pm. The event will be by invitation only, around 200 invited guests, consisting important members of the CMM, politicians, other partnered organizations, CEOs, ect. We will NOT charge money for this event. We also do not want to advertise the movie on social media because it is invitation- only. However, if we are unable to make our RSVP mark, then we will consider extending the invitation to the public.

**Model Shop Courses-** Glenn is working on what he wants his brochures to say for his three different classes.

**Old Business:**

Library programs- contacting the director of Museum in the Parks has come to a dead end. She has not replied to Dylan’s inquiries.

**New Business:**

Current “NEEDED VOLUNTEER POSITION” list:

-Volunteer/ Event/ Activities Coordinator

-IT

-Website design and Web Guru

-History Writers

-Social Media (Tian’s IIT Volunteers?)

Death of two CMM Board Members-

Mary Ann is going to Marvin Wortell’s Funeral this Wednesday.

We are setting up a new fund for the museum in memorandum for both Russell Lewis and Marvin Wortell.

The museum will send a sympathy card and flowers to the families.

A student came into the museum and filmed Glenn in his model shop for a short five minute film on model building. Mary Ann is going to contact the student and ask if she can post his film online.

Meeting adjourned at 2:12pm

Submitted by:

Veronica Caminiti

CMM Recorder