

# CLARESHOLM AND DISTRICT MUSEUM BOARD MEETING

Claresholm Town Office

June 18, 2025

Present: Tom Carey, Mich Forster, Barry Gibbs, Betty Hoare, Marg Lane, Kandice Meister, Val Ritzen, Jordyn Wallace, and Cynthia Wannamaker

Meeting called to order at 10:04 A.M. by Barry Gibbs.

1. Agenda: Moved to adopt agenda by Val Ritzen. **Carried.**
2. Correspondence/ minutes: The board received an invitation for the annual Pink Tea held at the Claresholm Public Library on June 18, 2025, at 2 p.m. Motion made by Cynthia Wannamaker to approve the amended minutes dated April 16, 2025. **Carried.**
3. Chair Report – Barry Gibbs had a meeting with Bill Kells prior to his official retirement. Bill sent a list of priorities he had made for the museum and that list was shared with the board. Barry's June Chair Report was a blend of both Bill's and Barry's ideas.
  - For the new building, a climate-controlled artifact storage. Location of new building to allow a visual of the Station.
  - Museum promotional video to two separate audiences: Tour bus companies, and Out of Town visitors. Different footage from that used for local residents.
  - Promote barrier-free access, narrated, front-end attractions that appeal to both men and women.
  - Need for a professional museum marketing plan to include branding, logo, and promotional plan.
  - Manage high quality social media, such as professionalism, photo quality, etc.
  - On the issue of signs; location of and refurbishing of present signs in front of the Station.
  - AMA re-certification needs to be completed for this fall.
  - Gift Shop: staff time need to properly manage the gift shop. Analyze the data after this summer season to find what sells and profit made. Possibility of developing a gift shop policy for a guide to what products to stock and what product lines to expand.
  - Plan move out of Mackin Hall for the fall of 2025.Some details of meeting with Jordyn and Barry on June 3<sup>rd</sup>.
  - On fundraising, the museum website is up to date on the New Building and QR code links work. Larger brochure draft is complete and requires approval for printing.
  - Irene Kerr is going to work as a consultant in the off-season working with Jordyn on building displays. Irene is the past Executive Director of the Highwood Museum in High River, Alberta. This will allow Jordyn to build skills and knowledge from someone she is familiar with.
  - Jordyn will now report to Jennifer Place, Director of Corporate Services.

4. Financial Report dated June 5, 2025, reviewed by Jordyn. Noted that gate donations are significantly higher than the \$70 dollars reported. Motion made by Tom Carey to accept. **CARRIED.**
5. Spring Festival
  - Amounts collected from wristbands was \$260 and hot dog sales was \$1,200. These numbers need to be reduced by what the float was in the cash boxes at the start of the event. Final profit numbers to be reported at a later date. Cash donations for new building were \$300. Visitors to Station were 173 and the Exhibit Hall 155. Gate donations between the two buildings were total of \$300.
  - Fathers Day Car Show
    - Monies collected: \$390 from registration; \$1,198 on pulled pork; \$900 from silent auction and \$45 cash donation to new building. 215 visitors toured the Station and approx. 275 went thru the Exhibit Hall. Gate donations of \$320.
  - Markets in the Park
    - Attended the Tuesday June 10 market. It was great exposure for the museum and sold one T- Shirt and one membership to Friends of the Museum. Plans to do a few more.
  - Monthly Visitor Stats May 15 to June 17: Station 828 and Exhibit Hall 789.
  - Total Gift Shop Sales to date: \$2,931.26
  - Tours: 2 Tour Buses; Special Interest 1 and 1 more booked; School Bus 3 booked.
6. Events Planning
  - Successful Spring Festival and Fathers Day Car Show. Next event will be Canada Day in the park with a booth setup for information and The Friends selling memberships.
  - Fair Days in August: plans for the much-anticipated float are underway. Tea on the Lawn: it would be nice to have larger tents that could be decorated. Also, would like to have squares instead of cookies this year.
7. Fund Raising Committee – Some details in the report are already covered above. The Legacy Program is something that Barry and Mich will work on in order to try to get the program out into the community by fall. ALGC – Casinos and 50/50 draw – had a good discussion and everyone agreed that it will take time to get underway.
8. Jordyn left meeting.
  - Motion made by Kandice Meister for In Camera session. **CARRIED.**
  - Motion made by Mich Forster for Out of Camera session. **CARRIED**
9. Motion made by Tom Carey to receive all reports. **CARRIED**

Cynthia Wannamaker moved for adjournment 12:04 PM

Next meeting July 15, 2025, at 3:00 PM with annual BQ to follow.

Barry Gibbs

Board Chair