

**Meeting Minutes**  
**BOARD OF MUSEUMS AND HISTORY**  
**MEMBERSHIP COMMITTEE**  
**January 16, 2019; 8:30am**

Location  
Division of Museum and History  
412 E. Musser St., Ste. 2  
Carson City, NV 89701

**BOARD MEMBERS PRESENT**

Bryan Allison, Chairman \*  
Robert Stoldal \*  
Jan Petersen \*

**BOARD MEMBERS EXCUSED**

**DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS, DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES STAFF PRESENT**

Peter Barton, Division of Museums and History, Administrator  
Carrie Edlefsen, Division of Museums and History, Administrative Services Officer  
Lauri Brown, Division of Museums and History, Administrative Assistant  
Myron Freedman, Nevada State Museum, Carson City, Museum Director \*  
Dorothy Barry, Nevada Historical Society, Administrative Assistant \*  
Dennis McBride, Nevada State Museum, Las Vegas, Museum Director \*  
Maureen McDonough, Nevada State Museum, Las Vegas, Administrative Assistant \*

**PUBLIC IN ATTENDANCE**

Sarah Hulme, Nevada State Museum, Las Vegas, volunteer \*  
Mary Savage, Nevada State Museum, Las Vegas, volunteer \*  
Scott Dam, Nevada State Railroad Museum, Boulder City, volunteer \*

\* via teleconference

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Allison: All right. Well, good morning, everybody. I will call to order the Nevada Board of Museums and History Membership Committee. Was the agenda posted in compliance with the open meeting law?

Brown: It was.

Allison: And could you guys go ahead and conduct the roll call?

Brown: Bryan Allison?

Allison: Here.

Brown: Jan Peterson? Bob Stoldal?

Stoldal: Here.

Brown: Okay. We have a quorum.

Allison: Oh, did somebody just join?

Dam: Yeah, Scott (inaudible) from Boulder City.

Allison: Thanks, Scott. Okay. Do you want to do a quick--see who's on the call? Let's go around.

Freedman: Myron Freedman here from the Nevada State Museum in Carson City.

Barry: Dorothy Barry here from the Nevada Historical Society in Reno.

McBride: Dennis McBride from Nevada State Museum, Las Vegas.

Maureen: Maureen McDonough from Nevada State Museum, Las Vegas.

Hume: Sarah Hulme from the Friends of Nevada State Museum, Las Vegas.

Savage: Mary Savage from the Friends of Nevada State Museum Las Vegas.  
Brown: Who was before Mary Savage?

Hulme: It's Sarah Hulme.

Brown: Thank you.

Barry: I understand from Mary Covington, there's a new person in Carson doing memberships. What is her name and is she here?

Freeman: The position is open right now. I have a temp helping out with keeping up with memberships but no, she's not here.

Barry: Oh, okay.

Barton: Let me remind everyone, before you speak, you must identify yourself. This is obviously a teleconference meeting and the transcribers have no way of knowing who's speaking.

Barry: I'm sorry. That was Dorothy Barry in Reno that asked a question.

Freedman: And Myron Freedman who responded.

Barry: Thank you.

Allison: Okay. This is Bryan Allison for the record. First, I'd like to thank everybody for all of the input and the work to get this call on and to provide information for the meeting. You know, I think I speak for everyone when I say how important membership is to the system and I think it's a great way to start 2019 by kind of taking an in-depth look at where we are and where we want to go. So thank you, everybody, for being a part of that.

One other logistics note--oh, did somebody just join?

Peterson: Oh, this is Jan. I couldn't get on it before (inaudible).

Allison: No problem. I'm glad you made it, Jan, so have that reflected Jan has joined the call, so we have all three members of the committee.

Female: Very good.

Male: Right.

Allison: And the--my note was just make sure--don't put us on hold. Sometimes people put you--one of these calls on hold and there's hold music and it's very nice but it's very disruptive. So just mute or put your phone and down under a blanket or something but don't put it on hold.

Peterson: I don't know how to put it on hold so I'm safe.

Allison: Good. Did someone else just join? No, I guess not. Okay. Well, let's go ahead and get started with public comment. Public comment is welcome by the Committee. We will allow for public comment after each item on the agenda but before we vote on the item. So let's just go ahead and dig into our agenda. Number five, review of current membership levels. Peter sent out some information that was gathered. I also put together kind of a quick snapshot to try to give us--did someone just join the call?

Female: I don't think so.

Allison: Okay. I put together a few slides that just showed what current membership levels and costs look like on a grid because I thought that was a little easier for everyone to see. We do have all of this kind of spelled out in our policy but it's not consistent in the way that it's related to the public. And what I did was I actually went to the website and I found as much of the documentation as I could. So if I were just someone looking to join, this is what I would see. And I'm just gonna run through--

Peterson: I appreciate that 'cause I tried to weigh through it all myself.

Allison: Who was that?

Peterson: Thi--this is Jan.

Allison: Oh, hey, Jan. Did you get the documents from Peter?

Peterson: Yes.

Allison: Okay, good. So you--

Peterson: (Inaudible).

Allison: Good. So--oh, and Jan, every time you speak, please make sure and identify yourself so that they'll know who's talking.

Peterson: Oh, okay.

Allison: Thank you.

Stoldal: Stoldal for the record. I will have to say that the grids that you put together, really very, very helpful and clarifies opportunities that we have to, at the bare minimum, be more consistent. And I think we need to make this--something like this part of our existing policy. This was very helpful, so thank you.

Barry: I agree. This is Dorothy in Reno. This chart looks very similar to the type of things you get from other museums where they put a dot on the different levels that you're eligible for. And I'm all for consistency across all of the museums.

Peterson: This is Jan. I couldn't totally agree. It was so confusing wading through those websites and I never did find any Ely stuff and finally gave up.

Female: (Inaudible).

Barton: (Inaudible).

Allison: Yeah, I--this is Bryan Allison. I didn't see any Ely stuff either. Um, and I don't believe they have a membership program.

Barton: Yeah, this is Peter Barton. Ely does not have a membership program. Years ago, we decided not to embark on that at that time, at least, out of respect for the neighbor who has a very active membership program and we've just never revisited that.

Peterson: Okay.

Allison: So from a high level--actually, once you put it all on a grid, it was a lot more consistent than I anticipated. There are certain benefits that are spelled out more

clearly at some museums than at others but my feeling is most of the museums honor the program and honor the spirit of kind of what's in our original notes in terms of what someone gets for what they spend for their membership. That said, as you can see, you know, at the railroads, a senior is 62 and older, at the museums, a senior is 65 and older. So there's just some of these kind of little things that I think would be--before we even get into kind of the bigger discussion about membership as a whole, there's a lot of these little cleanups that show that it's time to look at this and figure out what the best approach is.

Dam: Hey, Bryan?

Allison: Yes, go ahead.

Dam: Scott (inaudible) I know I'm not making a public comment, I just wanted to clarify something. We have a volunteer membership, which is not put on the list. So the Nevada State Railroad (inaudible) City can show a \$20 volunteer membership.

Allison: You're right.

Barton: You aware of that?

Savage: And this is Mary Savage. Maureen, I think that there's a mistake on this grid, too because I think your gift shop offers a 15 percent discount to members, not a ten percent one.

Female: Is it ten?

Savage: Yeah.

Female: Okay. Okay.

Allison: Yeah, this is Bryan again. That's another--I'm sure that's not--anybody decided, you know, let's make it 10 percent here and 15 percent somewhere else. That's the kind of thing, though, that should be, um, kept consistent across the system, so that we don't have different levels at different places. Unless there was-- Peter, was there a reason for that ten percent there?

Barton: It was our understanding that it was ten percent across the board. I'm actually a little surprised to see 15 percent. Wasn't it ten, historically here? I'd have to go back and look, Bryan but I--

Allison: (Inaudible) in the membership policy at the beginning, it does say 15 percent.

Barton: It does say that? Okay. You're right, it does. Yep.

McBride: This is Dennis at Las Vegas. We do note in our membership letter 15 percent.

Allison: Okay. Well, again, this is why we're meeting, to try to clarify some of these things and clean this stuff up.

Stoldal: Bryan (inaudible) Stoldal for the record. I think there's an overriding question, too, is if part of the Board's packet was a copy of the NRS, which that should be Board of Museums, essentially created the membership and sets the fees. It seems that some of these groups are popping up without any Board approval and I think we need to be consistent and either change the statute or we need to have some sort of a Board process to what (inaudible) we're starting to have memberships to the museums that are not approved by the Board. There needs to be some consistency in that, as well. Thank you.

Allison: This is Bryan. I agree. Okay. Everybody has had a look at kind of where we're at right now and one of the issues--and I guess we could kind of--this moves into number six is the discussion on whether memberships should be across the entire division or whether they should continue as individuals, just so everyone's clear. 'Cause honestly, I wasn't entirely clear until I went through this process. The Railroad Museum in Boulder City, people are becoming members of the Friends group, primarily. And then secondarily, the division is receiving a portion of their membership fee. That's the only museum that I am aware of, and Peter, correct me if I'm wrong, where that is the case.

Even as a Board member, I thought, okay, if I'm a member of one museum, I'm kind of covered for all the rest of them. Obviously, that's not the case and I'd like to hear peoples' thoughts on that topic and what you think.

Barton: Well, Bryan, let me jump in there. The Carson City Railroad Museum follows the same pattern as the Boulder City Railroad Museum in that the membership program in both railroad museums, as it states in our policy, is run by a Friends organization. That organization pays an assessment per member back to the state equal to what each other museum--in other words, the Carson City Museum, if they're selling an individual membership at \$35, they are transferring \$20 of that to the Division for the quarterly.

Allison: Okay.

Barton: For the Railroad museums, we allow them to keep that \$20 for their publication and their activities, and they transfer the remainder, \$15 per member, to the division to keep some equity across the board in terms of how this program works, for lack of a better way to state it.

Allison: Okay.

- Peterson: This is Jan in Elko. I think this leads to a confusion of general members, that if you join the Friends group, I'm calling them, as opposed to joining the--the state part, people think that they are--it's one membership. And then there's just mad confusion when they go to another place and they say they joined and they're only a part of one thing and not the other one. It just kind of opens a confusing can of worms.
- Barry: This is Dorothy at the Nevada Historical Society. I'm wondering, since we're talking about Friends being members or not being members, how did the other museums (inaudible) has to be a member paying annual dues (inaudible) but also member paying annual dues of the museum itself. Is everyone else doing that, as well?
- Savage: This is Mary Savage and the answer is no. At the Nevada State Museum, you can join the Friends group without joining the museum. I would also like to comment; I agree with the previous speaker that it does cause a lot of confusion when you join a Friends group and people think that they've joined the museum. And what we have proposed is that (inaudible) like they have at the railroad museums where you join the Friends and the museum. And we also think that one of the very few benefits that we can offer here in Las Vegas because of the situation with the Springs Preserve, is that people who join have access to all the other museums. We think that's an important benefit to maintain.
- Freedman: This is Myron Freedman, Carson City. So our Friends are required to join as members of the Nevada State Museum in addition to paying the dues to the Friends group. The idea of having universal access to all the museums if you join any of the museums, I think makes sense. Obviously, a couple of them have some barriers to that. Nevertheless, I think the fees that are paid should probably not change and that I don't think we want to require our members to think that they're supporting other museums they didn't anticipate joining. So I think just having the benefit of access to the other museums, free admission where possible, makes sense but I would maintain the ability of each museum to attract members and build that membership.
- Dam: This is Scott (inaudible) with Boulder City again. So just to clarify a few things. Joining the Friends, since there is, though, other museum membership other than the Friends, the Friends have a 15 percent discount at the gift shop. We say we (inaudible) all seven of the other state museums, however, I've heard that that doesn't apply to certain parts of--though you can get into the museum but you may not be able to get into exhibits or something special and they may have additional charges. I don't know, I have never actually taken a chance to do any of those things. I know we--
- Barry: This is Dorothy in Reno. And I just think that we really should come up with a consistent, across the board, that everyone (inaudible) some sort of the same

rating system. Even the membership cards and forms are all so different, which I'm sure we're going to get to later.

Allison: Yes.

Barry: You know, when I first started working here three or four years ago, I didn't know when someone produced a membership card from another museum, if that was really a membership card because there didn't seem to be anywhere where I could see what the other museums' cards looked like, etcetera. So again, I just want to affirm that I'm all for consistency across the board, as much as possible.

Dam: This is Scott again. I didn't quite finish what I wanted to say.

Barry: I'm sorry.

Dam: That's okay. So the other point was you talked about the (inaudible) going to the division. Our understanding and our agreement is we send 25 percent of the membership fee to the division. So every quarter, we pay 25 percent of the membership fees collected for that quarter to the museum. And that's our contribution. And the other thing was the discount about the shop. We are showing a 15 percent discount at our gift shop. It doesn't say any gift shop, it just says in gift shop. Um, I've never heard--

Female: (Inaudible).

Dam: --whether there's a problem going to someone else's gift shop and asking for--

Barton: (Inaudible).

Dam: --15 percent. I'm not aware of anybody trying that, so I don't know. It's not very clear. So, yes, getting clarification on some of these things would be good.

Edlefsen: This is Carrie Edlefsen, for the record. I'm the fiscal person here in the division office. Scott, I'd like to clarify that 25 percent from both Boulder City and Carson City, because they're similar programs, that does not come to the division. That actually goes to the museum itself to fund museum programs. So that 25 percent does stay with the museum.

Dam: All right. I wasn't aware of where the 25 percent goes. I know we send a check for 25 percent, so thank you.

Edlefsen: You're welcome. I just want to make sure that we understand that there is a benefit to the museum for that.

Allison: Thank you for clarifying that, Carrie.



Edlefsen: You're welcome.

Allison: Bob, I know you had some thoughts on the division versus individual museum membership. Did you have anything else to add?

Stoldal: Well, having been with the museum and worked for a considerable period of time, I am just listing it and finding out bits and pieces of information that I was unaware of and are clearly not stated in the Board's policy on membership. Secondly, the uniqueness of the Friends group at the two railroad museums, they serve such a critical and essential function in helping run the engines and a variety of thing that are there. Also concerned that we have different groups, docents and I think there's a real opportunity here to be very consistent with the Board's policy that--that creating consistency across the system so that if there's a benefit to one museum of 15 percent or ten percent or whatever is decided as far as the discount at the museum stores, that really needs to be consistent. So all these consistency words I'm using fall under the idea that we need a statewide membership. We are one system, we help each other, we coordinate, all the directors work together with each other on exhibits and a variety of things. I think the membership--when you join the Nevada State Museum in Las Vegas, you're joining the Nevada State Museum in Carson City. You're part of that system.

And I would like to see, eventually, a monthly dues letter as part of one of the benefits that brings the system together and we get updates for all of our members on each individual facility. Secondly, we need to work out some consistency, the Friends of the museum and docents and other things, so that that has some consistency, as well.

Likely, there's going to be some issues like Ely or there may be an issue unique to some other facility. But rather than making uniqueness the law of the land--too dramatic there but we should try to not completely eliminate anything that may have a uniqueness to a facility. I just would like to push for more consistency and that would allow us to have a website where you could (inaudible) and you could select whichever one you wanted to be in your specific membership ad but it would be a statewide membership. Thank you.

Allison: Thanks, Bob. This is Bryan again. I agree. I think there are kind of a couple of buckets, from my perspective, and the first is to get some of this consistency so that we do have, you know, again, ten percent isn't at one place and 15 percent. It's consistent 15 percent across the board, it's a consistent age for seniors. There are consistent levels. Because, jumping ahead a little bit to Number seven, our online sales, I think the issue there is really just doing this work so that we determine what we're selling before we put something online.

And, Peter, correct me if I'm wrong, this is ready to go. It's ready to be started up as soon as we know what to put in it. Is that correct?

Barton: For the record, Peter Barton. That's essentially correct. We have to consult with the treasurer one more time but that's not a--that's just a process, not a problem. But, yes, the module is built, it lives in the websites and has actually lived there for two years. We just haven't turned it on.

Allison: Waiting for us.

Barton: Right.

Allison: Okay. So again, I think the--we're a lot closer in some ways than we thought. Um, we just have to figure out some of these--gather some more information and make some decisions that we can recommend to the full Board.

Dam: Bryan?

Allison: Yes.

Dam: This is Scott (inaudible) again--got five minutes before I got to get on the road, which I'll try to listen in but I wanted to make one other point. Um, be very careful making changes to make things universal, that it doesn't impact, like, our railroad museum. We have (inaudible) our regular members join the railroad museums because they like the train rides.

Allison: I should clarify. And again, it's not my decision. I was not advocating that we have a one-size-fits-all solution. What I was advocating is that there's some more consistency between the different museum memberships so that people know what they're getting when they sign up. And--

Dam: Right.

Allison: --yeah, absolutely, what's working at the railroad museums today, I think we would have to be extremely careful before we made changes to that because it's working. And it is critical in the role that the members--or the Friends group are playing there, just as at every museum, particularly at the railroad museums, is different.

Dam: I just wanted to finish. So the regular memberships that are listed on your list, those memberships--those people joined so they can ride the train. And they come out once or twice or three times a year to ride the train, maybe more often. Then we've got the volunteers. We have 100 volunteers, of which about 50--some are very active, which are the people who run the railroad and all the other things that deal with the railroad, including the majority of the maintenance, everything else. We've talked about that. The point about the volunteers is, to my knowledge, none of these people spend much time going to any other

museum. And I haven't heard about the volunteers going places. Maybe they have but I just don't hear about it.

Freedman: This is Myron Freedman for the record. And I want to echo a little bit of what Scott's saying and Bryan. I think the consistency in some of the benefits is a great idea and that you go to the website and you can see that If you join a particular museum, your museum in your community, you'll have the benefit of admission to the other museums. You'll have the benefit of 15 percent of in their stores and maybe there are a couple other items. But I think, as I understand the wishes of our members and our Friends group, the uniqueness of being attached to this museum is also important to them.

And then I would ask if there is a umbrella program, you know, who's administering that, what are the resources required to run that, what kind of additional tasks are then put onto each museum to also help run that aspect of the membership program when we have difficulty enough running, you know, just the one associated with our own museum. So I think there's a great benefit to being consistent and I think being able to offer admission to all the museums will be very attractive, as it has been. But I would also caution against then, you know, kind of throwing out the individual programs and having an umbrella program.

Peterson: This is Jan in Elko. It's my observation that the primary reason people are getting a membership is for admission to the facility and the other benefits are just fringe things that just have (inaudible) but to me, it's mostly just to get admission in. So I can see having an umbrella-type policy for admission to those would be beneficial. And like I've heard other people say, you're mostly going to the one geographically close to you (inaudible).

Freedman: This is Myron Freedman. I mean, I believe we have something very close to this already, do we not? I mean, Las Vegas because of it, Springs Preserve Association can't offer that and same with Ely because of its sister organization. Nevertheless, all the other museums are offering admission to all the museums. So there's already some consistency there. I think it's just a question of how it's packaged and how it's presented. And I think the idea of having a--a card, as someone was pointing out, how do we know that's, you know, another museum's card? You know, having the same membership card design also will help that. So I think, you know, we're close, I think.

McBride: This is Dennis in Las Vegas. Our situation with the Springs Preserve has been evolving. When you buy a membership to Nevada State Museum Las Vegas, you get not only entrance to all the other museums in the division, but also to the Springs Preserve. And they're beginning to recognize the memberships that come from the constituent museums, as well. Because as someone said earlier, their cards are all different. So we can't offer, like, free admission days, like the

other museums can, but we do seem able to offer entrance to the Springs to anybody who joins the division membership. I--

Barton: And, I'm sorry, Dennis. This is Peter Barton. I don't know if you've said the converse is also true. Any member of the Springs Preserve is entitled to free admission at any Nevada state museum.

McBride: To here. I don't know if the other museums--for instance, Myron, I don't know whether anybody's ever shown up at the Nevada State Museum Carson City who was a member of the Springs expecting to get in. But if that were to happen, would you recognize that?

Barton: By policy, he would have to.

Freedman: I'll pay attention from now on.

Barry: This is Dorothy in Reno. Because of our close proximity with Carson, we do get a lot of visitors that are either train or Carson or the Historical Society. I know that most of our members don't do it so much for the admissions, the free admissions to the other museums and the discounts, as they do to support the Historical Society. But we do, especially in the summertime, get a large number of travelers who have gone from Vegas to Carson, Reno and have hit all the museums who are members. I've seen some of the other membership cards. If someone from one of these Springs Preserves presented a membership, I would have no idea. Until we got this information here, I had no idea there were these other memberships around that were entitled to the state museum benefits. Thank you.

Allison: This is Bryan. I honestly didn't, either and I probably should, yeah. But now that we know, that's an action item for us to make sure that everybody gets a copy of what one of those cards looks like, so they know. And we can maybe encourage--

Male: This is (inaudible).

Allison: --the Springs Preserve to make sure and market that as a benefit of joining their organization.

Barton: Yeah. And again, for the record, Peter Barton. If you look at the policy we circulated, which has been in effect for quite some time, the bottom of page one, it reads, "Also members of the Las Vegas Springs Preserve are provided reciprocal benefits to Nevada state museums. That is, they receive free admission and 50 percent discount of train rides, as well as museum store discounts. A valid Springs Preserve membership card must be presented to secure these benefits."

Barry: Well, I think I would have to be the first to admit I have never read everything in detail until just recently with this meeting. So I think, number one, everybody doing memberships, whether they do it part time or full time, to do a training so that we all know what the expectations are without having to necessarily read through NRS statutes (inaudible).

Maureen: Hi, this is Maureen in Las Vegas. Can you hear me?

Allison: Yes, go ahead, Maureen.

Maureen: Yes. Um, so the Springs membership aspect is confusing to everybody, including the Springs. They don't know they're entitled to that benefit. They're offering entry here for any state member. They are not advertising that their members get to go to the state museums, except for Las Vegas.

Allison: Okay.

Maureen: So they don't know (inaudible).

Barry: Dorothy again. The flipside of that is we have, at least at this museum, running the store and admissions, with the exception of one staff member, are all volunteers. So these are the kinds of things we need a visual (inaudible) list, you know, a picture of what the cards are so that someone who only works three hours a week--or three hours a day one day a week can remember from last week to this week, who gets free admission, who gets which dis--you know, it's more confusing for the volunteers--slash--docents that actually run all of our admission activities here than it is for us. Thanks.

Allison: Okay. So point taken from Peter that, if I had read the information in front of me, I would've known this. Point taken from everybody else that we need to get a visual out there for people to look at. Because I do think that's a great benefit. And anything we can do to get the Springs to also promote the fact that their members can go to our museums across the state I think would be helpful.

Savage: Actually, it's not going to be helpful. Sorry, this is Mary Savage. I think that it's not necessarily helpful because one of the few benefits here in Las Vegas that we can promote is that when you join the museum, you get access to all the other state museums, including the Springs Preserve. And there's not a lot of incentive for people to buy a museum membership if they know that they can buy a Springs membership and, you know, have access to everything. So why would you buy a museum membership?

Freedman: Myron Freedman for the record. Also I wonder, is there a benefit to the Las Vegas museum that comes from the fees paid to the Springs Preserve for those memberships?

Male: Yes, yes.

Freedman: Are some of those dollars going to your museum?

Edlefsen: Carrie Edlefsen for the record. Annually, we do get a--the Las Vegas Museum does get a kickback from the Springs Preserve in regards to the memberships that they've sold.

Freedman: Oh, that's great. Good.

Savage: Sorry, this is Mary Savage. Is it a set amount or is it actually a piece of the membership?

Edlefsen: It's a set amount. It's a percentage against the memberships they've sold. A percentage of the dollar amount.

Savage: So it's a percentage and not a flat fee?

Freedman: Well--

Edlefsen: Well, I mean, it still equals the same. Whatever the rate is of their membership fee, we get a percentage of that. So I guess, technically, it would be a flat fee based on the membership that they sell.

McBride: This is Dennis in Las Vegas. It is a flat fee but up to a certain point. And if memberships go beyond that, then we get a further percentage. I think that's only happened once, Peter?

Barton: No. It happens, annually, Dennis.

McBride: I mean, if we go beyond that flat fee, that we get extra money. We get more money.

Barton: Yeah, I don't believe that's occurred.

McBride: I think it did once. We had the initial flat fee check and then we had a second one that came through (inaudible).

Barton: Well, Dennis--

Dam: This is Scott (inaudible) for a clarification. I've got to talk to both of our, um, ticket people who would handle that 'cause I don't have an answer of what they're doing. But I do know that I have heard that people go with this--with our membership card and they'll get whatever the admission is. So if it costs something to get in the door, they'll get that but then they won't get any other benefit if, like, if there's another cost to do something else. They get no other

benefit, so they'll have to pay for that. So there is an advantage to being a member of the individual museum, it sounds like, if there's other things you get for that, other than just the admission to the buildings.

Maureen: This is Maureen in Las Vegas. The Springs members have basically the same membership, so they have to pay for anything additional over, you know, there's a couple of things that they get that our members don't. But for the most part, they're almost exactly the same. So there isn't really a reason, you know, looking at bang for your buck, other than supporting the state museum, there really isn't another reason why you would buy.

Stoldal: Bob Stoldal for the record. I'm not sure if I understand. I thought the Springs Preserve simply gave you free admission to the State Museum, that was it.

Maureen: That's correct.

Stoldal: It didn't give you the discounts or any of the other membership benefits, it was just admission.

Maureen: You get admission to--they have different attractions over there, so you get admissions to the trails and you can walk around Boom Town and all that or you can go to the Origin museum. But you can't take classes, you can't get in the butterfly house, you can't go to their solar house, that kind of thing. But they charge their own members for those.

Stoldal: Correct. But the--

Maureen: So it's the same membership, roughly.

Allison: I think what--Bob, this is Bryan. I think what you're asking is, do springs preserve members receive the same benefits at the museums as our members do. And according to our membership benefits that Peter read a little bit ago, our policy, they do. They receive free admission, they receive 50 percent discount on train rides there, and they receive museum store discount.

Maureen: Ours don't.

Stoldal: There's an opportunity there, I think, Bryan, that we could focus then the benefit that would simply be the admission there, they get free admission to the museums rather than the other benefits. I don't think we're required under the contract. I don't know, Peter, that would be a question about whether or not the agreement that the State of Nevada signed with the Springs Preserve requires all the benefits to and fro. But that's for another discussion.

Allison: This is Bryan. Are you suggesting that we only provide them with admission, if we're able to do so and make a full membership through the museum more attractive?

Stoldal: Exactly. Yes. I'm not sure that if a member of the state museum--for example, if I'm a member of Carson City, that I would get some discount at the Springs Preserve store.

Allison: Right.

Stoldal: So just--again, back to the word consistency. I think there's a benefit of having the Springs relationship in the sense of being able to have admission. But maybe we need to look at limiting at that point.

Allison: Right.

Freedman: Myron Freedman for the record. So just asking the question, is it prohibitive for the Las Vegas Museum to have some level of membership underneath the Springs Preserve one, just attached to the museum?

Stoldal: I think we do, don't we?

Freedman: I don't think so. What I'm hearing is that it's part--you get admission to the state museum as a result of entering the springs preserve.

Savage: So, Myron, this is Mary Savage. I didn't understand the question, I guess.

Freedman: Do you have--is there a membership connected just to the museum, not the Springs Preserve?

Savage: Yes.

Freedman: Yes?

Savage: The package is (inaudible) it's a package deal. It's considered reciprocal.

Barton: Thank you.

Freedman: Our general admission is their general admission. That's how they phrase it.

Stoldal: Let me answer it a different way is you can join the Nevada State Museum Las Vegas and that simply allows you access to the Springs Preserve. Or you could join the Springs Preserve and it would allow you access to the Nevada State Museum Las Vegas.



McBride: This is Dennis in Las Vegas. Basically, that's true but there are features at the Springs Preserve, like the train ride and the butterfly house and other things that all members, whether you are a member of the Springs Preserve or the museum, have to pay for.

Stoldal: Right.

McBride: Right.

Stoldal: (Inaudible) Stoldal, for the record. The same at the railroad museums, that you have to pay for the rides or you get a discount. But sure, thank you.

Allison: Okay. Let's see. We've kind of jumped around a lot on the agenda, which is good. I think this is--my vision of this meeting was to do exactly what we've been doing and that is to get a lot of feedback and ideas and information, so that we're all looking at the same thing. While we're on this topic kind of identifying members at different museums, Peter, part of the information that you sent were some mockups of some consistent cards. My question would be if we were to employ these and we were to keep things kind of as they are, where you sign up with, I'll call it a home museum, and then receive benefits at the other museums--so taking what we have today, making it consistent across the entire system as much as possible in terms of the benefits, but then going to some kind of a uniform card, how would that work and who's creating these cards and just kind of a little bit more information on making some consistency in our visual communication.

Barton: For the record, Peter Barton. Yes. And what you see in front of you are just the--and these were created by the art department over at Tourism and Cultural Affairs, again, couple of years ago when we were initially exploring some of this. But the first set that have iconographic images of each museum seems to be the direction we'd potentially move where the Columbian Mammoth seems to symbolize the Las Vegas Museum, locomotive for the Railroad Museum and (inaudible) baskets for Historical Society and so forth. That seems to be the direction we'd be moving and certainly, there'd be--we'd invite each museum and their management teams to select or determine what the appropriate image would be. And then we're looking at a couple of different vendors who supply 8 ½ by 11 sheets of paper with embedded plastic, laminated museum cards, so that, again, you'd get X number of hundred of these made for--1,000 for each museum. We'd get some stickers that you could apply that would say the individual, senior, whatever membership level it would be and then those cards would be printed out so that they've got a high-quality appearance to them. Ideally, and we don't have--we haven't wrestled with what it would cost, but Blackbaud, which is a vendor that specializes in non-profit donor development, has a system that, you know, they have a hardware-software system that includes barcoding membership cards. We're looking at, actually, our current point-of-sales system, Retail Pro. We were told during the sales pitch that it had

a module for loyalty programs like this. We're trying to circle back with them and get a little more detail on it because we're not seeing it in their system documentation. But, I mean, ideally, those are the directions we want to move. First step is let's get a membership card we can be proud of, that people can recognize, that can easily be customized for the membership level so that it's one card with something that's applied to indicate a membership level, that is printed out, that is consistent. And then go to the next level and ideally, hopefully, one day be able to bar code them so that upon entry, these could be scanned. We would get back-end data on who's coming, what their habits are, take it to the store and it automatically applies a discount. Like going to Costco, it'll tell you when your card is expired or about to expire. You know, I think it's a progression as we move into this. First steps first, let's agree on a membership card and a format, the graphic look and feel of that, and then the material that would go back out to the members.

I think what Maureen provided that Las Vegas uses in terms of their membership materials, really starts to point us in a direction of great consistency. And did I print all of that out? I did. So it's in your package there. She's got welcome letters, renewal letters. I mean, it's all--it's a consistent package. And, you know, building out from something like that seems to make a lot of sense. Again, it's consistency. I know that word keeps coming back up.

Barry: This is Dorothy in Reno. And I agree, short term, we should go ahead and adopt recognizable similar membership cards, but I do believe that it's vital to go with either barcode or digitized magnetic strip because then we would also resolve a lot of the manual statistics that are being taken right now when people come in for admissions, such as whether they are members of other museums here to visit or which states they're from, what their zip codes are, etcetera. So besides all of the regular admissions and membership advantages, also the statistic tracking could be (inaudible) a number of ways. Thanks.

Stoldal: Bryan?

Allison: Yes.

Stoldal: Two points. And I hope they don't seem to be inconsistent. One is I almost feel to have a consistent membership card, first, I think that that's very important but it'd be nice if there was some way that you would be able to select a consistent card, maybe the background is consistent, but it had an element that said that you were from the Nevada Historical Society. So there was still some of that identification with the museum you were supporting but the card itself was consistent. The background and the barcode or however, but there was an element. And maybe it's going to be expensive or--but it'd be nice if you can say, "Oh, I like--" just like you can pick out your checkbooks. I like number two.

Allison: Right.

Stoldal: And then the second thing is the word consistent. I prefer that we think of ourselves as one museum system, not a bunch of individual--I mean, we're all supporting each other. I was getting a feeling, as I'm listening to some of these comments, that, "Well, you know, our people don't really care about the Overton. They come to the Historical Society." Or, "None of our Boulder City Railroad guys care about the rest of us." I think that there's a real opportunity here for us to be a united system, not go back to those old days that were pretty terrible when we were all operating independently and it was pretty awkward in those days that I don't feel we need to go back to. Thank you.

McBride: Bryan, this is Dennis in Las Vegas. Just a reminder that if we start making these cards consistent, especially if we use bar codes or magnetic strips, we're going to have to bring the Springs into that conversation because, except if a member stops in the store to make a purchase, we don't see those cards. We don't manage membership in the museum at all.

Allison: That's a very good point, Dennis, thank you. We would have to talk to them about their--do you know--well, I'm not even gonna get into that, never mind. That's a very good point, though, we would need to make sure that they're part of that discussion.

Peterson: This is Jan--

Male: Bryan?

Allison: Yes?

Peterson: --this is Jan in Elko. Is there a likelihood of them cooperating?

Allison: That's why I'm not even gonna go into it. I figure we figure out what works for us, for the bulk of our museums first and then we can figure out what works for them.

Dam: Yeah, Bryan, this is Scott. Just to finish up on a couple items. The idea of doing consistent cards and thing is great. The idea of getting data is great. I'm concerned about, as an independent Friends organization supporting the museum, the cost for these things, since right now, we find all of our registration (inaudible) everything else ourselves out of the membership fees. So we would need to figure out how to deal with the extra cost for these things to make it more universal. And don't get me wrong, I'm not saying we shouldn't have a more universal system. My comments were what (inaudible) just so we don't forget. And I would think it's for almost every museum. They join because of that museum first and the fact that they get other benefits, that's great but how many of them use it, it'd be really nice to find out.

Freedman: Myron Freedman for the record. I agree with that. I don't think we're suggesting that we don't look unified as a system of museums at all. I think that is something to embrace. It's just a question of can we do this and just offer consistent benefits that allow people to visit all the museums and get a few of those benefits. That does unify things but at the end of the day, you know, we're working to build the membership at our museums because that's what our resources allow us to do.

Allison: Right.

Hume: Bryan, for the record, Sarah Hume. Another option with the membership cards which have an electronic version so that you, from an environmental point of view, if people wanted to opt for an electric one only, so that that goes into their wallet on the phone. So for example, all my airline miles cards, I keep them in my phone and I don't carry those all around with me. Priority pass for the airport lounges, for example, all of those have an option for you to just download the card onto your phone and then that has a barcode that you just show the scanner. I think there's two things. I think there's a demographic that that would really appeal to, and as I say, environmentally rather than bringing more plastic into the world. And also the younger generation, that's very typical for them to do that, as well (inaudible).

Freedman: Myron Freedman, for the record. So right away, there's a cost because our visitors come in at the Admissions desk. We don't do scanners there, we do that in the store. So, you know, that would have to be upgraded with the right equipment to get that done.

Hume: Yeah.

Allison: Yeah, and I'm adding all of these to our list because I think that they're all good ideas and they all have merit. I know exactly what you're saying, Sarah, that's what I do. I use digital cards but at the same time--or cards on my phone all the time. But you need to have security with that, you need to make sure that someone's not just taking a snapshot and a picture. I mean, I don't think there are a lot of people out there who are looking to defraud us but there are systems and things that we have to consider. And to Myron's point, equipment for scanning. Even if it's a physical card, there are requirements for that. So these are all great ideas and I'm adding them all. I just want to make it, I guess, from my perspective, I think the initial goal is to figure out what the membership should look like and I think we're having some good discussions around that. Whether it should be system wide or individual and again, I'm just going to paraphrase what I've heard. Everybody is really strong on the idea of having--again, I keep calling it a home museum or your individual museum that you associate with and that you support, but then you receive benefits and you receive buy-in to support the entire system. And we view it as a consistent--

there's some consistency both in the messaging and in the cards and in the benefits. And then we need to, I think, also look at standardizing some things across all of the different groups that we've talked about.

The other item that I think we need to continue to discuss is kind of how the Friends organizations work. I know that Las Vegas made a proposal at our last board meeting and that was kind of pushed off until we could have that discussion in this committee. And I've talked to some folks about how it works at the railroads and that seems to be working very well. Does anybody else have anything else they'd like to add on that topic before we kind of start to wrap up?

Barry: I would. This is Dorothy in Reno. This is kind of a suggestion coming up in the store committee meeting, as well. But I believe that it would be beneficial if the museums offering the higher level benefits to higher membership levels, if we all had a consistent state branded--this is what you get for joining at this level, guest, you know, either two or three or just one for the very top level. But all of the museums offer consistently to push memberships in the higher donor levels, which I think would benefit everyone but there would have to be a centralized pot of money, quote-unquote, that all of the museums to draw from to all purchase and offer these same museum benefits (inaudible) because I really feel like the higher level donors should get something more than free passes or buy-one, get-one or a free train ride. I mean, if you're putting 500 or more, you really should get a substantial gift, something that you can be proud to show, like either a pen or a really nice tote bag, maybe embroidered hats or jackets or something. I think that would be a fabulous idea. But thank you, this has been a great discussion this morning.

Stoldal: Bryan, one thing. Part of the reason I was encouraged by the membership committee meeting is the idea is for the standardization, is to grow the museum membership overall for people--and so it's not just to standardize so we're all consistent, which is, as we all poorly found out, there's a lot of opportunity just to clean all that up, but it's to really expand our membership and not just in our geographical area where we have all the people that want to go to the Carson City Museum are buying memberships at that facility because they live near there. It's to grow it beyond the State of Nevada. I'm sure that many of the people on this committee or that are on the phone were members of museums elsewhere. Potentially Smithsonian or wherever that we want to support. The idea of what we're doing here is not just standardizing and cleaning things up. We want to be able to market our membership and we need that consistency, I think, to have a strong website. So thank you.

Allison: Bob, thank you very much. That's an excellent point. And the way I kind of think, I like to get certain things in a row first before I move on to the next thing, and you're right. As far as I'm concerned, this is a process. This is the first of, I hope, a number of meetings that we have. The first one is kind of this nuts and bolts stuff but absolutely, I look forward to everybody who's on this call and

more participating to help us figure out ways to grow our membership, ideas that you all have that you can share from other places. I mean, we kind of have best practices from other museums as our agenda item nine but I think it's a little--now that we've talked about some of those today. So absolutely, this is kind of the beginning. Certainly not the last conversation that we're gonna have about this and growing membership is, you know, critical. But I think having these things in place first will help us get there.

Dam: Bryan?

Allison: Yes.

Dam: This is Scott (inaudible) there's a book I'm almost finished with reading, it's called the Little Book of Gold, Fundraising for Small and Very Small Non-Profits. And I would invite everybody to get this--I don't know, it's under \$10 or something book, and look at it if you're interested in doing fund raising and activities. It cautions against giving gifts out to members for various amounts of gifts and there's some reasons for that in there. I just want to point that out, you ought to look at that before you start considering giving gifts for membership, other than the standard types of benefits and discounts. Thanks.

Freedman: Myron Freedman for the record.

Allison: Okay. Myron.

Freedman: Yes, thank you, Bryan. So again, yes, there are consistent benefits that can apply to all museums that will unify the sense of belonging to the system of museums. I fully see that. I endorse that. But as--I forgot who was commenting on the upper level donations, that's where it gets tricky. You know, someone's giving \$1,000 to be a benefactor, you know, because they support that museum or there is a premium they're interested in. You know, I think that's where things get a little bit tricky. I think Bob's point about promoting it statewide, well, that's the opportunity to say, yes, join one museum, you'll get the benefit of being able to enter all the museums. So we can achieve that. But I think when you get into the upper level of these memberships, you know, someone said, you know, there should be a pool of money. You know, well, where does that pool come from? How is that built up? And then we're having to reeducate everybody in the membership to say, well, now when you donate or you join at a high level, you know, you're gonna be helping this pool for all the museums. I'm not saying that's impossible but that would be a big (inaudible) change.

Allison: That's a very good point.

Hume: Sarah Hume from Las Vegas. Just another suggestion on the nuts and bolts part, and it came up in your documentation you sent out, was a veteran's-level

membership, as well (inaudible) one would possibly sort of welcome, as well. Just if you're--we didn't talk about the student levels and seniors and so on as much. But I think a veteran's level membership would be welcomed.

Allison: Thank you for reminding me of that, Sarah. Yeah, that came up and I think there were a few places where that was suggested and it's certainly something that we should have as part of our discussion here.

Peterson: And this is Jan in Elko. Because I've been asked, would the veteran's level, would that be active military, slash, veterans?

Hume: Yes.

Peterson: And slide it into one slot rather than have two different line items?

Freeman: Myron freeman for the record. The problem with retired military is they often don't have identification that says, you know, I'm retired military, I'm former military.

Peterson: Yeah, of course.

Freedman: Yeah, so active is never a problem. And we do that during the Blue Star program, you know, which is throughout the summer. But it's being able to understand that they're a veteran if they're not active military.

Peterson: Yeah, 'cause who carries all that ID around. It's just a--but the Blue Star system does not allow for retired military, in my understanding.

Freedman: Just active, right?

Peterson: Just active, so, you know, that would be a consideration, as well. Thank you.

Stoldal: Bob Stoldal for the record. It would seem that if we had a website that allowed for retired military, there would be something that they would have to fill out there, some sort of a retired military number that would at least--I'm not sure how many people are going to cheat in that category. But at least it would be--if you're going to ask for a retired military membership benefit card, I think we could work that out. I think it would help if we went online with that, rather than forcing the person coming to the door to show some sort of identification.

Dam: The state has a system already, it's part of your driver's license. This is Scott (inaudible) by the way. So if you've been in the military and you bring in a DD214, you can have Veteran put on your driver's license, as I do. So that is one easy way to do it. Retired military will have a retired military ID card but if you didn't retire, you just served, the State system works on the driver's license.

Peterson: And that was my next question, was yes, retired versus served (inaudible) that's splitting hairs.

Freedman: Well, at some point, they become a senior and they (inaudible) anyway.

Allison: Good point, Myron. Okay. Well, I'm not--I'm going to turn to my other committee members here for--I think we should have another meeting before we meet with the full board, if possible, if it works for everybody's calendars. I'm not sure on our action items, what should we do next? Bob, you've been on the board for a long time, or Jan.

Peterson: I just have to get through Cowboy Poetry and then I'm as free as a bird.

Allison: Oh, I forgot, that's right.

Savage: Bryan, this is Mary Savage. Can we email you a list of suggestions, would that work?

Allison: Absolutely. And let me just give me everybody my email address, in case you don't have it. It's just "B," as in "Boy," Allison at gmail.com. Super easy. Bob, are you there? Did we lose Bob?

Female: Apparently so.

Allison: Yeah, he's never this quiet. Okay. Well, I don't want to do anything on calendaring for our next meeting without him. Um, so, uh, I'll follow up with him through Peter and we'll figure out what we want to do in terms of next steps. Jan, I know--how long is--cowboy poetry runs through the end of the month?

Peterson: Through the end of the month. I can run the kids programs, so I start next week but that's just my problems.

Allison: No, no. I mean, I was thinking of something in February.

Peterson: Yeah, anything in February I'm good with.

Allison: Okay.

Stoldal: Myron?

Freedman: Yeah?

Allison: Oh, you're back?

Stoldal: I apologize. There are benefits of a conference call. So what was the question?



Allison: The question was, we were just talking about next steps and potentially setting another meeting in February before we meet as a board in March.

Stoldal: I think that would be great. This is--and I think we'll be able to make some recommendations to the Board, the full Board. I'm not sure we're gonna be able to get all of this accomplished in the next--between now and the--I think we'll probably present to the Board some recommendations, specific recommendations and then some further questions or further things that we think need to be resolved. Even in today's meeting, there's just a lot of great information, a lot of great input that we need to kind of coalesce, bring together into some written form. I'm all for another meeting before the board meeting.

Allison: Okay. Well, why don't we do this. Everybody, you have my contact info, and Peter, I'll work with you, as well, obviously. Send me any of your suggestions and ideas. I've taken a lot of notes today, as well so I'll try to prepare something for our next meeting, as part of our agenda, that we can discuss based on what we talked about today that we can then ideally come up with some items that we take to the board. Jan and Bob, do you want to try to set a time right now for another call in February?

Stoldal: Sure, that would be great. But a quick reminder--

Peterson: Yeah, I can do that.

Stoldal: --for Jan and myself. We can't talk to you. We can just send some notes to Peter but everyone else--

Allison: Oh, yes, thank you. Yes. I was--some of the other folks on the call were going to send me some notes. But yes, you're right. Anything you have, Jan and Bob, you send to Peter. We cannot talk. We cannot cross the streams.

Peterson: Okay. I don't want to break the law (inaudible).

Allison: That's rule number one.

Stoldal: Well, why don't we start with 30 days from now.

Allison: Okay. Yeah, the week of the 18<sup>th</sup>.

Stoldal: And we are--

Allison: President's Day is Monday. That's a holiday, so that's out. But--

Stoldal: 21<sup>st</sup> would be the best for me, the 21<sup>st</sup> or the 22<sup>nd</sup>.

Allison: Either of those is fine with me.

Peterson: It doesn't matter to me, yeah.

Allison: How about, um, Peter?

Barton: Yes?

Allison: A better day for you guys?

Barton: Uh, 21<sup>st</sup> is not a good day for me but it should work for everyone else here.

Allison: Well, let's--actually, the 21<sup>st</sup>, I got to go to the dentist with my son. That's always fun. Let's say Friday the 22<sup>nd</sup>. How about 10:00 a.m. Does that work for everybody?

Stoldal: 10:00 a.m.'s good.

Allison: Okay.

Peterson: Earlier would work easier for me but I can--

Allison: Would it? I could do 9:00. Would 9:00 work?

Peterson: Yeah.

Allison: Okay. Let's do 9:00.

Female: Should we need a motion?

Allison: And everybody else is invited.

Barton: Not really.

Female: Okay.

Allison: Okay. Is there any other public comment or discussion that anybody has to add?

Stoldal: I just want to say thank you to you and to the staff for all the information that we've presented. This is great and a lot of great information.

Male: This is amazing.

Stoldal: Yes. So thank you for getting this together and moving this forward. We're headed the right--we'll figure this out.

Allison: Yeah, and I'll second your comments on thanking Peter and Carrie and Lori and everybody because I kind of went crazy on them on these committees this quarter and the last couple weeks, so thank you for getting agendas set and everything else organized. I appreciate it. And for all the input from the different museums, by the way and the Friends groups, thank you guys for all sending in your information, as well.

Peterson: Thank you so much, it was a great meeting.

Allison: Okay. Thank you, everybody, we're adjourned. Have a nice day.

Stoldal: Bye-bye.

Peterson: All right, thank you. You too.