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Board of Museums and History  
Membership Committee

Thursday, November 18, 2021, 1:00 PM

(Present)

Robert Stoldal

:

Anthony Timmons

Mercedes De la Garza

(Absent) Daniel Markoff

(Staff Present)

Carrie Edlefsen

Myron Freedman

Megan Austin

**MEETING MINUTES**

**1. CALL TO ORDER AND CONFIRMATION THAT THE MEETING WAS PROPERLY POSTED**

Anthony Timmons called the meeting to order and confirmed it was properly posted.

**2. ROLL CALL OF COMMITTEE MEMBER**

Roll call was taken and quorum was established with Anthony Timmons, Mercedes de la Garza, Bob Stoldal and Myron Freeman present.

**3. PUBLIC COMMENT:** Public comment is welcomed by the Board. A period of public comment will be allowed after discussion of each action item on the agenda, but before voting on the item. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers. Pursuant to Governor Sisolak's Declaration of Emergency Directive 006,

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Section 2, public comment options may include, without limitation, written public comment submitted to the public body via mail or email.

Timmons: I'm going to open it up for public comment. First of all, is there any public comment from anyone in attendance? Todd, go ahead?

Marges]: Thank you. Todd Marges [ph], a member of the public. I'm also a member of one of the friends organizations related to the Railroad Museum. And my question or my comment actually is in the form of a question. I'd like to know when the board rolls out the consolidated membership program. What will be the role of the existing membership support groups that the various museums have? Thank you.

Timmons: My understanding is actually the committee is not allowed to address questions that are made in public comment. Is that correct?

Freedman: Yeah, if it's not on the agenda, but you can make a note of it. And this is being recorded. We have those comments.

Timmons: We'll take it into consideration. And thank you so much. It's not on the agenda for this one.

Stoldal: Chair, if I'm looking at the agenda, item number 4A talks about the statewide consolidation. We'll not be able to bring it up at that point?

Timmons: I think we can bring it up at that point, and I have to check with Mr. Freeman but we're not talking consolidation wise and relative to the actual friends groups because we don't have any agreements in place to take a look at it.

Stoldal: Thank you.

Timmons: Any other public comments? Have any members of the committee received any public comment via mail or email or anyone at the division office?

De la Garza: No.

Freedman: No comments sent to me via email or by phone.

De la Garza: Same here.

Timmons: I haven't seen anything either. With that, we'll go ahead and close out public comments.

**4. DISCUSSION AND POSSIBLE ACTION ON MEMBERSHIP PROGRAM DETAILS:  
a. Membership levels systemwide consolidation (for possible action)**

Timmons: We'll move to item 4, discussion and possible action on membership program details. And we'll start with number 4A, membership level system wide consolidation for possible action. I would like to look at moving our membership towards one unified membership card, one unified membership system, just to simplify things. And I'm going to kind of model the program that we'll talk about today on this. If you have not seen one of those, it's the America, the Beautify Pass, that's put out by the National Parks System and Bureau of Land Management. I think reclamation has been there too. But the America, the Beautiful Pass is sold nationwide through the National Parks System for the price of \$80. And what it is, is it's one card. This is an annual pass that everyone seems to have. There's a couple of other variations of it. But it simplifies everything because all national parks and all BLM sites and all places relative to that they all use the same card and it's easily identifiable by staff. Now, on the back is an expiration date and you'll see my signature there as well. I'll see if I can get that on there for you. There's an expiration date that they simply hole punch. Mine is March and then the date, it's an annual card that you purchase. It has a different picture on the front each time. So, it says expires '22 in March and that's when I purchased mine. They just simply hole punch it. So, it's a card that can be used all across all of the museum systems that have membership and then we could sell the membership. They can be simply hole punched and it makes it very simple and effective to easily recognize across the entire system what our membership cards look like. I pulled out my beautiful membership card that I really like that I use for the Nevada State Museum in Las Vegas, and it looks different than any other one in the system itself. So, I think simply simplifying the process and getting to where we have one card really would make things different. Now, one thing I did want to also talk about is consolidating the number of memberships. So, if you go through the list that I looked at of all the different memberships that we offer, and it seems like different museums have different memberships. They have different levels of membership. They all call [ph] something different. I think consolidating them to a simple, easy to understand system, I think, is the way to go system wide. So, I proposed three and we may need a fourth. But if you go through our board look that we had from our last meeting, it seems like three are pretty reoccurring types of membership out there. There is individual. There is family. And then there's one that's called sustaining. Now, I was kind of bouncing around a little bit with Myron today because I'd like to stick to the three, but I would still like to offer our senior discount because the senior membership is possible. So, what I was hoping to do is have some sort of a discount on individual and family

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for seniors as opposed to a senior level membership card. Now, we can talk about that, Mercedes, if that's something you want to get to or any of the museum directors want to go that direction. But again, for the sake of simplification, if we can just get down to three, the most popular ones or maybe even four, I think it would really simplify things instead of trying to figure out what's what. So, I'll open that up to you, Mercedes, and then to the public if they have any comments or ideas or suggestions around it or if anyone else has an America the Beautiful card.

De la Garza: Mercedes for the record. I'm wondering if something simple as a sticker. If you're a senior, you'll get a sticker on there and it allows you to get the discounted stuff for everything, our gate entrances or that sort of thing. That way you still are just keeping to the three ones and then just showing an ID, showing that you're a senior, to get that sticker, the senior discount sticker.

Timmons: I'm going to go back to Myron. Is that logistically possible? Can we do something like that?

Freedman: I think it would be helpful to get other input. I think something that is important to keep in mind is when you talk about managing a program like this, it's not like we have individuals at each museum that are able to take that on. It's something that's handled differently at each museum based on the staffing level and what have you. This program is really, I think, growing up with kind of that reality. I'm open to looking at the consolidation. It does beg a few questions because we do have these enhanced memberships, what happens to that and how do we explain that. Is that up to each museum then to have their own enhanced memberships and to offer the benefits for that museum and the other levels remain constant for all seven museums? And then of course the Railroad Museums offer sort of a different membership because of the train ride. I think getting some input from some of the other directors here on some of the sort of complications would be useful. Dan, can you jump in or any of the others?

Stoldal: Myron, I'd like to jump in before we get too far. Tony, if that's alright?

Timmons: Yes, Mr. Stoldal.

Stoldal: I think Myron is correct in several areas. First of all, it is going to require, as Myron suggested, that the membership is handled differently at each museum, that needs to be changed, the board fund because under the NRS, we have responsibility for membership with a variety of other things. And we fund positions at several museums and include funding for the membership rule. That needs to be changed. The membership, the

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statewide membership system needs to fall under the administrator's office. And the board can certainly fund a position there that covers museums memberships and the museums statewide. As an aside, having looked at the membership forms and I've joined most of the museums individually, they are different. There needs to be a standard form. And when you sign up, you check the museum that you want to be specifically supportive of, whether it's Carson City or whether it's the Los [ph] city. We need to look at the staffing that currently the board funds and where that staffing should be. It should not be any one museum. It should be at the administrator's level in my opinion. And secondly, there needs to be an aggressive easy online way to sign up and that each of facilities simply would be able to either give them a form or direct them to the online site. As far as the issue of the Railroad Museums, I don't think we need to require somebody that wants to be a part of the Railroad Museum in Carson City or in Boulder City require them that they be part of the friends group. That's a separate issue. If somebody simply want to become a member of the Carson City Railroad Museum or Boulder City, they can check that box, but we don't have to require them to get a membership in the friends group. I think we need to write out some policy that will answer it. I think some of the direct questions that Myron legitimately raises, this is not just a simple issue of putting out a single card. And we need to deal with staffing. We need to deal with the process. But I (inaudible) support your concept of one single membership card that we can show whichever same museum we're at. Thank you.

Timmons: Any comments? Do we have any of the directors here?

Thielen: We have our membership program is solely held by the friends in the Nevada State Railroad Museum. We have a subset of people who volunteers. We have people volunteer that are members of our friends organization and then you have people that volunteer at the museum, not many, some. And those people volunteer without being a member of the friends organization but they're just volunteers. They pay nothing to become a volunteer. What we're proposing now is introducing a third layer here at the museum with a paid member of the Railroad Museum or they can be a paid member of the friends and that can be an and or they can join neither and pay nothing and still be a volunteer at the museum. That will have some cost associated with it, something with the membership of the museum volunteer, we have to pay for their workman's comp insurance in case they get injured as a volunteer here. When you don't pay a membership, that comes out of somebody's pocket and currently that's being paid through the friends membership. The friends membership has grown up with the museum for about 40 years and they have managed through this reporting period about 500 volunteers -- friends members that are members, and maybe hundreds of them are

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active volunteers. That organization provides us with trained staff to operate locomotives and crew [ph] them and schedule them and we, for the past three years, have taken that activity back from the friends and put it on the staff member and queued [ph] up a couple of things that we wanted to see happen. But we realized that was taking about 15% to 20% of his work time and sometimes on the heavy parts of the year it was taking about 40% of staff time just scheduling our railroad of operations. A volunteer has taken that back. Member of the friends has taken that back from the staff, freeing that staff member to do what the state has been paying them to do to maintain railroad equipment and do restorations and things like that. We're not talking about a small shift of responsibility to someone in the administration's office because if it takes 15% or 20% of a full-time person's job here to make sure we have an operating crew and more when we're in heavy operations season, that's going to transfer back downtown to ensure that those things happen. And I'm not sure we're prepared for that.

Stoldal: I don't mean to interrupt, but what has that got to do with the statewide membership?

Thielen: Because I see if we have a statewide membership that's managed out of downtown, there are some things that come from that membership. Maybe if we transfer the responsibility from the friends to the state-

Stoldal: Wait. I think you're confusing something. Nobody is saying that there's not going to be a friends group or that the friends is not going to have its current membership role. All we're saying is there's going to be another silo that if somebody in Overton wants to join the same museum system and they would like to support the Railroad Museum in Carson City, they simply check a box. There's got nothing to do with the involving [ph] or changing the way the friends are operating. That's why we're getting confused to where you're going with that.

Timmons: It would be similar to what the Las Vegas Museum does. Their friends group is completely separate and their membership is completely separate than the museum membership. And they make a point that the two are necessarily connected together. So, that's the concept of friends membership. They can keep doing what they're doing. They can have their friends membership. But this will be a museum membership and it will be reciprocal with all the different museums anywhere across the system, one card. That's the concept. The friends, again, will maintain their respective piece. If that helps clarify things a little bit, Dan.

Thielen: It was Bob when he said that it didn't have to be a member of the friends to volunteer and that's a true statement but what we're talking is, it seems

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like then when somebody comes here and wants to be part of the organization, we're telling them to be part of the organization. It doesn't clarify for me because if part of the organization, we can say, why you can do it for free. You don't have to join at all because the Attorney General said you don't have to do it at all or you can join the friends or you can join the museum itself or you can do all three.

Stoldal: Yeah, I'm not sure how you can do all three, if you're a volunteer, you don't have to join either group. And if you're a member of the rail friends of Carson City Railroad, you're a member of that but you could also participate in the volunteer program. And if I'm in Lost City and I simply want to support the rail museum in Carson City, I can check that. It doesn't mean I have to join the friends group or I'm a volunteer. I'm not sure where the confusion is.

Magee: I have something to say to that. At the NHS, we have our state museum membership, you become a member of the Nevada Historical Society to become a docent, which is what it sounds like you call your volunteers, Dan. To be a docent at the Nevada Historical Society, they're required to become a member of the Nevada Historical Society. And then, they pay a docent membership become a docent at the Nevada Historical Society, so those two are tied. If they want to be a docent, then they have to join the docent group. Now if somebody wants to be a member of the Nevada Historical Society or a volunteer, that's why we have the distinction between a volunteer and our docents. Because if somebody wants to volunteer, they don't have to be a member of the Nevada Historical Society and they don't have to be a member of our docent core. We have that volunteer and internship segment that neither of them requires them to be a member of the Nevada Historical Society.

Stoldal: Catherine, will you define for me the difference between a volunteer, what a volunteer would do and what a docent would do?

Magee: Sometimes they do the same thing, it really depends. For our purposes at the Nevada Historical Society, it's really a membership aspect of being a member of our docents. Our docents have their own board. The docent training has changed over the years. However, our docents are managed by the board with my input; however, if you are a volunteer and an intern, then generally those sign up and you tend to work directly with your curator or person that you are volunteering with. I do have some volunteers and docents doing exactly the same thing but sometimes our volunteers don't want to join. They don't want to be a member of our docent board or (inaudible) NHS. So, that's our distinction.

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Timmons: First of all, this is just a baby step. We're not even quite to the point where we're going to talk about benefits and stuff like that. We're trying to get to a unified system first of all before we get to exactly what the benefits of each level are going to be. And again, there's no timeline plan for this. I would like to do this sometime next year but again it's fluid because the committee is going to have to consider a couple of different items as well. Mr. Freedman?

Freedman: A couple of things. One, we can work together to scratch out a framework for this, sort of see what it could look like. Bob, I have a question for you, when you say check the box, you joined at a particular museum and you pay one of three levels, let's say it's the individual level and then you check a box. Checking the box indicates what--that you joined that museum, even though it's good at all the museums?

Stoldal: Right and the membership would be in that particular museum. For example, there's a membership fee and we have to and we'll be looking at that aggressively. It's my understanding that the historical society quarter, at least two issues a year, is going to go online. For a long time, all the museums in the state of Nevada had been supporting the historical society, the publication of the quarterly. We need to phase that out and let the historical society, it's going to continue with the quarterly, which I surely hope it does, and maybe if two issues are online the cost can be reduced. But when they check that box, that funding should go and that's why it needs to be at the administrative level. That funding should be then allocated to the specific museum that they checked. For example, currently, there's discussion about a membership arrangement to be solidified and legalized, if that's such a term, with the friends group. And right now, the friends group simply returns 25 percent of the membership fee. Well, that 25 percent has been sitting on and doing that for a long time and the proposal is to change that to maybe 50 percent. But other than the friends group, all the money that the person check would go back to that particular museum, 100 percent or whatever is left over.

Freedman: Adding to those ideas would be as you called it a silo. Here's a separate silo of membership that gives you access to all the museums. You joined at a particular museum, so we know that those dollars go to that particular museum. But what I'm wondering, and again as Tony points out, we don't have all the answers here but I'm wondering is, Dan, if that silo exist, because I know one concern you have when you hear Bob talked about the percentage is you have all of these costs associated with running your operation and that program and some of that gets funded out of that. So, that's a difference scenario than what you have at the state museum in Vegas and in Carson City. That's a different animal and that's why these membership programs are as vary as they are. But if we do construct this



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new silo that tells anybody out there who wants to join a particular museum, they're now part of kind of all the museums and then beyond that, you go to that particular museum and you find out what additional programs there are for participating, particularly on a railroad museum or you get to help run a train. And then, those memberships we could look at the possibility, if you do join a particular railroad museum, maybe there is some benefit that's attached to that, that's part of this new silo. I know that's confusing right now but I'm thinking maybe there is some way to marry those two together, anyway just some brief ideas.

Stoldal: I would wonder what percentage of the membership of the friends group or the Carson City Railroad Museum are from Las Vegas?

Thielen: I don't think I can answer that. I don't look closely at who is a member. I guess I could get back to you on that.

Stoldal: I guess where I'm going with that is I would suspect that most of the friends of the Carson City Railroad, especially the volunteers, they live in that general area. So, that's not going to change substantially. I'm simply talking of that to expand the Carson City Railroad Museum's reach. There maybe somebody again that's in a different part of the state that may only visit it once or twice a year but wants to support it and this is a way for them to support it and the funds would go to that budget, over to the state museum. So, my way of thinking there's more money that would be coming into a particular museum, somebody that wants this to be associated with that, whether it's a historical society which has its own unique, special part of the seven-facility but I don't see this as complicated as it is. It seems to be rather [ph] a step forward. We have all these membership cards. Now we're going to have one and that's pretty straightforward.

Timmons: Hollis, would you like to make a comment?

Gillespie: Thank you very much. I just wanted to offer a possible comparison. I was just in (inaudible) New Mexico this last weekend and I remembered about 10 or 15 years ago with support from the Department of Tourism, the Cultural Affairs Department created something called the CulturePass and I discovered this last week. It's still an operation. It was not tied to a particular state institution but it allowed for the collection of the annual pass to be distributed however the Department of Cultural Affairs best deemed it. I'm sure there was some legislative conditions around it but it's still very popular. The way that tourism got involved is that if you had a CulturePass, it could also enable you to have certain discounts at tourist supporting sites or facilities or restaurants, so something that they were able to track. It was a nice partner but mostly it was a way to get people

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to go to multiple state institutions, free of charge without a lot of different categories. It was just an annual pass for anybody. And I don't know what it is now but I think it was like pass plus one. It offered a great deal of flexibility and it seems to be popular, it seems to be working. That said, the Department of Cultural Affairs already had a pretty established publishing arms. There was a monthly magazine, there were benefits associated with that CulturePass holders would have. I wanted to give you a state system comparison that might simplify and might be attractive or might not work in our particular circumstances.

Timmons: Thank you. Member De la Garza, any addition over there from the cold part of the state?

De la Garza: No, I have nothing to add to that. This is a very interesting conversation. I am learning a lot.

Timmons: Any other public comments?

Thielen: I am in support of having a unified card. I think that's a great idea. My apprehension is the additional layer of it. It probably streamlines it and makes it better understanding at the board level. But there's a lot of competition in this region for memberships and railroad-type societies and it adds another layer that I think there's certainly ways we can work through it and handling it but I already know that there are some issues with multilayers of memberships. And I just want to say my concern is, it may make it clearer at the board level and administrative level but it may not make it clearer at the user level.

Freedman: I think, Dan, you make a good point; however, I think as Bob was saying, he's envisioning resources going into this, particularly position to manage the program. And I think when we have something like that in place, this could be an energizing program to really promote the museums as a system and then to also promote the fact that they have each a distinctive mission and set of experiences for people who belong to them or who travel to that region. It could be an opportunity to really boost the image of the museum and to public relations and what have you. I think until we kind of put together an architecture for the program that seems feasible, we're sort of just talking blue sky here but I do think it could be an opportunity.

Timmons: Mr. Stoldal?

Stoldal: Three things. One, I think if the board as part of your report would like to see a couple of three things in that report and I would suggest one would be to bring the board up to speed on what the current membership growth

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has been at each of the facilities over the past 60 months. And we all know COVID, so we all get it but let's see what the growth has been over the pen [ph] and it would be helpful if we could also include in those numbers the membership of the friends group in the last five years. Secondly, it would also be helpful if we have on one piece of paper the dollars that the board currently funds for a membership staffing, wherever that is at the facilities, I think a part-time person, one person placed in and another. And then, to kind of go back to one of your original points, the goal of this committee has been after we discovered, I think it was a year and a half ago, was different museums are offering different benefits and that has been--what everybody's agreement by the way, there was no real pushback that we needed to be consistent with that. I think that needs to be a part of the report that we're on track. I don't think anybody is purposely trying to do that. For example, the friends may try and have fundraising activity and you get a bonus of this or that. So, I think we need to have that as an annual part of our policy that each museum is consistent and staying within that. And my last one, I think you're correct in having the three categories, maybe four, but I think we can work within that, whether it's sticker [ph] or something with a senior discount but there's just a lot of categories and some of them I don't think that we have any members in. So, I think we're cleaning up, adjusting and moving forward. And my last point, I sure hope we can get this done by our spring meeting next year. Thank you.

Timmons: Thank you, Mr. Stoldal. Anybody else with comments? Again, my mission here is not really to replace the friends organization, it's to supplement and to make it more convenient for members. And Dan, to answer your point, once we get to the card designs, you might actually see this is a marketing opportunity for railroad memberships as well because I've integrated some-and I'm no graphic artist, but I integrated some card designs that have some potential idea with it as well. But also, Dan, think about it this way, it's adding value because I don't know how many people really know that they can take the membership card from whatever museum and use it somewhere else and this one will unify it all under one. They'll understand that there's more value to the membership and by checking the box for whatever railroad museum because they will be able to use it at any other museum as well. It provides more value to the guests, to the customers as well. Mary Beth, do you have a comment?

Timm: Thank you, Mr. Chair. It occurred to me just now, I forgot to mention earlier, we had a lot of questions regarding a veteran's discount. So, if there's a senior's discount and a veteran's discount and they're the same, I think I wouldn't [ph] check that box but we don't have an admission's category discount or a membership discount specific to veterans, and it

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might just be because of the nature of our membership. At Lost City Museum, only over half of our members, I think it's two-thirds are at the senior level, so it might just be the audience that we're attracting has a lot more veterans in it than younger individuals who I imagine would still be active service. So, that maybe something you would like to consider. Thank you.

Timmons: Thank you so much. Yes, that's something we can do. As I was mentioning to Myron, is some sort of a discount key off of those three core or a two-core memberships. The sustaining one wouldn't have a senior/veteran discount. Member De la Garza?

De la Garza: Thank you. I think as younger generations are coming up, one of the things that they don't do is they don't carry cards. I think that maybe and parallel to this discussion that perhaps we also be thinking about an app that they could use that they would be able to scan in or something because, as you know, they're don't even carry money. It's just super convenient, so maybe parallel thoughts on how that would work.

Unknown: A QR code you can put on the skateboard, I like it.

Timmons: I think that's a great idea. A lot of them are moving towards digital cards now, so that makes perfect sense. Did member Stoldal have a comment, question?

Stoldal: That's a great idea. I mean we definitely need to have that, so thank you.

Timmons: Anyone else? Otherwise, I'll ask what's the pleasure of the committee, do we want to move forward with this?

Stoldal: Myron or Anthony, I think it's really natural. I think exactly what Myron said, that it really has the opportunity to energize. Here's one card and it gets you all of this and if you really want to, here's a museum that could be in your area, it could be in Overton, it could be in Reno and I want to join the one in Carson City. And we can sell that easier than trying to sell six or seven different memberships and that there may be some opportunities we're not seeing here or some challenges or some questions but I like us to move forward.

Timmons: Mr. Freedman, do we need any sort of motion to kind of bring this up to the board for discussion?

Freedman: I think that the committee has the opportunity to agree that they'll put something on the agenda for discussion under your report and you would handle it that way. And then down the road if you want to produce

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something and of course, that's what we're talking about here, we can try to put a timetable to that. I doubt we had that ready for the board meeting but it's something we could plan for discussion in the spring. I know Bob wants to see it in place by the spring. That seems ambitious to me but I'm willing to work with you however you wish.

Stoldal: I'm trying to decide and would like the official input whether I'm a member of the public or member of this committee. I think the new member of the administrative staff may have indicated that I am member of the committee, am I on that list?

Freedman: You're not on the list of committee members. I wonder though and I have to go back and check whether you are de facto with each committee, I'm not sure, but you're not on the list of the actual committee members.

Stoldal: As a de facto member, I would just like to make a motion that we approve item number 4. The motion would be that Anthony provides us with a report and if you feel there's an action item that you could put for our December meeting but at least the report on this meeting.

Timmons: We have a motion under item 4A to bring this item to the board by Public Member Stoldal. Do we have a second on the motion?

De la Garza: Second.

Timmons: Any public comments on the motion 4A for recommendation to the board? No public comment. All those in favor say aye. Ayes all around. Opposed? Motion carries with the Chair voting in favor.

**b. Pricing (for possible action)**

Timmons The next item is regarding pricing. I can just provide my analysis of the pricing and I don't know if we're going to get to a pricing decision necessarily today. I think 4C is going to be the easier one but let me discuss where I'm at from a pricing perspective, and this is just my thinking. We have the America the Beautiful Pass which is this one right here. It's \$80 annually. And if you think about most of the national parks, I think I'd been in Zion and I think I was in Yosemite not too long ago and even Grand Canyon and our favorite Lake Mead, they all tend to be \$25 each for entry, that's the going rate for at least a lot of the very popular national park. So, if you take the 80 and you divide it by 25, I got 3.2, so that's the amount of visit. It's kind of like the breakeven for that pass. Doing the math and kind of looking at it similarly to what a pass would cost or could cost for the museum system, I took the 3.2 and multiply it by \$10

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for the individual pass which gives us a price of 32, I rounded it off to 35. Again, these are just ideas. We can always take a look at them. For the family pass, I took the 3.2 and multiply it times 15, so I give them a little bit of a break, two adults, right, and ended up with 48 which gave me a rounded price of \$50 potentially for a pass. Senior could be a 10 or 15 percent off potentially for individual and family and then our third one is kind of the wildcard, what I called the sustaining level. The sustaining level, it could be, depending on what the committee thinks down the road, more than \$100 or 250 or 500 minimum for a sustaining level. We'll have to eventually decide what the benefits are at that level. There will be no senior discount for sustaining. We need to define what those additional benefits would be and to Bob's point he kind of talked about the whole quarterly thing, I put down and this could be something to talk about, this could be potentially the only membership with the quarterly. Maybe because they're paying a little bit more, I don't know. These are just ideas that I threw out there. I don't think we're going to come to a resolution today at all on this and I don't expect to but thoughts from the committee on this one?

Stoldal: A couple of things. One, on the single sheet membership form where you check that would also be a place on there where you could check and say that you want to get the quarterly and the fee would then be added into second place. I think your prices are, if anything, just a hair low. I think we have kept this level and I think probably in part because maybe you're feeling well, these are state facilities, taxpayers already paying for it, et cetera, et cetera. Well, we all know that's not exactly correct. I would support the 35 and the \$50. The other thing, and Myron maybe you've addressed this in the past, almost every group that I'm associated with, nonprofit, you check the reoccurring and to where it's an automatic, a rebill every year but did you say once that the state doesn't allow us to do that?

Freedman: I don't think we do. Carrie might have more information on this than I do but we reached out to them for renewing. Carrie, do you know about the state's requirement?

Edlefsen: Well, as we know, things changed from day to day. We can look and see what the Treasurer's Office says now. I do think that we don't have the ability within our system to do that also but I think ultimately it falls on what the Treasurer's Office will say we can and can't do with the system.

Stoldal: The reason I'm saying that is the funds that we expend to send out that in order [ph] to become a membership and whether it's public radio [ph] or all these groups, they all have quickly moved into the evergreen or whatever terminology that they have it. I think that's something we need to look into

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and to see if there's a full vision and if maybe there's a way to deal with the prohibition in a positive way.

Timmons: Thank you, Member Stoldal, duly noted. Yeah, I would tend to agree. Member De la Garza?

De la Garza: Sustaining is different than, let's say, lifetime members, is that correct? Is there any appetite to do a lifetime membership where someone would give a large sum of money and they don't have to renew, they don't have anything and that would encourage people to give big chunks of cash or is that not something some nonprofits do?

Stoldal: A lot of places have stopped doing it just because it hasn't been profitable. Hollis?

Gillespie: I would say a very large percentage of nonprofits used to have lifetime opportunities have found a way to get out of it because they kind of hand in, you have to have a certain type or a commitment, a fulfillment for this, and then at some point if you decide you can't do it or you don't want to do it, then you have a lot of dissatisfied people pushing back. It ties your hands in a lot of ways and it's not necessarily a popular category. You may be saying, alright, \$1,000 or \$5,000 for lifetime membership that individual or family may even be willing to give you a million but you only asked for a 1,000 or 5,000. It seems like those larger donations are often better sought out through some kind of a development action rather than making it a membership category, at least in my experience. Someone may have some other experience.

Stoldal: If I join when I was a certain age, a lifetime membership was only 250, I've longed expended that 250 and I'm now a cost factor to them rather than an event [ph] of it. On the other hand, maybe we just offer the lifetime membership for those over 70.

Timmons: Anyone else for comments on this one? Again, this is something we can hammer out over time, once we decide to go in that direction and do some analysis but any public comments on it? Any desire for some any action by the committee or is this something we're just going to continue looking at? Catherine, comment?

Magee: I agree with Bob. I think we need to aim higher for the members and lower, I think 35 and 50 are a real deal. I think we can press those a little higher than (inaudible).

Timmons: Thank you. Any other comments on this topic? I assumed the committee doesn't want to take action on this one?

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Stoldal: No. Other than [ph], part of your report just or that we discussed it.

Timmons: I'm going to close out 4B then which is pricing.

**c. Card design concept (for possible action)**

Timmons: We'll go to 4C which is the card design. Again, I'm not a graphic artist. I have three different sample designs that I came up with and I figured somebody in tourism with a lot more graphic design skill than me could come up with something similar but I'll give you at least what my concept is. Let me go with the first design which is I think my favorite and then I'll share it with you. Here's my initial card that I was thinking pretty nice, especially for a non-graphic person. So again, taking this idea of what it could look like, they're just color coded, black or whatever we decide is individual and blue becomes family and it looks orange but it would be something like a gold could be sustaining. And then we can do maybe a silver for senior or something like that but it has the same picture, just the color is different and then this could be 2022. And then for 2023, we come up with the different design, so here's 23. The back of the design is similar to this one. You have to have a signature, right? And it has the year of expiration and maybe it has a barcode. We can leave off the barcode but here's number three. And we rotate the picture every year, one year we got Lost City, one year we got Ely, one year it's Carson City, one it's the Historical Society, whatever. And we got to rotate the pictures out with that year as that card now potentially becomes a collector's item. People like collecting the cards because now they got the pictures and the museums on them but again, they're color coded by level. Individual is gray or black and the family would be blue and then individual would be this gold color which turns out orange on here but again maybe somebody in tourism can help us design them but it says Nevada State Museums, plural right, and then it designates the membership level on the front and then it's color coded to whatever happens to be but this was kind of my idea of a concept. I thought it was clean, it was kind of neat, it was attractive, it gets people's attention. Someone might see this as hey, where's that? Where the heck is that skeleton that I can get check out? Where's that or I didn't know there were trains, what are you talking about? Why is there a train on here? I'm at the Lost City Museum, I don't think I've seen the train. That's what I thought, we could get maybe some cross-marketing as well by using a design like this. I am going to throw this one out to the committee to see if the committee would like to have any comments on this card design concept. Member De la Garza?



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De la Garza: I love that idea. I don't even think those are bad images. I could do something a little more artistic with this one individual image but I think that overall that's a wonderful concept. I love the changing, the rotating of the images, that they're easily identifiable by just looking at them at a glance and then by the colors as well as the image, whether or not it's current and what level you are, I think that's spot on in the concept.

Timmons: Member Stoldal?

Stoldal: Probably three things. I assumed that we have a date, a year on it. Secondly, is I'm wondering whether or not the back of the card could simply have a list of all of the museums we have in the state. And do we need the word member on there? It seems to me the word member connects me closer, so we can't use the word family but member may (inaudible) that I am on member. Look, I am a member of this, that had some value to have that and I don't know whether there would be a space where people could insert their name or whether it would be a barcode that we would be able to then sort of track the membership. I'm just thinking aloud.

Timmons: Mr. Freedman?

Freedman: These ideas begged all kinds of things but great stuff, really exciting to think that we could come up with a branding like this. But like the barcode idea for example, I know at some museums when you come in, you're not getting anything scanned, they're just taking your money and putting it right into the cash register or running your credit card, so things like that. Those kinds of steps have to be considered, if we're going to use a system like that. We have to be prepared at all the museums to make it work.

Timmons: Let me get back to my America the Beautiful Pass and I don't know how many of you have this. But on the back, there's a whole bunch of months at the top and then it says expires 2022. So, it says January through December and whoever sells it to you at the kiosk or whatever, simply hole punches the month and it's good through the last day of that month. Mine again is March and then this design is '22, so I know this expires March 31st, 2022. There's some legalese, valid for entrance or standard amenity fees at federal recreation sites and it's got a whole bunch of legalese. We can decide if we need that with the DAG [ph] or we can decide if we want to put the names of the museums there for idea. And it says here, U.S. Fish and Wildlife Service, Forest Service, U.S. Army Corps of Engineers, Bureau of Land Management, National Park Service and Bureau of Reclamation. So, they kind of have that and we could do something like that with the museums. There's a signature spot for two places for two people. Because it's automatically a joint, so you have to

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show your ID and then they match it to the signature, ink signature on the card. There's a barcode, so that they can easily scan, there are some stuff, valid ID, void if altered, nonrefundable, non-transmittable, valid photo ID required and then there's a sales skew barcode kind of at the bottom here. There's a skew barcode that I guess they scan it in when they sold it or something. We can customize the back to whatever our needs are. But again, the one card design I think was the main focus I was trying to get to on this one. Mr. Stoldal?

Stoldal: The one card thing, it says to me easy. We have one card but also should be easy for the patrons, for the visitors to come in. They shouldn't have to be a lot of I have to show two IDs or here's my card. This is my family and all the security guard or the ticket taker has to look is to see if the date 03 of '22, if that card is valid but it should be as simple a look of the card. Don't make me show my ID. This is a state museum, come on in. We want you to be here. And of course, as you said, legalese. There may be something we're going to be required to put on there. We'll check with the AG is on it [ph] but let's make it as friendly and make them part of the family with having their name on it and being a member and a supporter, maybe we use the word supporter in there but there's really a lot of opportunities. We just have to narrow down I think, as Myron said, which ones are we going to apply quick [ph] for now for each one of our museums because we want to scan them in or not. That could be a later step but I think we got plenty of initial footsteps in order to meet our spring deadline.

Timmons: Any other public comments? Member De la Garza?

De la Garza: I just want to show you a private museum, what they have on the back of their card. You can see that they have the barcode and the member number and then the names, no signature, but just the name of the museum. You probably need to have more information than this but no need for a signature or anything like that but it has your name printed on. On the backside of their card, they have just an image of their graphics. So, it's not very informative. And they don't renew the cards every year. You just renew your membership and they actually do scan it or punch in your number to see if you're a current member.

Timmons: Any other comments?

Thielen: I'm looking at Nevada State Parks and some of the membership things that the state parks and national parks do. We have something for active-duty serviceman and then veterans and then a disabled veterans pass. And it gets complex in a (inaudible) we're doing all these things and I get that but those are a couple of the other things I'm looking at. And I think

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just a quick research on the parks, the state park pass 100 bucks a year and there's 38 state parks that gets you into. There are also other fees associated on top of that like if you're going to camp out and things like that but I think you're right in the ballpark.

Timmons: Thank you. Any other comments from members of the public? Mary Beth, please.

Timm: I really like this idea. I like the standardization and the images that you've chosen for these. I have a comment on color, gray and blue are hard for color blind individuals to distinguish and if I have a volunteer at the front desk and they're trying to figure out the color to make a tally because we don't a bar scan in our front desk, that might be hard for them. So, maybe if we look at color down the road, we would look at something that would be more friendly to those who have visual impairments or color distinguishing issues.

Stoldal: Taking what Dan said is correct. So, maybe the answer is really stick with your initial thought with individual, family and sustaining but under individual, there could be a variety of categories that people could potentially get a discount, if they were a disabled rather than having a card that said disabled American, you just have a card that says individual but they could get a discount, a membership but that would be on the form rather than on the card.

Timmons: Absolutely, that's what I was hoping to get to as some sort of a discountee or a discount whatever, it would be a discount off the individual and family as opposed to having 15 different levels of cards, so that's what I was hoping to get to. I have to check with the museum stores folks and Mr. Freedman to see if that's technologically possible. But the reason these colors were chosen, more specifically the blue and the black, were kind of state colors, at least from the blue perspective but I do understand the idea behind the sensitivity to those that may have challenges seeing color. The color was just one that I picked just because state color is blue and black, was neutral, and gold sounded fancy. But again, I'm open to whatever color. Any other comments or is there a pleasure of the committee to move forward with this style at least for the front of the card design? Mr. Freedman?

Freedman: If you'll allow the ideas to kind of go through Travel Nevada and then we can get their input on design and also I have it in discussions lately with the Department Director about the logo for the museums. We have used this one logo for many years and so now there's a desire to see that refresh. So, this could go hand in hand with that effort as well. I would say we take it one step at a time here and get their graphics people

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involve at some point and then we get their input as well. And by then, we can also be talking about what the card needs to accomplish vis-à-vis color and what have you.

Timmons: And again, my hope is to get to some sort of a hard plastic kind of card as opposed to something that's flimsy because my triple A card is that kind of same style. So, that's a style I'd like to get to, if possible.

Freedman: What we need to do here is sort of the feasibility study for the program and all the costs associated with creating things like beautiful cards that are available in every museum. That begs the question, are they handed out at the museum or is it a centralized delivery of the card? Because, that way we're not spreading out this program, we're centralizing it and that way the costs can be contained a little bit. I think we need to work on a feasibility study, if you will, for this and then go from there.

Stoldal: Mr. Chairman, I would like to differ from Myron and suggest that the study be called an action study rather than a feasibility study. I don't think there's any financial issue here. I think it's really an action plan, the steps [ph]. I'm not hearing anybody is really opposed to the concept but just that a lot of things, there's a lot of questions that need to be answered, excuse me, questions and opportunities. But I think Myron is right, we need to develop a plan that deals with these issues and answers a lot of the questions like what Dan brought up and whether or not--again (inaudible) Hollis said it and maybe I'm just jumping way ahead and that is, is there something that we can work out with the Department of Tourism, that there's some added value to these cards that you could use them, that some discount at a ski resort or wherever or maybe we need to stay within our silo. Thank you.

Timmons: I assume the committee would like to work with the administrator to move forward on this concept. Is that the thoughts behind the committee?

Stoldal: That would be my motion.

Timmons: Do we need a motion? No? Okay. Alright, any other comments on this? No?

**5. PUBLIC COMMENT AND DISCUSSION:** Public comment is welcomed by the Board. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers. Pursuant to Governor Sisolak's Declaration of Emergency Directive 006, Section 2, public

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comment options may include, without limitation, written public comment submitted to the public body via mail or email.

Timmons: We'll jump into number 5 public comment and discussion. Any public comments first of all from anyone? Has the administrator or any members of the committee received any written or e-mailed public comment?

Freedman: I have not received any comments via e-mail or phone or text.

Timmons: Anybody else on the committee?

## **6. ADJOURNMENT**

Anthony Timmons adjourned the meeting.