

Angels Camp Museum Commission Minutes
April 20, 2017

Commissioners present: Bob Hillis, Ron Rivera, Tad Folendorf, Joe Oliveira, Bob Petithomme, Anne Forrest, Marilyn Smith

Commissioners absent: None.

Others in attendance: Kim Arth, Angels Camp Museum Director, Scott Behiel – Angels Camp Mayor

Public in attendance: None

Call to order at 8:30 AM by Commission Chairman, Ron Rivera

Pledge of Allegiance.

Approval of Agenda: Joe Oliveira made a motion to approve the agenda and seconded by Marilyn Smith. The agenda was approved.

Approval of February 16, 2017 Minutes: No changes were made to the minutes. Bob H. made a motion to approve the minutes as modified and seconded by Bob P. The minutes were approved.

Reports:

Education Committee Meeting – Joe Oliveira: Joe discussed the March 31 education committee meeting and his notes from the meeting are below.
Angels Camp Museum conference room

In attendance; Kim Arth, Bob Hillis, Joe Oliveira

Carrying over an action item from last meeting, Bob presented a script for a future videotaping of Living History in the Print Shop. Bob will discuss with Bob Petithomme and together with Kim and Jim Miller they will decide on a best way to proceed after presentation to full commission for approval.

Joe advised that he had made no progress a similar effort for the Carriage House. After starting a script, it was obvious that work already done by Jim Miller pretty much sums up what needs to be said about the Carriage House but, an effort still needs to be made to move toward a digitized display. Kim provided Joe with some material originally organized by the Long Island Museum of American Art, History & Carriages in Stony Brook, New York entitled “Going Places”. In addition, Kim passed on some information from Amanda Folendorf. Joe will follow up on both.

Kim also offered a project up for follow up to digitize various recordings accumulated over the years by the museum. Joe will follow up with Kris Oswald a Multi Media producer for a quote on converting files to MP3 and backed up on cloud.

Joe showed a video of as an example of what could be done to show the carriage house. Joe then discussed two other project projects he was working on and the details from Joe are below:

Audio/Video Restoration and Preservation Project

Following a lead from the Tuolumne County Archive folks I have contacted Kris Oswald, a Multimedia Producer. We will meet with Kris in mid-May to discuss our project.

An alternative source has also been contacted, The Audio Video Workshop, 703 Woodside Road, in Redwood City CA. Tel 650.369.4366. They were willing to provide an estimate of \$21 to \$25 per cassette for digitizing. This vendor cautioned that there may be very little that can be done with the quality of the tapes, as they will be limited by the technology of the time. Both Kris Oswald and this vendor recommended hard drive storage as opposed to cloud storage for preservation. One drive local and a 2nd drive remotely stored as backup.

After meeting with Kris Oswald in May, a recommendation will be put forth for Commission consideration.

Carriage House Interpretation and Digital Options

I conducted on online (YouTube) reviews of the Long Island, NY, Museum of American Art, and the Remington Carriage Museum in Cardston, Alberta to obtain ideas for the interpretation of our carriages. Both museums have taken similar approaches in their displays. Lifelike horses set in full harness against movie set like backdrops and in some cases, with lighted photos of the time enhancing the background. In some cases, audio enhancements are provided at the display.

A telephone interview with the Facilities Manager regarding sourcing the horses etc. is pending.

Collections Committee: Bob P. gave the latest donation information to Kim and said that some funding would be required for this. A ball park estimate was give of under \$500 and Kim said that she felt this could be handled by the Foundation.

Museum Foundation Report - Karen Strand, Foundation President: Karen said the foundation was shooting for 100 members and they currently have 92 members. She said there are 3 wagon sponsorships remaining. She said that Gina Milani was working on a preservation grant that should be ready in May. Jacque Hash was working with the master gardeners to get botany signs for various plants donated by local people. She is working with the garden club to see if they might sponsor these signs. Karen said the foundation newsletter is slated to come out in June. She said that Kathy Mazzero with the Calaveras Arts Council is going to hold a 50-year anniversary of the Miss Calaveras winners in the Carriage house on May 20th.

Update status of commission information booklet: Anne said she had put together information booklets for the City council members and Kim said she would distribute them at the next council meeting. Anne said she had worked on updating the various parts of the booklet and handed out a new contact list that needed corrections. She said she still was waiting for some of the other information for the booklet. Ron asked if she could just send the updates to the board members and she said that she had some of the information already printed so this will be discussed at the next board meeting.

Museum Updates – Kim Arth, Museum Director: Kim said the party is tomorrow night. She said that the 25 volunteers had 965 volunteer hours last year. She displayed the nice article about the last lecture about the Angels Camp theater which was in the Calaveras Enterprise. Kim said that marketing is important and with the major donation to the museum we could do this marketing. There will be a total of 8 months ending on January 19th 2018. The total cost for this is \$2,616. If this is successful it may be

done again. Tad asked how this could be tracked and Kim said that when people visit the museum the staff asks how they heard about the museum. The information is also entered in the visitor comment book. World Mark is also a major contributor to the museum traffic. Anne asked. Anne asked about the donation and Kim said it was \$75,000. Ron said it was discussed in the last meeting and it is in the minutes from last month.

Kim said that she met with Jim Fletcher and a reporter from the (missed the name of the reporter). The reporter was doing an article retracing Mark Twain but the article won't come out until June. They had him visit the carriage house and the print shop. Kim said we now have a new staff member, George Wright, and with his background he is fitting in well. She said we could meet him tomorrow night at the party. She said that PG&E has asked her to move some things so it looks like we may finally be on the PG&E schedule. Tad asked if there was any update on Angels Camp Sheet metal and Kim said that we have no definite final cost but she thinks we will be able to get the job done. Ron said that with the donation we got it looks like we won't have to worry about paying for the final stages of the HVAC project. Kim said that one of the other projects that is being pursued is the back exit to include an elevator and a ramp to better meet ADA requirements. Kim said one group that supports the museum is the visitor's bureau.

One of the buggy wagons was returned and the person is going to display the item. The person also said that they would be making a donation to the museum. There is currently no term on how long the loan lasts and said we have 1 item that was donated in 1951. It may be that we set up a review of all items every 5 years.

Below are the notes from Kim:

HIGHLIGHTS

- Many thanks to: Foothill Printing & Graphics for an in-kind donation of printing cost of five new postcard designs (value \$325) for the museum's gift shop, and Calaveras Lumber for donating 25 bags of popcorn for the "Cinema & the Angels Theatre" lecture.
- The Education Committee, comprised of two commissioners, the Education Coordinator, and the Museum Director, meets regularly to: implement recruitment strategies that will attract new docents to the museum, develop educational materials in support of museum exhibits, generate community interest in guided tours and launch the museum's digital docent/interactive audio tours project.
- Museum commissioner Joe Oliveira is working on the 'Community Voices' project. The Museum Director created an inventory of cassette taped oral history interviews done by Bret Harte Union High School students of longtime local families from 1970-present that are housed in the archives. Commissioner Oliveira is identifying a consultant who can digitize the audio/community member interviews from cassette to MP3 files. This audio library will then be housed on Cloud storage. In addition to preservation, this initiative will enable the museum to access audio sound bites for use in exhibits and education programs.
- Museum commissioner Marilyn Smith continues to follow-up on ongoing loans to the museum to get the museum up-to-date; the museum is closing out loans by returning loaned artifacts or re-negotiating loans for continuance with updated loan agreement and hold harmless forms.
Continued loan/Updated paperwork for Calaveras Arts Council's Mark Twain Sculpture by artist Ushangi Kumelashvili; Returned loans include Barbara Cairncross' Amish buggy and Bob Petithomme's 1911 Model T Ford.
- The Museum will be the venue for a Belle of the Camp Reunion Reception on Saturday, May 20. Belle of the Camp women from 1947 to present will be attending the event. Kathy Mazzaferro and Foundation President Karen Strand are coordinating the event.
- 31 people attended the lecture on April 2 by Jeff Olson who spoke about "Cinema & the Angels 6 Theatre."
- Finalized details for Before-the-Movie advertising at Angels 6 Theatre which entails a 15-second spot that plays once per movie on all six screens from 5/19/17 through 1/19/18.
- Capital Public Radio stations in Sacramento, Stockton/Modesto and Reno/Tahoe are running advertising for the Angels Camp Museum and our new exhibition from 4/24/17 thru 5/7/17. Listeners will hear: "We get support from Angels Camp Museum, preserving history in the Mother Lode with gold rush

artifacts, and its new exhibition, *Medicine in the Gold Rush*. More about the museum and the exhibition at angelscamp.gov/museum."

- *Modesto Bee* advertisements for the museum's new exhibition *Medicine in the Gold Rush* will run on April 16 and April 19. Our advertising agreement also includes 25,000 ads on Modbee.com.
- Museum Director and Building Inspector Steve Flaigg are working with Architect Rob Westerhoff on a design for the back-exit deck, staircase, ramp, and ADA accessible wheelchair lift on the Main museum building to improve visitor safety and experience.
- On 4/3/17, the Director met with the Calaveras County Election Office to conduct an ADA survey of the 2nd level Museum Carriage House to explore the possibility of using the museum for the next election's vote center. If selected, the County may help to make that building ADA accessible for the public. The added benefit is visibility to Calaveras County residents who may not know all that the Angels Camp Museum has to offer its community.

LOOK AHEAD

- Self-guided tour on April 26 for 60 visitors with 25 historic cars from the National Antique Car Club.
- Museum outreach booth at the Resource Connection's annual Children's Fair at Bret Harte Union High School on April 29.
- Guided tour by docents on May 5 for 23 4th grade students from Hazel Fischer Elementary.
- Living History Day on May 13. History comes alive on the second Saturday of May as docents demonstrate their craft in the artisan's exhibits, including carpentry, print shop and weaving.
- The Museum will have a static display and arena advertisement at the Calaveras County Fair & Jumping Frog Jubilee on May 18-21.
- The Museum will be open for Memorial Day on May 29.

New Business

Discuss canceling May Meeting: Ron said he wondered if we should cancel the May meeting with the Frog Jump going on that month. A motion was made to cancel the meeting by Bob P. and seconded by Tad and the motion was passed so the next meeting will be on June 15th.

Museum Budget: Kim discussed the FY 2018 budget. She said the department heads of the city were all asked to find a way to reduce their budgets. The departments will be meeting with the Finance director. Each department will meet with the City Council after this in May. She said her objective is to increase the museum revenue. She said the revenue has grown from \$3,000 to \$57,000 this year. She said the museum is on target to meet its goal. The revenue is made up of \$37,000 from entrance costs, \$16,000 from sales a \$4,000 from gold panning. Her budget goals for next year are to increase the total revenue by \$3,000. Another item she is looking at to increase revenue is to begin doing facility rentals. She is budgeting income for this at \$500 for the next fiscal year. She has also looked at possibly opening the Choy building but this is in the early stages of development. Someone asked about serving alcohol and it said it was possible and they would need a special permit. Kim projects that the total revenue for fiscal 2017-2018 would be \$60,500. In terms of ongoing costs, she said that each individual part time employee has an allocation of a max of 954 hours worked per year.

Kim the said operating expenses would include the amount needed to cover the cost of the new HVAC costs while saving about \$2,000 from reduced propane costs of \$2,000. It was mentioned that the foundation has funded many projects that have become city assets at no cost to the city.

Five funding priorities for Fiscal Year 2018: Kim listed the following

1. whatever remaining monies that will be needed to complete the digital docent project.
2. collections grant for consultant; continue seeking grants to move collections preservation and PastPerfect projects forward
3. carry forward: botany interpretive signs
4. transportation exhibit in the Carriage House
5. shade canopies (like the pergola) but for school kids after their guided tour

Commissioner Reports

Your Activities this past month:

Ron said he was worked on activities for the foundation as well as the commission.

Bob H. said he had worked at the living history day and he assisted with o tour of 60 kids from Palo Alto.

Bob P. said he had no museum hours to report.

Tad had to leave early so nothing to report.

Marilyn said she has been working on the loaned artifact program.

Joe said he had worked at the living history day and he assisted with o tour of 60 kids from Palo Alto

Anne said she had nothing to report she has been working on updating the information packet.

Adjournment: A motion to adjourn was made by Joe and seconded by Bob P. The meeting was adjourned at 9:33 AM.

**Next meeting June 15, 2017 at 8:30AM in Museum Conference Room
Minutes submitted by Ron Rivera**