Angels Camp Museum Commission Minutes
February 15, 2018

Commissioners present: Bob Hillis, Marilyn Smith, Ron Rivera, Anne Forrest, Tad Folendorf
Commissioners absent: Bob Petithomme
Others in attendance: Kim Arth, Angels Camp Museum Director, Karen Strand, Foundation President
Public in attendance: Veronica Metildi-city council backup representative to the museum, Joe Oliveira-city council representative to the museum
Call to order at 8:35 AM by Ron Rivera
Pledge of Allegiance.
Public comment: There was no public comment.
Approval of Agenda: Motion to approve the agenda was made by Bob Hillis and seconded by Marilyn Smith and the agenda was approved.
Approval of November 16, 2017 Minutes: Motion to approve the minutes from the January 18, 2018 meeting was made by Bob H. and seconded by Tad Folendorf and the minutes were approved 4-0 with Anne abstaining due to absence.

Reports:

Education Committee: Bob Hillis said he had nothing to report.

Collections Committee: Bob Petithomme has been ill, and Kim said she sent a get-well card from the museum.

Museum Foundation Update Karen Strand Foundation President: Karen said the foundation set the date of September 8th is set for the Utica Mansion dinner. She said the meal was going to be prepared by Pickle Patch. Veronica asked what this dinner. Karen said that the foundation has lectures and this one will be held at the Utica Mansion, Tad’s house which will include tours of the house and a general talk about the house and other events that the museum has. Veronica asked about the cost and Karen said that hadn’t been determined yet because they don’t have the costs of all the tables and other things related to this event. Karen said that they will limit attendance to 100 people. Karen said that we had gotten a check from the Calaveras County Garden Club for $1,000 for 4 signs for four trees at the museum. She said this was a yearlong project and the trees to be signed are the giant sequoia, the crepe myrtle, the coastal redwood, and oak tree.

Museum Updates: Kim said she had sent out her update to the board members and the city council. She said that on Wednesday they had four large families which totaled 30 people. This was a large group compared to a normal Wednesday during the winter. She felt that the visitors were making up for the fire season low visitation. Kim said that George Wright a museum clerk resigned for health reasons but Brian Connery, a volunteer, was helping to fill in. Kim said that they had sent out a recruitment for the part time position. She also that they were doing well with school tours. Kim said that they had Fox 40 News come to the museum grounds to interview Amanda Folendorf, as the first-ever deaf mayor in the US. Anytime events like this occur it showcases the museum. During the filming Amanda Folendorf was sitting on a table outside instead of preferred inside the Carriage House to showcase the exhibit. Kim mentioned that during the filming they took pictures of the frog out front and focused on the area that needed repair. Anne Forrest said that she knew the person that had painted the frogs and would try to contact that person to repair that area on the frog. Veronica asked about the part time position and Kim explained it was a part time job that included clerking and various cleanup activities at the museum. Kim said this person is budgeted and the job description was on the website. Kim said that with her new ability to offer rental of the carriage house the museum will have an additional source of revenue.
Kim’s Museum Update report follows:

For the Living History Day event, the museum proudly served 75 people including the Sierra Angels Car Club. A successful event with only positive feedback and a fantastic showing of community engagement and support.

- 4 school tours from Angels Camp and surrounding areas including Palo Alto, Auburn and the bay area, are scheduled for the spring - a great response to school field trip outreach. Education Coordinator utilizes a tour evaluation form for school teachers to capture feedback, suggestions, and comments.
- Angels Camp Museum is an institutional member of the nationwide professional organization the American Alliance of Museums (AAM). Participation in AAM helps the museum to build networks & partnerships, take advantage of multi-level training opportunities, & practice standards of excellence.
- The Museum’s visitor feedback form captures where people are coming from and how they are finding the museum. Data shows that most visitors are vacationing and heard about the museum from the visitor center, Wyndham Vacation Rentals or online. Some visitors from as far away as Florida, Hawaii, the UK, and Czech Republic heard about us in the AAA tour book.
- The museum’s volunteer docent program offers four weeks of trainings on gold rush history, mining, ranching, and interpretive techniques that is required of docents representing the museum and helping with school tours, outreach, and educational programs. Three new volunteers are going through the month-long training program to become docents.
- Staff excel at customer service and provide quality educational experiences for visitors. The staff show that a tremendous amount of teamwork, seamless communication and contagious enthusiasm goes into the day-to-day operation of the museum and that - in turn - is reflected back to us by visitors.
- The Museum uses the City brand and has streamlined all internal communications, public relations materials, logo-based gift shop merchandise, and signage to follow the City’s brand guidelines.
- Reached out to local hotels with hopes to cross-promote and partner (an ongoing process to outreach to area businesses).
- Many thanks to Paul P. Westernoff for donating a wooden side saddle; Dave and Pat Bird for donating a 1938 photograph of the Altaville School with students and teachers; and Betty A. Raggio for an In-Memory donation.
- YouTube filmmaker Ross Mehan filmed in the Carriage House on February 17 to create an online video about the museum’s exceptional wagon and carriage collection.

LOOK AHEAD

- Guided tour for 30 K-8th graders from Christian Family Learning Center on February 23.
- March 4 lecture "The Chinese in Amador and Calaveras Counties from the Gold Rush Onwards" by Elaine Zorbas.
- Living History Day on March 10. History comes alive on the second Saturdays of each month as docents demonstrate their craft in the artisan’s exhibits, including carpentry, print shop and weaving.
- The Museum will be closed for Easter on April 1.
- April 8 lecture "From Slavery to the Smithsonian" by Sylvia Roberts.

Discussion: Anne asked about the commission goals project and wondered why we hadn’t gotten input from Kim. Kim said she had ideas for the direction of the museum and in looking at the recommendations she was looking for any problems or alarm bells on the projects selected and hadn’t seen any. Ron asked everyone to spend some time in the next two months reviewing their top items and adding more detail to each of them, so they can be more fully developed. Kim suggested that his activity take place before the March meeting and Ron said that everyone should send their reports to him, so he could consolidate them. This will be an item on the March agenda.

Joe Oliveira asked if we need 7 commissioners and because of quorum problems it is felt that this is the correct number. Kim said we had gone from 8 docents to four. Several of the board members had tried to
recruit both docents and people for the commission board and have gotten interest but nothing has panned out. We are going to add commission recruitment to the agenda as an ongoing item. Apparently, the recruitment of volunteers is a problem at all the museums and non-profits. Veronica said that we should reach out by using Facebook and hashtag to get the word out to more people. Veronica asked Kim about reaching out to people and Kim said she used many ways to do this.

Commissioner Reports

Activities this past month
Bob Hillis said he worked the living history day last Saturday and he chatted with Ed Miskey who had booked the tour and it was a great success.
Marilyn said she was continuing her work on the archives and she has 300 artifacts logged in and then is going to compare these to the loan records. When this is done they will begin working on pictures for this.
Tad and Ron had nothing to report.
Anne said she had visited a museum in Australia and gave the materials she had gathered there to Kim.

Adjournment: A motion to adjourn was made and the meeting was adjourned at 9:25AM

Next Meeting March 15, 2017 at 8:30AM in Museum Conference Room