Montrose Children’s Museum
Board of Directors Meeting Agenda
March 14, 2024

Welcome & Attendance: Check Mark shows Board Members that were present.

Mallory Shaffer
Whitney Murphy
Colin Lacy
Lisa Kuczmarski
Sarah Seymour
Allison Wofford
Pete Stammler

Call to Order: Meeting was called to order at 16:18pm on March 14th by Whitney Murphy

Consent Agenda (Items requiring formal approval) (10 min)

- Previous meeting minutes
  - Board members voted unanimously to approve the February Meeting Minutes
- Volunteer policies
  - Item moved to the April Meeting
- Secretarial position adjustment
  - Board Members voted unanimously to approve the adjustments to the secretarial board member position. See below for full information.
- Real estate contract
- Lease agreement
- Association of Children's Museum Renewal $475/year
  - Board members voted to renew the Association of Children's Museum Membership with a focus in utilizing it more in the next year.

Executive Director Report (Mallory Shaffer) (30 min)

- City Eclipse Party Event
  - The MCM is set to participate in the City Eclipse Party in Centennial Plaza on April 8th from 11:00 am- 2:00 pm.
- **WIM Event Summary**
  - The Women In Montrose Event was a huge success. The MCM was selected as the non-profit for the quarter, which allowed us an opportunity to promote the museum to 60+ community members. Board members that were present for this event were Mallory Schaffer, Lisa Kuczmarski, and Sarah Seymour. Many of the attendees at this event had not heard about the Montrose Children's Museum which provided the board members an opportunity to connect with our community more.

- **Realtor/space discussion**
  - As the Board is actively searching for a physical space for the Montrose Children's Museum, we have had a few different options under consideration. During this meeting, we discussed a potential new option, on the north side of town, but ultimately decided on the location on Colorado Ave. as our primary option to move forward with.

- **Friends of Youth and Nature Update 5/25- 12-3-Riverbottom**
  - The Montrose Children's Museum will support another area non-profit with activities for children on May 25th from 12-3 PM. The event runs from 12-6 down at River Bottom Park. The board suggested that we find a sponsor to support this event. Sponsor ideas included Colorado Parks & Wildlife or the Outdoor Store by the downtown City Market. More information about this event will be published by the Friends of Youth and Nature.

- **Taxes**
  - The 2023 taxes have been completed and sent off. Thank you to everyone that helped to get these completed on time.

- **Board Member Candidate**
  - Candidate resume and board questionnaire was shared with all of the board members. Board members were sent home, with some homework, to review the candidate. An email vote will be sent out at a later date. If this candidate is approved by the board, we will announce who it is at the next meeting.

**President Report (Whitney Murphy) (45 mins)**
• Pop-Up Museum updates 2/16 & 3/11
  ○ Pop Up Events were held on 2/16 and 3/11 in the Centennial Room.
    ■ At the 2/16 event, we included a sandwich shop sponsored by Jimmy Johns and a green screen exhibit sponsored by Magic Circle.
• Events calendar for Board Members
  ○ Whitney has updated the Events Calendar to include set up and tear down times, so volunteers and board members can access the needs for each event better.
• Museums for All Review & Training
  ○ Our board members participated in an exercise about a board member vs an ambassador. This exercise was to help us to strengthen our non-profit.
  ○ Board members discussed ideas to better utilize the Museums for All program. The Board is inquiring on how to be included on the list of museum resources listed through Museums for All.

• Adjustment to Secretarial Roles
  ○ Previous Secretary Board Description
    The secretary’s major role is to record board meeting minutes, ensuring they are accurate and detailed with an eye toward general readability.
    
    As this is the record of the topics covered on the board meeting agenda and the discussions and decisions made on these subjects, it is important that the secretary provide comprehensive notes with a focus on clarity. In addition, they may take on other responsibilities such as:
    
    • Signing important contracts and financial documents
    • Evaluating nonprofit bylaws and other documents for legal compliance
    • Acting as a secondary signatory for nonprofit bank accounts
    • Emailing board minutes out to board members and possibly working with publicity chair to push minutes and meeting dates out to the public (in the future)
  ○ Recommended Secretary Board Description
    The secretary’s major role is to record board meeting minutes, ensuring they are accurate and detailed with an eye toward general readability.
    
    As this is the record of the topics covered on the board meeting agenda and the discussions and decisions made on these subjects, it is important
that the secretary provide comprehensive notes with a focus on clarity. In addition, they may take on other responsibilities such as:

- Emailing board minutes out to board members
- Maintaining Board Member Contact List
- Updating Board Calendar & Invites
- Publishing Board Meeting Minutes to the public monthly, with the help of the publicity chair.
- Sending Task Reminders to the Board Members as needed.
- Evaluating nonprofit bylaws and other documents for legal compliance

The recommended Secretary Board Description listed above was voted and approved by the Board Members. Information will be updated in the board documents.

- Board Work Activity- Attributes of a Healthy Board
  - Board Members had an opportunity to review the attributes of a healthy board. After members completed the activity, they were able to discuss where the board was currently at and ways that we could improve towards being a healthier board.

- Board Homework- Grow Your Army worksheet
  - Board members were tasked with looking at the Grow Your Army Worksheet. This worksheet helps us look at building more volunteers and ways to engage with more people throughout our community in a positive way.

**Vice President Report (Colin Lacy) (10 min)**
- Fundraising Pipeline - Postponed to the April Meeting.

**Treasurer Report (Lisa Kuczmarski) (10 min)**
- Financial Statement

**Secretary Report (Sarah Seymour) (20 min)**
- Volunteer policy drafts - Postponed to April Meeting

**Publicity Chair Report (Allison Wofford) (10 min)**
- Facebook/IG Update
  - 593 followers on Facebook & 178 followers on Instagram
  - Reach for the month- Facebook had an 165% increase
■ Engagement with posts- up 78%
■ Reactions (likes, hearts etc.) are down
■ Messaging has increased

● Website
  ○ 66 people found us through a search engine (ie Google)
  ○ 30 people found us from our social media accounts
  ○ 5 new people have signed up to receive our newsletter from our website

● Marketing materials update
  ○ 111 people are currently on our email list

New Items of Discussion (5 mins)

● Project Development Idea-Pete Stammler- Postponed Until the April Board Meeting

Meeting Adjourned at 18:07 pm