Meeting Minutes

BOARD OF MUSEUMS AND HISTORY

Membership Committee

**May 2, 2022**

**Location**

**Zoom**

**Committee Members Present**

Jan Petersen, Chair

Robert Stoldal

Seth Schorr

Doris Dwyer

Anthony Timmons

Sarah Cowie

## **STAFF PRESENT**

Myron Freedman, Division of Museums and History (DMH), Administrator

Harry Ward, Deputy Attorney General (DAG)

Daphne DeLeon, Division of Museums and History, Administrative Services Officer

Mary Beth Timm, Lost City Museum, Director

Madelyn Pecorino, Nevada State Railroad Museum Carson City, Store Manager

Adam Michalski, Nevada State Railroad Museum Carson City, Curator

**PUBLIC IN ATTENDANCE**

None

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1. The Chair called the meeting to order at 2:00PM and confirmed a quorum was present and the meeting was posted in accordance with NRS 241.
2. There was no public comment.
3. Online Store Update
4. Daphne DeLeon presented the *Nevada State Museums Online Store Working Group Roadmap*.
   1. Working Group composition and purpose. Working Group is formed under the DMH Administrator. Kick-off meeting tentatively planned for the week of May 30, 2022 – June 3, 2022. Museum Store leads will make up core team with interested Board members and Museum Directors participating as well.
      1. Harry Ward, DAG noted that there would be no violation of Open Meeting Law if Board members participate in the Working Group.
      2. Interested Board Members : Sarah Cowrie, Doris Dwyer, Seth Schorr, Jan Petersen
   2. Communication plan to keep all stakeholders current on progress.
   3. Content (items) to be featured in the online store, marketing, procedures to keep store current and appealing to customer and fulfillment.
   4. Infrastructure/Technology required to “stand-up” online store that leverages the current on-premise store infrastructure.
5. Discussion:
   1. Roadmap is a solid planning document. Working Group should implement the simplest solution possible.
   2. A current fiscal snapshot of store profitability should be completed (net revenue, operations, etc.) in order better track impact of online store.
   3. Fulfillment procedure will need to be developed. Options are centralized fulfillment centers, individual museums, or a hybrid approach. Procedures will be developed by the Working Group.
   4. Not a lot of Nevada merchandise available online. A great opportunity for the online store.
   5. Online store should be easy to navigate. Effective to present items by type (i.e., jewelry, clothing, books, etc.)
6. Store Staff:
   1. Centralized fulfillment centers would work well.
   2. Staff are excited about this project.
7. The Chair took Item , Public Comment and Discussion. There was no public comment.
8. The meeting concluded at 3:00PM