



Board of Museums and History Membership Committee
Transcript of the TEAMS conference meeting
Thursday, July 27, 2023 at 10:00 AM

Michael Malone (AAIII, Division of Museums and History)

Michael Malone for the record. The meeting transcription has begun.

Mercedes de la Garza (Committee Chair)

OK. Call the meeting to order. And was the meeting properly posted?

Michael Malone (AAIII)

Michael Malone for the record. The meeting was posted in accordance with NRS.

Mercedes de la Garza (Committee Chair)

Alright, terrific. Thank you. And we will now proceed with roll call.

Michael Malone (AAIII)

Michael Malone for the record. Committee Chair Mercedes de la Garza.

Mercedes de la Garza (Committee Chair)

Present.

Michael Malone (AAIII)

Board Chair Anthony Timmons.

Anthony Timmons (Chair, Board of Museums and History)

Present.

Michael Malone (AAIII)

Member Daniel Markoff.

Daniel Markoff (Committee Member)

Present.

Michael Malone (AAIII)

Committee Chair de la Garza, all Committee members are present, and we have a quorum.

Mercedes de la Garza (Committee Chair)

Alright. Thank you. Next up is public comment.

Public comment is welcomed by the board and there are three periods of public comment during the meeting of the Nevada Board of Museums and History. The first is at the beginning of the meeting and at the end of the meeting. The third period of public comment will be allowed after discussion of each item action item on the agenda but before voting on the item. Because of time considerations, the period for public comment by each speaker will be limited to 3 minutes at the discretion of the chair, and

speakers are urged to avoid repetition of comments made by previous speakers. Public comment options may include, without limitation, written public comments submitted to the public body via email or mail. Do we have any public comment?

Myron Freedman (Administrator, Division of Museums and History)

Myron Freedman for the record. I've received no text messages, emails, or phone messages.

Mercedes de la Garza (Committee Chair)

Great, thank you. No other comments from public, do we have any public present today? OK, we're going to move on to Membership Committee business.

First step is the review of the membership categories, the benefits, pricing, purchasing procedures. This is for possible action.

Myron Freedman (Administrator)

Myron Freedman, for the record. I'm going to get us started on this. And Daphne, can you please jump in when you have additional information and I want to call your attention to the information that was emailed to all of you.

Laying out the program confirming the adjustments that the board requested, to include three categories that are consistent throughout the program.

The individual is at \$40, family is at \$70.00, and sustaining is at \$250. This will be rolled out with the online store and a few things to keep in mind. The railroad museums' membership programs are handled by the friends groups, and so we will work with them to adjust their categories to match ours and then in order to sign up for these categories with the railroad museums handling it, that will be a function of clicking on a link in the online store that forwards them to the friends membership page and then the revenues from that are dictated by the agreement with the friends groups.

And then I wanted to also point out that there are two categories that will require the user to contact the museums. One category is if they wish to have the senior or student discounted category, they would need to contact the museum to sign up for that, and if they wanted an enhanced category, where they're contributing more, they would contact the museum to do that as well.

So, in short, what you'll be able to do from the online store is to purchase either the individual, the family, or the sustaining memberships. I just wanted to make sure all of that was clear. Daphne, did you have anything to add to that?

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

Thank you, Myron. Daphne DeLeon for the record. There are a couple points I wanted to add.

If you look at the first page of the documentation I sent out that listed membership across the system for fiscal year 23 as of March 31st, 2023, it doesn't include the railroad museums, but from our other museums, if you look at our discounted membership, which is senior membership, we have quite a few across the system. So, there's 369 right now across the system. They break up between the Historical Society having 34, State Museum Carson City having 252, Lost City having 70, and the Las Vegas Museum having 13. With the online stores Myron mentioned, if you are going to purchase a non-discounted non-enhanced membership, you can do it online and get processed. If not, you're going to have to contact the museum and it's going to have to be processed directly by the museum.

At this point, I had Tracey from Lost City working with me on the online store and we mocked up what this membership item would look like on the online store. If you look at the third page, you'll see a membership mock-up and I wanted Tracey to walk us through because she had a really good idea about

how to make it more streamlined and easier for our members to sign up for the discounted, or enhanced membership levels. Tracey, do you want to walk us through that?

Tracey C. Sprague (Museum Director)

Tracey Sprague for the record. Yes, I would love to.

On the mock-up that we created, the major thing that I was thinking in regards to either the senior or in regards to any more enhanced memberships is that we should have a link from the website to go to a form to directly email the museum and we can specifically ask for the information we need from that individual to get that information.

I think this would be a lot more streamlined and easier than just having them email us, or call us, or contact us and just having it in a form on the website they could email us and we'll get back to them. I think is a lot more of a direct way to take care of the senior or student or higher levels in membership. So, if you look on the mock-up, that's why they have it at the bottom with that highlighted portion to be like this and will go to another web page which will have that online form.

Mercedes de la Garza (Committee Chair)

Thank you, Tracey. We have a couple of hands up. We have Tony, would you like to go Anthony?

Anthony Timmons (Board Chair)

Anthony Timmons, for the record. Thank you, Madam Chair.

My question is, at least for Daphne, is it possible to do some sort of a coupon code and in ecommerce where you know if they qualify for the senior rate we can give them a coupon or discount code they can put in ecommerce and then they don't have to necessarily call somebody or reach out to somebody at the museums and it could just be automated?

Daphne DeLeon (ASO)

Daphne DeLeon, for the record. We could put a coupon code up, but are you thinking, Anthony, that we will then just put it into the text of the item that says if you qualify as a senior, enter this code in, it'll automatically discount it?

Anthony Timmons (Board Chair)

Anthony Timmons for the record. Probably not, but maybe we can. You know, in their friends' meetings, maybe the president can hand it out to people that have had it in the past or something like that. It can be more controlled because obviously if we just give it out to everybody, everyone would probably use it, so I don't know if it can control it a little bit more like through the friends groups to give it to the people who would qualify. I don't know, just thinking out loud.

Daphne DeLeon (ASO)

Daphne DeLeon for the record. What I always think about is the new person that is looking on the online store and says, "You know, I really want to join the museum. I really want to support the museum." but has not been in contact with us in the past. There's no way they would get the code unless they contacted us, and Tracey's suggestion of using an online form. It's a process that we already use. We use it for school tours, so right now we have a form under school tours on our main site.

If a school is interested in signing up for a tour, they fill out the form and it automatically gets sent to a general email box at the museum and then the museum processes it and gets back in touch with the requester. So, we thought that that's a good way to leverage a structure, a process that we already have,

and then it'll cut down on individual contact, because we thought at first that people would either send an email or call us, and for 369 calls or emails, it'll be overloaded quickly.

You could look at Kelly. Kelly is part-time and funded by the Board. If you have 252 people calling you or emailing you throughout the year for a senior membership, it could eat into your time, and Tracey would also have 70. You don't have very many staff, so I think that we could try streamlining with the form, and try it out.

Anthony, I think having a code is something that could help also, that we could explore. And as you said, control how it's given out. So maybe as we develop it, there's two options. Either you have a code, or if you don't, you fill out the membership discount form.

Mercedes de la Garza (Committee Chair)

Thank you, Daphne. We also we also have Catherine Magee has her hand up.

Catherine Magee (Museum Director)

Thank you. This is Catherine Magee, for the record, and I appreciate that online form coming via an email just for the same reasons that Daphne mentioned. We do have a lot of senior membership, so I think those were just our renewals. I would like to point out though, on the email it's on page #4 of the email form for seniors and enhanced members. Our senior members do not receive the same member benefits as the rest, because they do not get The Quarterly, or The Q, so that if we do that, that wording is going to have to change, at least for the NHS.

Myron Freedman (Administrator)

That makes sense.

Mercedes de la Garza (Committee Chair)

Thank you, Catherine. Anyone else have a comment on this?

Myron Freedman (Administrator)

Myron Freedman, for the record, I just want to kind of go back a little bit to the pricing on some of the categories the board approved and I in my original email I had them, I had, I didn't put the right information and I was relying on my memory which was the wrong thing to do.

So the individual is 40, the family is 70, and then sustaining went from 100 to 250 as one of the core categories.

And as we look at the information regarding the number of people we have at the \$100 level, which was our old number for sustaining, it's pretty significant. It's one of the higher categories and I'm a little concerned that if we go from a 100 to 250, or losing a category that's been popular, we may be dissuading people from joining it at a higher level. And I was wondering if the committee might not consider going back to the board and looking at that situation and seeing if they want to revise that.

Mercedes de la Garza (Committee Chair)

Mercedes, for the record, I agree with you, Myron. And I think that's too big of a jump and we'll significantly decrease the members in that category. Daniel, Anthony, do you have comments?

Anthony Timmons (Board Chair)

Anthony Timmons for the record is one of those sustaining members? Yeah, I kind of, I would agree that that is quite a big jump. So, definitely something we want to take a look at. Thank you.

Myron Freedman (Administrator)

Myron Freedman for the record.

Chair, I will make a recommendation before the board meeting, or maybe this committee, might want to consider making the recommendation to maintain the sustaining level at \$100 and have the contributing level be one of the enhanced levels as it is now, or if you like I can I can bring this up at the board meeting and to the full committee however you want to handle it.

Mercedes de la Garza (Committee Chair)

Then Anthony, do you have a preference? I sort of my preference was your first description of it. We have a hand up, Hollis.

Hollis J. Gillespie (Museum Director)

Hi. I just wanted to know when we put together the category charges, whether there was a more recent demand analysis or competitive analysis of what other institutions charge for these categories because these may be kind of old numbers and it may very well be timed to push it so we don't leave money on the table. I agree with what Myron is saying. If it's a popular category, but if everybody in the world is charging \$250 is they're jump from family to the next category, then that that's good information to have. I'm not advocating for that that amount, but I didn't know if anything had been done more recently to see our competition.

Mercedes de la Garza (Committee Chair)

Thank you, Hollis. Daniel Thielen is suggesting \$125 in the chat. Comments?

Catherine Magee (Museum Director)

Catherine Magee for the record, and you know, I agree with Myron's analysis. I think pulling the trigger on \$100 is pretty easy. I mean, you can see for the NHS, we don't have a patron or we don't have anybody at the higher than \$100 level.

Usually those people will come in and do a specific donation for us and I am concerned, even if you, you know, bump it up a little more than 100, it would just dissuade just dissuade people a little bit, but that's those are just my thoughts. Thank you.

Mercedes de la Garza (Committee Chair)

Thank you, Catherine. We have a hand up, Todd Moore.

Todd Moore (Guest)

Thank you. Todd Moore for the record. I'm president of the Friends of the Nevada State Railroad Museum in Carson City. I just wanted to comment on the issue of senior and other discounted memberships. We have about 900 individual members, over half of them would fall into one of those discounted categories. It would be very cumbersome if people had to call the museum to apply for that. We just recently went to an entirely online platform for administering membership to reduce the cost involved in administering that. If instead we went backwards and staff had to process those requests, you'd lose a lot of really valuable staff time that would be devoted to other activities that benefit the museum.

So I think it's very easy to make the discount available if the concern is the moral hazard of people being able to claim their senior when they're actually not. In my experience, I've never run into a member who claimed a senior membership but was not actually a senior. I think that people who join museums are by

and large, very honest and that the cost of blocking those few dishonest people isn't worth the actual number of people who would try to take advantage of the system. Thank you.

Mercedes de la Garza (Committee Chair)

Thank you, Todd. Next hand up is Anthony.

Anthony Timmons (Board Chair)

Yes, ma'am. Thank you so much for acknowledging me.

I was looking at the sheet that was provided by Daphne and if you Scroll down a little bit, of course we have our family pass priced at \$75. And then I looked at what the edit additional benefits were that of the sustaining that included four guest passes. So, the \$100 really isn't much of a jump when you have \$75 + 4 guest passes. So, I would have to go with Mr. Thielen and probably say \$125 is probably in that ballpark.

Mercedes de la Garza (Committee Chair)

Thank you, Anthony. Myron, you had your hand up a minute ago. Are you good?

Myron Freedman (Administrator)

Myron Freedman, for the record, just a couple things. One is, you know, we'll roll this out and we'll have this up for six months or whatever and we'll see what happens. You know, we'll see how it affects, the registrations for memberships and things like that.

So, whatever you set it at, I think being modest to begin with, is probably a good idea and then you can look at changing it later when you see what the response is. Then just to speak to Todd's concerns, the way this will be structured is that they will go directly to the Friends website when it comes to joining as a member at the two railroad museums. One in boulder, one in Carson, they'll go directly to you through a link on the website so you will be able to process all of them the way you normally do now.

Having said that, I think it's important that the board has in the past, you know it's looking forward to the day when everything is uniform, but I think that that's another discussion to have in the future.

Mercedes de la Garza (Committee Chair)

Thank you, Myron. Are there any other comments relative to the topic that we're discussing on the categories and benefits pricing and purchasing procedures? We have a hand up, Kelly Brant.

Kelly Brant (Guest)

Kelly Braant for the record. I would agree with Todd and you know, maybe our volume is a little higher than some of the other museums we do have. I am a staff member that you know, but responsible for membership, but I really think Todd's right. You know, I came from the casino industry.

The guests in that industry may not be as yeah up front and stand-up type people who might try and take advantage. I have had people take advantage in the casino industry of senior opportunities, but you know, is there a possibility where they have to plug their birthday in? To verify that there are senior online and then automate that process with a discount percentage or whatever it is we're going to do for the seniors.

Mercedes de la Garza (Committee Chair)

No.

Kelly Brant (Guest)

I think that would streamline everything, not only for us, but also for our visitors and Members.

Mercedes de la Garza (Committee Chair)

Excellent point. Thank you, Kelly. Would we like to do as a committee, make a recommendation to the board as a whole? Daniel, Anthony?

Anthony Timmons (Board Chair)

Madam Chair, I would like to make a motion that we decrease or recommend decreasing the sustaining to \$125 and keep all the rest the same. That would be my recommendation.

Mercedes de la Garza (Committee Chair)

We have a motion. Do we have a second, Dan? You could raise your hand if you'd like.

Daniel Markoff (Committee Member)

OK, I'll second it.

Mercedes de la Garza (Committee Chair)

We have a motion.

Daniel Markoff (Committee Member)

All those in favor? Further discussion? Are there any other comments to be made? Further discussion call for the vote. All in favor say yay.

Anthony Timmons (Board Chair)

Aye.

Mercedes de la Garza (Committee Chair)

All oppose? It passes unanimously, with the chair in favor. We'll move to the next item, which we're going to skip over to the review of the potential budget request related to implementing changes to the membership program.

Myron, would you like to speak to that?

Myron Freedman (Administrator)

Myron Freedman for the record. I'll get us started on this. And again, Daphne, if you'll provide some detail you know, we're going to plan and the committee should consider this and to have the membership cards be electronic to begin with because of the cost associated with producing the cards. We don't have an estimate for that, but if the committee does recommend to the board that we move to a physical card, then we'll come to the September board meeting with some estimates for the graphic design, for the production, for the mailing costs. That sort of thing.

So that that, that that's why we're recommending right now we just focus on the on having electronic memberships Daphne.

Daphne DeLeon (ASO)

Thank you, Myron. You know, just to add to what Myron said, the cost that we are looking at putting together and presenting at a future meeting is if we are going to do hard copy cards, the cost of that and the mailing out that's why we're suggesting as Myron mentioned to do an electronic card because that drastically reduces the cost for the implementation and the board has already approved the part time position 10 hours a week for the year to help implement the membership program and that's going to start next the and that person will also help develop this program and get some quotes.

Mercedes de la Garza (Committee Chair)

Thank you, Daphne. Tony, I know we've had discussions in the past about this. Would you have something to comment on that, Anthony?

Anthony Timmons (Board Chair)

Anthony Timmons for the record. My question is I'm just kind of curious how that would work if Daphne can kind of walk me through that. So, let's say I show up at the museum. Would it be a big database or how would that work?

Daphne DeLeon (ASO)

Daphne DeLeon for the record, and I'm going to ask Kelly and other museum staff to jump in. But the way that I see it at a slightly higher level, if you walk in and you sign up for membership, if you're there, they're going to double check to make sure they have your contact information, including your email. And then we most likely will have a mockup electronic file that in Adobe we can add a member number. Perhaps all the Members already have a number? I'm not sure through past perfect it can be put into that PDF file and then emailed to.

I am looking at museums to have to help me out as I don't know exactly what the entire process is. Is that actually possible?

Mercedes de la Garza (Committee Chair)

Dan Thielen, you had your hand up.

Daniel P. Thielen (Museum Director)

Dan Thielen for the record. This would be a little bit off track. I'm not answering Daphne, I'm probably bringing up another subject. As we try to make our memberships align with the categories, but also make them more attractive to people to join, does the museum have broad latitude on what benefits we can have? Or does the board have to have input on that?

Mercedes de la Garza (Committee Chair)

That's a good question, Myron, can you answer that?

Myron Freedman (Administrator)

Myron Freedman for the record. The board is responsible for the membership program, period. The information that was sent out listed the core benefits that are in place.

And so Dan, I guess if there are other things you want to offer to the core benefits, then that is something to bring up, and well, even with the enhanced memberships.

But I think what this does, we haven't really gotten to this point in the conversation, is that it challenges the museums to look at their enhanced memberships and see what they can do to make them attractive to A) to members to increase the size, and B) the amount they want to join at?

Not all the museums necessarily have an enhanced membership. I mean, those that often have enhanced memberships have some premiums in mind, but I think it does challenge the museums to look at what other premiums they can come up with to justify the higher levels and make them more attractive. But to answer your question, Dan, you would bring those ideas to the Board for approval.

Mercedes de la Garza (Committee Chair)

Thank you, Myron. Kelly, you had your hand up.

Kelly Brant (Guest)

Kelly Brant, for the record. To address Daphne's question and comments.

Members who are put into past perfect and I'm not sure if all of us are using past perfect for our membership programs, or assigned a membership number when their membership is created.

It's assigned by the system, not something we can control necessarily.

So there is a number associated, if we're all using past perfect and all keeping separate databases, my guess is we have duplicate numbers, but I think we could make them individual by including the museum code or something like that.

And the way the process works here at Nevada State Museum in Carson City, just for a reference point, somebody becomes a member, they fill out a membership form, they pay the money, they are then added to past perfect and then we send a letter out thanking them for their membership. And that's when the card gets sent out to them. Then you know we're using a publisher file to create our cards and something I wanted to bring up is that I wonder if that could be considered as a temporary or even a permanent move that this artwork is laid into a publisher file where they can be printed off a standard printer, color printer, laser printer as opposed to delving into the expenses of a PVC card like casinos and a credit card type card that does or doesn't have a mag stripe. Either way, they're going to be more expensive, and then those cards prices are based on petroleum prices. So the opportunity for them to rise in the future is expensive as well.

To print on those cards requires typically a thermal printer, which can run 3 to \$5000 each, so I think that the nice cards are nice, but I think as we get to that point we need to look at the expense.

The price increases on the membership just by the expenses that will incur from the cards and this, you know, Myron and I talked briefly about this a while back and the lists could be consolidated.

These cards could all be produced at the admin level and then sent, but I think that adds another layer to the process that will slow it down for the guest. So, I'm all for an E card to begin with or seeing if we can figure out a way to lay artwork into a publisher file to make something nice looking that's less expensive.

Mercedes de la Garza (Committee Chair)

Thank you, Kelly. Myron, has there been any discussion on perhaps just isolating the physical cards to a single demographic like in the senior's level where there's a little bit less of the computer, involvement? I know that younger generations don't want anything physical.

They'd love everything being electronic, but I know that there's a large swath of demographics that does not, that doesn't appeal to.

Myron Freedman (Administrator)

Myron Freedman for the record. We haven't discussed that specifically, but that's something we should certainly keep in mind. I don't know if Kelly did you.

Do you have any experience with that today? Or any thoughts about that?

Kelly Brant (Guest)

Yeah, I think seniors like to have that physical card in their hand because I think they don't trust computers as much.

Here at Nevada State Museum, Carson City, I provide a list to our admissions desk of current members that I update every couple weeks.

Give them a new list as people drop off due to expiration and new members are signed up.

And I think at the admin level would be fairly easy to receive lists from all of the membership programs, consolidate it and then provide it back to them for their admissions to have those numbers.

But I do agree, Myron, I think seniors feel more comfortable with that card in their hand.

Myron Freedman (Administrator)

It could even be a just a printout, you know, like you go when you get tickets to something you get sent an email that you print out. It could be something as simple as that too.

Mercedes de la Garza (Committee Chair)

Thank you. Do we have any other comments or possible action that we'd like to take on this item? Dan, Anthony?

Daniel Markoff (Committee Member)

Dan Markoff. I belong to a whole boatload of organizations that issue membership cards. It's the most convenient way to identify yourself. You don't have to go hopping through computers and all that other stuff.

You know, it doesn't have to be an expensive membership card, but it's just something that's readily identifiable and something you can stick in your wallet, your purse, that's what I'm supporting.

Myron Freedman (Administrator)

Myron Freedman for the record, we're just getting back to the process one second.

The museums will be contacted directly for the discounted memberships such as the senior and the museum then would have something could have something to mail out to them as Kelly's describing what he does with the publisher file.

Catherine, maybe you could speak to this that you mail something out to your members when they sign up and you would continue to do that. Is that correct?

Catherine Magee (Museum Director)

Catherine Magee for the record. Yes, we have a membership card that we provide to all Members when they renew or join and either we give it to them, if they're here on site right then or if they renew by mail, we send it to them by mail.

Mercedes de la Garza (Committee Chair)

Thank you, Catherine. Todd, you had a comment.

Todd Moore (Guest)

Todd Moore, for the record. On the issue of membership cards, we did an analysis of how much it cost us to send physical membership cards to our members, and it was about \$2.50 per member to send them a card. It's about a dollar to have the card made.

It's almost another dollar to mail it to them. That's postage. It's the envelope, and then there's a small amount of staff time that you have to pay for to have somebody package that up and mail it out.

Some of the online membership platforms offer the ability to send paper membership cards, and those charge about \$2.50 as well to mail out physical membership cards.

So, when you're talking about something like a discounted senior membership, it really cuts in significantly to the amount of money that the museum sees if you are mailing out physical cards to people.

Mercedes de la Garza (Committee Chair)

Thank you, Todd. I'm just wondering if it's something we should put on the agenda, Myron, for the Board to review and to comment on whether we want to address this a single demographic and the ability in some way to get a physical card to them.

Myron Freedman (Administrator)

I will put it on the agenda Chair.

Mercedes de la Garza (Committee Chair)

On the issue of membership cards, are there any other items we want to talk about regarding the budget request for implementing changes to the membership program? If not, then we will move on to item B., where we're reviewing the updated cost for publishing The Q for public at possible action. Myron.

Myron Freedman (Administrator)

Myron Freedman for the record. I'm going to hand it over to Catherine Magee to walk through the pricing plan she has for The Q and Daphne can support some of her comments as well. Catherine.

Catherine Magee (Museum Director)

Thank you, Myron. This is Catherine Magee for the record. The numbers and figures I use are based on our fiscal year 24 projected costs for The Q, which was something that the board was provided for fiscal year 23 and 24. So if you're wondering where those numbers came from, that was the budget we submitted to the board. So basically, what I am projecting is a cost per membership is for the print and electronic version is \$38.56. I'm rounding it up to \$40 just because my brain can work better with round numbers. For us, so you can see the individual membership is \$45.00 and for the Nevada Historical Society's most of our, you know our member benefits go into providing The Quarterly, or The Q. There's a discussion about the cost for the add-on subscription as a member benefit versus just the subscription payment if you are not a member and the non-discounted Quarterly price, I have at \$70.00. And the reason why it is \$70 is because this is what we charge institutional members.

We have libraries from across the country and in England that subscribe to The Quarterly, The Q, and this is what they pay, and they don't get member benefits. It's the subscription only, so for the discounted member benefit for other museums, we are suggesting the actual cost of what we believe it will be, which is \$40.00. So if they want to add on the subscription to The Quarterly, then it would be \$40.

Mercedes de la Garza (Committee Chair)

Thank you, Catherine. And this is in addition to the membership, the \$40?

Catherine Magee (Museum Director)

Yes, for other museums.

Mercedes de la Garza (Committee Chair)

OK. Are there any other questions or comments? Anthony, Dan?

Daniel Markoff (Committee Member)

What have we been charging for that now? My memory is kind of foggy, but I thought that as part of your membership of these things you got The Quarterly. Is that true?

Catherine Magee (Museum Director)

This is Catherine Magee for the record. The Nevada Historical Society is the only one that offers The Quarterly as part of your membership.

Daniel Markoff (Committee Member)

So what have people been paying now that don't get The Quarterly? In other words, if you don't have it as part of a membership, what are they paying to get The Quarterly?

Catherine Magee (Museum Director)

This is Catherine Magee for the record. We don't have any other museums that have members that have only requested The Quarterly currently. Currently, it's our institutional members that get The Quarterly.

Daniel Markoff (Committee Member)

We have never said have only requested the Quarterly currently, I'm sorry there's no members that get The Quarterly. Well, it seems to me I'm just guessing that. You're requesting \$40 across the board.

Myron Freedman (Administrator)

Myron Freedman for the record. Catherine is telling us what the benefit is for joining the Historical Society. It includes The Quarterly. If you join at the individual level and up. If you join the other museums, you don't get The Quarterly. That was a change made about two years ago. We separated The Quarterly as a regular benefit when you joined the other museums. Now to get The Quarterly, you can get it at the very reasonable price of \$40 annually. If you join another museum and want The Quarterly, you would pay an additional \$40. So that's what's happening. If we want to do anything else, then we're kind of going back in time looking at The Quarterly as a benefit, which is something that, as I said, the Board separated about two years ago.

Mercedes de la Garza (Committee Chair)

Any other questions or comments on this item?

Daniel Markoff (Committee Member)

Yeah. Dan Markoff. How many people do you expect are going to sign up for The Quarterly?

Myron Freedman (Administrator)

Myron Freedman for the record. I don't have an answer for that, but what I can say is that there's been a lot of assistance in promotions. The Tourism Department has supported promotions and marketing and outreach and public information types of things with two people out of the Tourism department. So, on a constant basis, they are finding ways to market the museums and things like memberships and benefits and these benefits.

So we would look forward to working with them to and, you know, don't forget The Quarterly is undergoing a revolution here, right? It's going electronic. It's going to be a big deal when it rolls out that way. So, we're looking forward to helping Historical Society promote it.

Daniel Markoff (Committee Member)

This is Dan Markoff again. So, if you sign up for The Quarterly, you get an electronic version, not a hard copy.

Catherine Magee (Museum Director)

This is Catherine Magee for the record. The Quarterly you have when you sign up for the new membership, you will get the access to it electronically through Project Muse and one print copy. That will be what we call the "best of" that is sent out in December.

Daniel Markoff (Committee Member)

So the only time you get a hard copy is 1/4 of the time, is that correct?

Catherine Magee (Museum Director)

You get it once a year.

Mercedes de la Garza (Committee Chair)

Anthony, you have a comment to make?

Anthony Timmons (Board Chair)

Yes, thank you. Anthony Timmons, for the record.

So, doing some rough math and individual membership is \$40 or \$45 and they get The Quarterly, at that price the amount to the museum is zero. I'm just doing quick math. So to me that doesn't seem like such a really good deal to the museum because all they're basically paying for is a membership or a Quarterly subscription and that would also drive people who want The Quarterly to sign up with the Historical Society, because that's one where I could pay my same \$40, get the membership.

That's good for any of the museums and literally get The Quarterly essentially for free because it's 3 bucks. So, I don't know to me that doesn't seem quite right. The math isn't quite right because I don't think I need to. The museum should be 0 and then I just that I don't know how we change it or what we do to change it, but it just doesn't seem right to me.

Mercedes de la Garza (Committee Chair)

Thank you, Anthony. Myron, do you have any comment to that?

Catherine Magee (Museum Director)

Catherine Magee, for the record, so with the \$45.00 membership, we would get \$5 per membership at the individual level. However, the Nevada historical or the Nevada Historical Society has always felt that producing The Quarterly was one of our main duties and our main aspect that we do for our members. So yes, it would be great to get more cash back from an individual member, but this is something that we've traditionally done in the past. So that is where our membership money goes to produce The Quarterly where I believe it, you know, other museums have an opportunity to use more of their membership money for other aspects, but that's how we have pretty much always used that aspect of our membership to produce The Quarterly, which is actually called, "The Q".

And because we don't produce it quarterly anymore because we just couldn't do it financially, which is another reason we went to the electronics. So that's why we call it The Q, just to put that out there.

Mercedes de la Garza (Committee Chair)

Thank you, Catherine. Are there any other comments on this item? OK, go ahead Dan.

Daniel Markoff (Committee Member)

Yeah, I have to agree with Anthony on this thing. It's just doesn't make sense to me to pay that kind of much money for an electronic thing. It seems to me it's going to kill subscriptions rather than increasing. No, especially with the price you're asking. That's my \$0.02 worth.

Mercedes de la Garza (Committee Chair)

Thank you, Dan.

Myron Freedman (Administrator)

Myron Freedman for the record. Again, I think a lot of this discussion, what we're sort of getting into now are items that have been discussed in previous board meetings, which is sort of how we ended up here and we were concerned about, what it would look like in the online store to see that you could, you know buy a membership to the Historical Society and get The Q. And I think I think we just need to get this thing going and see what happens. If we need to find some ways to build walls so that people are

driven just to the museums in their areas or something, I don't know how that works, but this was always going to be an issue when the we sort of opened up the market as it were and I think we just need to get started.

I have a feeling that that you're going to see something similar. That's what's happened for years now. You've got loyal members and they'll continue to be going to their museums, and the museums will be challenged to find ways to attract people, to their museums by looking at what enhanced benefits they provide and that's how they need to develop.

It shouldn't be a competition, but if it ends up being a competition that that, that's going to be what attracts people to a specific museum, people who want to ride trains, want to mint coins, want to buy jewelry. Whatever it is you know, they need to look at how they can attract those new members.

Mercedes de la Garza (Committee Chair)

Thank you, Myron. Anthony, you had a comment?

Anthony Timmons (Board Chair)

Madam Chair, Anthony Timmons, for the record. I'm going to go ahead and ask for the recommendation of Director Magee be brought to the Board.

So I'm going to make a motion that The Q is \$40 per members and \$70 non-discounted for non-members and that's my motion. I'm going to forward it to the Board for further discussion.

Mercedes de la Garza (Committee Chair)

Thank you. Do we have a second, Dan?

Daniel Markoff (Committee Member)

Dan Markoff. I second it.

Mercedes de la Garza (Committee Chair)

Thank you. We have a motion. Any further discussion? Alright, call for the vote.

All in favor say "aye".

Anthony Timmons (Board Chair)

Aye.

Mercedes de la Garza (Committee Chair)

All opposed? Motion passes, with the chair voting in favor. We'll move to the next item which is action items for the full Board meeting in September. Myron?

Myron Freedman (Administrator)

I think you've already hit on the action items. One is changing the sustaining amount from \$250 to \$125 and then the second item is setting the cost of joining the Historical Society at \$40 and to get The Q with that and \$70 for the family and I believe those were the two items that that came up.

If there are other items Chair, you can determine with your committee what else to bring to the Board.

Mercedes de la Garza (Committee Chair)

There was discussion of whether or not we would implement a physical card. I think it was just for discussion's sake to take that forward to the Board.

Myron Freedman (Administrator)

I have that down. I will put that on the agenda as a discussion item.

Mercedes de la Garza (Committee Chair)

OK. If there are no other items, then we'll move to public comment. Public comment is welcome to the Board. No action can be taken during the public comment period. Public comment on both agenda and non-agenda items are welcome because the time considerations, the period for public comment by each speaker may be limited to 3 minutes at the direction of the chair, and speakers are urged to avoid repetition of comments made by previous speakers. Public comment options may include without limitation written public comments submitted by the public body via mail or email.

Any public comment? Seeing none, I would search for a motion to adjourn.

Anthony Timmons (Board Chair)

So moved.

Mercedes de la Garza (Committee Chair)

So moved and seconded by Dan. Alright. All in favor?

Anthony Timmons (Board Chair)

Aye.

Daniel Markoff (Committee Member)

Aye.

Mercedes de la Garza (Committee Chair)

All right, all opposed say "no". Yes, we are adjourned. Thank you everybody. Appreciate you being online.

Supporting documents are available from the Nevada Division of Museums and History at 412 E. Musser Street, Suite # 2 Street, Carson City, Nevada 89701, or by contacting Michael Malone, Administrative Assistant III, Division of Museums and History, (775) 687-7340, or via email: mpmalone@nevadaculture.org.