



## Minutes

Board of Museums and History  
Joint Committees: Marketing & Technology and Museum Stores

Thursday, April 15, 1 PM

Meeting conducted via Zoom conference call.

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

Confirmed by DMH staff.

### 2. ROLL CALL AND DETERMINATION OF QUORUM

Committee members present: Schorr, Peterson, Dwyer, Timmins

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

None

### 4. Centralized Management of Digital Services Proposal (For Possible Action). Discussion and possible vote on recommendation to the Board of a budget concept and enhancement to B/A 2941 to support a project manager/curator, contracted services, for producing select digital activities at all museums. (For Possible Action) +

Review of Digital Program Manager (Curator 3) concept presented by Freedman. New concept to centralize support services for digital projects in the DMH office, serve all museums and unify

Dwyer: Concerned about packing too much into one position.

Timmins: Marketing rep would be less costly and more to the point of the position than a curator.

Freedman: Reviewed duties in concept. Looking for leadership to accomplish the six outlined duties. Could be a Sales and Marketing Rep classification.

Schorr: recommends someone strong in strategizing and project management, technical skills are secondary. Emphasize marketing.

Discussion: General agreement that proposed position should not be a curator but have a marketing background emphasis as opposed to education suitable for curator classification.

Dwyer: how is position funded?

Varner: the concept suggests MDTF funding out of DMH budget, possibly each museum budget to contribute.

Schorr: If funding is not there, how do we get it?

Freedman: At this time, it would have to fit within existing budget. Asking ASO to analyze that scenario in time to present enhancement in coming budget request. Will do follow up report to committee before then and analyze appropriate classification.

Schorr: the sooner someone is in place, the better.

5. E-Commerce Initiative (For Possible Action). Continuing discussion on strategy for establishing online store sales, the potential relation of this effort to Item 4 on this agenda, and possible vote on to services. (For Possible Action) +

Peterson: Proposed Shopify platform makes sense, has heard great things about it.

Schorr: Shopify made for this type of application.

6. PUBLIC COMMENT AND DISCUSSION: 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, Section 2, public comment options may include, without limitation, written public comment submitted to the public body via mail or email

None.

## 7. ADJOURNMENT

### NOTICE POSTING LOCATIONS

<https://notice.nv.gov>

<http://museums.nevadaculture.org>

NEVADA DIVISION OF MUSEUMS & HISTORY, 412 E. Musser St., Suite 2. Carson Street,  
Carson City

NEVADA DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS, 401 N. Carson St.,  
Carson City, Nevada

STATE HISTORIC PRESERVATION OFFICE, 901 South Stewart St., Carson City, Nevada

EAST ELY RAILROAD DEPOT MUSEUM, 1100 Avenue A, Ely, Nevada

NEVADA HISTORICAL SOCIETY, 1650 North Virginia St., Reno, Nevada

NEVADA STATE MUSEUM LAS VEGAS, 309 S. Valley View Blvd., Las Vegas, Nevada

LOST CITY MUSEUM, 721 South Highway 169, Overton, Nevada

NEVADA STATE MUSEUM, 600 North Carson St., Carson City, Nevada

NEVADA STATE RAILROAD MUSEUM, 2180 S. Carson St., Carson City, Nevada

NEVADA STATE RAILROAD MUSEUM, 600 Yucca St., Boulder City, Nevada

The public may acquire this notice and agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Deborah Rabe, Administrative Assistant III, Division of Museums and History, (775) 687-7340 or via email to [drabe@nevadaculture.org](mailto:drabe@nevadaculture.org). Supporting documents are available from the Nevada Division of Museums and History at 412 E. Musser Street, Suite # 2 Street, Carson City, Nevada 89701.

\*\* We are pleased to make reasonable accommodations for members of the public who are disabled and wish to attend the meeting. If special arrangements are necessary, please contact the Nevada Division of Museums and History by calling (775) 687- 7340 at least two days in advance of the meeting.

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