

CLARESHOLM AND DISTRICT MUSEUM BOARD MEETING  
Town Office Meeting Room  
July 17, 2024

Present: Barry Gibbs, Betty Hoare, Mich Forster, Marg Lane, Tom Carey, Earl Taylor, Bill Kells, and Kandice Meister

Absent: Cynthia Wannamaker

1. Call to order by Barry Gibbs at 3:02 PM.
2. Motion made by Earl Taylor for the adoption of an amended agenda. **CARRIED**
3. No correspondence. Motion made by Tom Carey for approval of minutes date June 19, 2024. **CARRIED**
4. Museum Financial Report date July 16, 2024, discussed and board was advised that a request to re-allocate funds between accounts would be requested. No additional funds were to be requested. Kandice Meister made a motion of acceptance of the financial statement. **CARRIED**
5. Executive Directors Report
  - Visitor stats. In a 2023 to 2024 May 19 to July 15 comparison, overall attendance shows an overall increase of 47.67%. Tour Buses account for approx. 10% to 15% of that number. Gate donations is budgeted YTD for \$5,000. We are currently at \$2,570. The Gift Shop revenue for 2024 is budgeted at \$1,500 and we are at \$1,273 with five of the busiest weeks ahead. We continue to learn what items are the best sellers and are slowing increasing inventory on those items. Work was done on the three wooden bookshelves in the Gift Shop which has increased the usable shelves for displaying merchandise. There currently is a Brewery in Calgary who is selling Vodka with an image of the Claresholm CPR Station. After a discussion into selling the empty bottles in the Gift Shop it was deemed not to be a market in which we were interested.
  - Bus tours are ahead of last years tours. Comments in the guest book are positive and the Odessey tour guides have increased the stop time from 20 minutes to 40 – 45 minutes. We are on track to outpace last years numbers. Big thank you, as always to Bonnie and the Friends for being there for coffee and cookies.
  - This spring we mailed out two different flyers. One to bus tour companies and one to senior/social centres. A senior center in Okotoks is bringing sixteen guests in late August. They will have lunch in Claresholm then tour the museum. A tour bus stopped in July with fifty folks on board from Utah. They mentioned they received the flyer. We are hopeful that the flyers will impact next years booking more so than this year.
  - Social Media presence over the last 90 days has been tremendous. Regular postings about museum events, Staff introductions, Farmers Market, etc. We generally receive 30 to 40 reactions to a post, but two posts were well into the hundreds. One of those posts received 348 likes, thirty-three loves and two wows for a total of 383 reactions. It got fourteen comments and was shared twenty-five times. Total people reached was 9,103. The second post shared similar statistics. Facebook business account performance stats over 90 days was also incredible. People reached was 35,579 up by 982%. Net followers gained was sixty-two which equates to a 107% increase. We now have 1,327 followers and 1,147-page likes.
  - Canada Day in the park had the museum booth staffed by Bonnie Downey, Jordyn, and Jordyn's friend Bailey – a volunteer for the last 3 years. Canada Day swag was given out and the staff reported great interactions with the public. The museum had a higher number of visitors than in previous years.
  - Donations of artifacts continue to come in. Items that were on loan to the museum by Harold

Seymour have now been officially donated. They included the 1929 fire truck, Bluebird Motel horse drawn Taxi, and items from his time in the Claresholm Fire Department. A collection of photos, plaques from the Son of Norway who have officially disbanded. Granddaughter of the original general store Sobey family donated portraits of Mr. & Mrs. Sobey, some store advertising items and a pair of kid's spring shoes. Another donation of a photo album which belonged to a flight crew member who trained at the Claresholm base in WWII included photos of downtown Claresholm and out at the base.

– The shelving units in the new storage area beside the archives were rearranged and clear plastic totes were added. These totes will be used to house incoming donations, complete with all identifying paperwork.

- The job posting for the Collections and Visitor Experience Manager has been revised and submitted to Blair Bullock for review. We would like, if possible, to have a person in that position by mid-August for training in the Gift Shop and Visitor Information Centre.

– We received a search request from an Author named Ken Hamilton from Lethbridge, who is writing a series of books on school basketball teams in southwest Alberta. He was interested in the Agricultural College in Claresholm. We were able to locate 10 years of Year Books and a large photo of a team in 1920. There will be a joint exhibit produced between the Galt Museum, City of Lethbridge, and the new Ag complex in Lethbridge where some of our photos will be included. This is why proper storage of artifacts is so important for future generations.

#### 6. -Events Planning

-The float preparations are on track and people are excited about the plans. The new Link Trainer Exhibit will be advertised as part of the float with an invitation to visit it at the museum. The proposal for an additional event in the fall of "Celebrating Harvest" was discussed and tabled for more discussion in the winter months.

7. Amended Board Decision-Making Policy – The final changes to the Board Decision-Making Policy were reviewed. Mich Forester made a motion to approve the amendments made to the Board Decision-Making Policy. **CARRIED**

8. Volunteer Policy for review and updating. -Tabled for next meeting.

9. August meeting will be moved to August 28, 2024, with a start time of 2:00 Pm. Social event to follow later that day.

10. Collection of flowers for Cynthia Wannamaker who missed the meeting due to hip surgery.

Motion for adjournment by Tom Carey at 5:05 PM. **CARRIED**

Next meeting August 28, 2024, at 2:00 PM.



Barry Gibbs  
Board Chair