



Minutes
Siouxland Heritage Museums
Board Meeting
Thursday, June 4, 2015
Law Library, Old Courthouse Museum

Present: Museum Board; Virgil Andersen, Marty DeWitt, Jeff Barth, Ron Helwig, Mike MacDonald, Bob Kolbe, Roger Terveen,

Museum Staff; Bill Hoskins, Museum Director; Carolyn Johnson, Museum Intern; Brianna Williamson, Museum Intern.

Public: None

Board Members Absent: Michael Mullin, Michelle Erpenbach, Arthur Kriens, Jeff Barth, Dianne Metli

Virgil Andersen called the meeting to order at 11:30 AM.

Marty DeWitt moved to adopt the Minutes of the May Museum Board Meeting as published. The motion was seconded by Mike Mac Donald. Motion passed and the minutes were adopted.

Members of the Museum Board and Staff introduced themselves for the benefit of the Museum interns.

Bill Hoskins passed around several notes from a patrons. Bob Kolbe passed around some photographs of artifacts from the Joe Foss estate.

Mike MacDonald delivered the Report of the Siouxland Heritage Museums Alliance. He reported on the Upcoming Alliance Fund raisers, the Pork Raffle and the Historic Homes Tour. Mike also reported on the Alliance support of the concert series.

Bill Hoskins, Museum Director reviewed the budgets for the Siouxland Heritage Museums for April, 2015. Bill responded to several questions regarding the Maintenance Budgets for the Old Courthouse and Pettigrew Museums, the status of some of the projects and their impact on budget. Mike MacDonald moved to accept the Financial Report as published. Ron Helwig seconded the motion. The motion passed on vote.

Bill Hoskins, Museum Director delivered the Director's Report for May, 2015. Bill highlighted some of the activities of the past month:



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Siouxland Heritage museums overall attendance is up 10.7% for 2015 to the end of May. Museum staff presented 75 programs on and off site to 3,039 people. Outreach Programs are up 22.7% for 2015.

50 Museum Volunteers donated 272 hours in May.

Siouxland Heritage museums received two United Way Grants for replacement AED's at the Old Courthouse Museum and Pettigrew Home and Museum. .

Siouxland Heritage Museums received \$5,995 final payment for the Baseball exhibit we produced for Historic Deadwood.

Siouxland Heritage Museums received a \$4,600 in concert sponsorships for the Summer Concerts.

Museum Interns, Carolyn Johnson and Brianna Williamson began summer internships on May 26.

Kroger Masonry repaired the masonry joints on approximately 1,000 square feet of the 3rd floor west wall at the Old Courthouse Museum.

Siouxland Heritage Museums staff met with the Board of Stockyards Plaza Inc. to begin the Stockyards Exhibit Project.

The Museum Board Marketing Committee met on May 20. Virgil delivered the report for the committee.

Present: Ron Helwig, Arthur Kriens, Virgil Andersen, Bill Hoskins, Adam Nelson

Virgil called the meeting to order at 9:00 AM.

Bill reviewed the Museum Audience figures and presented handouts relative to Museum visitors. Bill reviewed the 1st Quarter 2015 guest book attendance for both the Pettigrew and Old Courthouse Museum. Bill pointed out that this one of our sources of information on origin of visitors. Approximately 25% of visitors to the Pettigrew sign the guest book but only 8% of the Old Courthouse Museum visitors. The representation is very similar. Sioux Falls provided about 1/3 the total visitors in the 1st quarter to both buildings. Minnesotans were 17% and Iowa 5% of the attendance in both buildings. Bill explained that the 1st Quarter is historically the lowest point for visitor attendance during the year. Bill also handed out some information on comparative attendance based on 2013 figures.

Adam reviewed our current marketing. He provided a hand out with examples of what the dollars were being spent upon. Bill provided a handout on Advertising budgets and sources and Adam explained how that money was divided between Event and Image marketing. Adam review Tripadvisor listings on the internet and how happens and changes.

Bill handed out several articles including "What Travel Means to Sioux Falls" from the Chamber News, May, 2015; AAM's Trends Watch 2013 Report and one on Objects from the American Association for State and Local History.

The group discussed some of our future needs in regards to technology to keep viable. Bill mentioned the need to have WiFi available to the public. The group agreed that this was a need. Adam review Tripadvisor listings on the internet and how happens and changes. In the summer the out of town

audience in Sioux Falls changes every 5 days. The group discussed the possibility of being less passive in regards to web listing such as Tripadvisor and Sioux Falls Best.

Ron suggested marketing the Clock Tower video Kiosk. The group discussed the possibility of have a TV story done on the Kiosk and having the live feed available on the County Website. The Clock tower is an icon of the community and it's history. Bill and Adam will work on having Channel 16 develop a story on the Kiosk.

Bill commented that the purpose of the meeting was to bring members up to speed on what was going on and that there are no real goals spelled out for Marketing in the current Long Range Plan and that we would like to develop some goals for the updated plan.

The Meeting was adjourned at 10:50 AM

At the conclusion of Virgil's report, there were comments about the need for public WiFi in the Old Courthouse Museum and the need to promote some of the new exhibits such as the clock tower kiosk.

Virgil Andersen expressed the desire to move the July Board Meeting from July 2 to July 9. The Board concurred.

In May, Virgil brought up the Activity Report from Bender Commercial Real Estate Services and commented that it has been one year since Bender has had a reportable contact with anyone regarding the sale of the land. The Board discussed at length various options. Jeff moved that the Museum Director contact Ron Nelson and then Neil Schmit to see if either are interested in the listing and that we move on. Bill Hoskins reported that he had contacted Ron Nelson and handed out a letter of interest.

Marty DeWitt moved that The Museum Board adopted the following resolution and that the Director secure a draft contract for services from Ron Nelson.

RESOLUTION 2015-02

Siouxland Heritage Museums Board of Directors

WHEREAS, on 9 December, 2009, Bob and Kari Hall donated Tract 3, Hall's Addition, consisting of approximately 24.97 acres, to Minnehaha County and the Siouxland Heritage Museums, for the purpose of building a facility for the storage of museum artifacts; Minnehaha County may sell a portion of the property, for the sole and express purpose of the construction of the facility upon the approval of the Board of Directors of the Siouxland Heritage Museums

WHEREAS, Minnehaha County and the City of Sioux Falls entered into a memorandum of Understanding on November 26, 2013 to share in the payment of the costs of construction and ongoing maintenance costs of the building. The cost of construction shall be paid one-third by the County, one third by the city and one-third from the sale of the property.

And WHEREAS, Minnehaha County entered into a contract with Bender Commercial for Real Estate Services on April, 2014 and the broker contract expired on January 15, 2015.

And WHEREAS, Nelson Property Consultants has expressed an interest in providing real estate brokerage services.

***THEREFORE, BE IT RESOLVED,** that the Siouxland Heritage Museums Board respectfully recommends that the Minnehaha County Commission enter into a contract for brokerage services with Nelson Property Consultants to sell Tract 3, Hall's Addition.*

The resolution was unanimously adopted.

The Meeting was adjourned at 12:25 PM.

Museum Mission: *“The Siouxland Heritage Museums is dedicated to enhancing the experience of learning for our community, its families and visitors through collections, preservation and interpretation of history”*