

NAPER SETTLEMENT MUSEUM BOARD

Minutes

June 17, 2016

1. Call to Order

Mayor Steve Chirico called the meeting to order at 8:00 a.m. in the Mayor's Conference Room at City Hall.

Members present: Mayor Steve Chirico, Councilman Paul Hinterlong, Chris Birck, Kelly Meyer Douglas, Mary Ann Junkroski, Len Monson, Sally Pentecost and Greg Waite.

Member absent: Bill Jeffries

Staff present: Macarena Tamayo-Calabrese, Terri Kostal, Donna Sack, Marcie Schatz

Staff absent: Debbie Grinnell and Harriet Pistorio

2. Welcome New Board Members William Jeffries ad Gregory Waite

Greg Waite was welcomed to the Board and introductions were made. Bill Jeffries was unable to attend this meeting. Donna Sack, Vice President, Community Engagement & Audience at Naper Settlement was also introduced to the Board.

3. Minutes

The minutes of the previous meeting of March 18, 2016, were approved by a motion from Len Monson, seconded by Mary Ann Junkroski. Motion carried.

4. Financials

Financials as of March 31, 2016 – Donna Sack presented Naper Settlement's financial report as of March 18, 2016 as detailed in the board packet. Variances are due to timing and staff vacancies. Utilities were down due to the mild winter. There was a question if Naper Settlement is being invoiced under the new lighting and if that is having a positive impact on expenses. This inquiry will be passed along to Harriet Pistorio.

The financial report as of March 31, 2016 was approved by a motion from Len Monson, second by Chris Birck. Motion carried.

5. Old Business

a. Advocacy in Washington, D.C.

Donna provided summaries to federal level entities regarding Naper Settlement's upcoming projects: the Agricultural Interpretive Center and the Welcome Center. The Department of Education, promoting Every Student Succeeds Act (ESSA), is placing decision making into the States and creating a holistic approach to education. One of our longer term relationships under development is with the State Department as we go deeper into the immigration story. This department brings people in for two weeks to travel and learn about the United States, and we can work on bringing them to Naperville, gain exposure, creditability and recognition.

Naper Settlement staff write their own grants. Two federal grants are currently pending and the outcome will be known in September and December 2016 to help us achieve our educational, interpretive and preservation mission. The majority of grants applied for are project based. Staff present was reminded that Kristen Fitzgerald, former NSMB member, is familiar with navigating Washington systems and offered to help Naper Settlement.

6. New Business

a. Christkindlmarket

This rental meets our mission, gives us an opportunity for programming, exhibitry and corporate rentals. There will be no admission charge to enter our site. The current rental contract is for one year. Sunrise Rotary's *Naper Lights* will continue to be on our grounds. Naper Settlement's logistics are in the early stages, and include accommodating school tours during this peak time for *Living History*. There will be an initial meeting in June with community partners including Marcie Schatz, Deputy City Manager. It was suggested that there be a booth with social media play. Rena shared that one of our open staff positions requires heavy social media experience that might be able to address this suggestion. Kelly Meyer-Douglas offered to assist with the interviews. The Mayor asked Marcie Schatz to check on how sales tax will be handled. Christkindlmarket will be open from November 25 to December 24. On Thursdays, the market will be open from 11 AM – 7 PM; Fridays and Saturdays, 11 AM – 9 PM; Sunday 11 AM – 6 PM.

b. DCVB Introduces STEAM Discovery Tours to the International Tourism Market

The DuPage Convention and Visitors Bureau will be representing the DuPage County Tourism industry at the U.S. Travel Association's Annual Internal Pow Wow conference and will be introducing STEAM (Science, Technology, Engineering, Arts, Mathematics) Discovery Tours designed to help future generations of scientists and engineers through world class facilities and knowledge. Naper Settlement has been listed as one of the sites having sessions that can meet the student's needs. The press release is part of the June board packet.

c. American Alliance of Museums Annual Meeting

Donna Sack attended the May meeting in Washington, D.C. which provided an opportunity to see what is trending in museums and discuss partnerships.

Sally Pentecost visited GROW, an agricultural exhibit at the St. Louis Science Center, a merger of hands on and technological exhibits.

Naper Settlement recently became a member of *Museums for All*, and will charge \$1 admission to people who could not otherwise afford to visit. The system is based on state financial support cards. *Museums for All* is a way to

broaden our museum's visitor base, and reach out to underserved communities.

d. Internal Changes

Rena Tamayo-Calabrese shared internal changes in leadership responsibility that were developed around our goals:

- Donna Sack, Vice President of Community Engagement and Audience, is heading the learning experiences and curatorial departments.
- Harriet Pistorio, Chief Operating Officer, is responsible for finance, human resources, marketing and events.
- Debbie Grinnell, Vice President, Advancement & Campus Development, is charged with development, fundraising, and buildings and grounds.

7. General Information

a. Attendance and Demographics Report – April 2016

Naper Settlement made the overall plan by 110% in April. The original projection for the month was 7,340 attendees and we served well over 8,000. Goals were exceeded in school programs, History Speaks Lecture Series, Girl Scouts and walking tours and classes. Five summer camps have been sold out, and the remaining two are near capacity. 72% of our visitors come from outside of Naperville. The May report, finished after this board packet was posted, was 104% over plan. On line ticket sales for Naper Nights are robust.

b. Upcoming 2016 NSMB Meetings

September 16, and December 9, at 8:00 a.m. in the Mayor's Conference Room.

8. Adjournment

The regular meeting was adjourned at 9:00 a.m. by motion of Chris Birck, seconded by Kelly Meyer-Douglas. Motion carried.

Respectfully submitted,
Terri Kostal, Executive Secretary, Naper Settlement