



Marketing and Technology Committee
Board of Museums and History

Meeting Transcript

November 14, 2023 at 11:30 AM

Attendance

1. Seth Schorr, Committee Chair
2. Mark Slaughter, Committee Member
3. Courtney Mooney, Committee Member
4. Michelle Schmitter, Committee Member
5. Brenda Scolari, DTCA Director
6. Danile P. Thielen, DMH Administrator
7. Francine Burge, DTCA Public Relations Manager
8. Samantha Szesciorka, DTCA Content Marketing Specialist
9. Christopher MacMahon, NSRMBC Director
10. Daphne DeLeon, DMH ASO
11. Michael Malone, DMH Admin. Asst.
12. Sherlyn Hayes-Zorn, NHS Curator
13. Tiffany D. Jones, NHS Admin. Asst.

0:0:0.0 --> 0:0:0.860

Seth Schorr
OK.

0:0:1.0 --> 0:0:1.810

Seth Schorr
Welcome, everybody.

0:0:1.820 --> 0:0:5.230

Seth Schorr
I'd like to call this meeting to order.

0:0:7.140 --> 0:0:9.510

Seth Schorr
I was in the meeting, properly posted.

0:0:11.830 --> 0:0:12.950

Seth Schorr

I believe it was.

0:0:13.780 --> 0:0:14.810

Michael Malone

Yes, it was chair.

0:0:14.910 --> 0:0:15.220

Michael Malone

Thank you.

0:0:15.670 --> 0:0:16.620

Seth Schorr

OK, great.

0:0:16.630 --> 0:0:19.940

Seth Schorr

And if we can, please do a roll call.

0:0:22.960 --> 0:0:25.50

Michael Malone

So Mike Malone, for the record, I apologize.

0:0:25.60 --> 0:0:27.160

Michael Malone

I didn't identify myself there a moment ago.

0:0:28.270 --> 0:0:28.960

Michael Malone

Uh chair.

0:0:28.970 --> 0:0:29.430

Michael Malone

South Shore.

0:0:30.420 --> 0:0:30.660

Seth Schorr

Here.

0:0:32.330 --> 0:0:33.140

Michael Malone

Michelle Schmitter.

0:0:33.800 --> 0:0:34.80

Michelle Schmitter (Guest)

Here.

0:0:35.370 --> 0:0:36.340

Michael Malone
He shall hoverer.

0:0:38.510 --> 0:0:39.130

Michael Malone
Mr. Hoefler.

0:0:42.240 --> 0:0:42.790

Michael Malone
Mark slaughter.

0:0:44.60 --> 0:0:44.320

Mark
Here.

0:0:45.760 --> 0:0:46.350

Michael Malone
Courtney Mooney.

0:0:47.180 --> 0:0:47.380

Courtney Mooney, AICP
Here.

0:0:49.650 --> 0:0:51.410

Michael Malone
Cheshire, we do have a quorum present.

0:0:52.190 --> 0:0:52.710

Seth Schorr
Wonderful.

0:0:52.720 --> 0:0:53.50

Seth Schorr
OK.

0:0:53.60 --> 0:0:53.430

Seth Schorr
Thank you.

0:0:53.440 --> 0:0:53.840

Seth Schorr
That's true.

0:0:53.850 --> 0:0:58.540

Seth Schorr
For the record, I will now take any public comment.

0:0:58.550 --> 0:0:59.950

Seth Schorr

Public comment is welcomed by the board.

0:1:0.860 --> 0:1:3.560

Seth Schorr

Is there anybody here from the public?

0:1:7.290 --> 0:1:9.230

Seth Schorr

OK, good.

0:1:9.730 --> 0:1:11.260

Seth Schorr

Alright, we got through all that stuff.

0:1:11.510 --> 0:1:13.40

Seth Schorr

Love that part of the meeting.

0:1:13.50 --> 0:1:17.600

Seth Schorr

Now we get to get into the nuts and bolts as to why we're here.

0:1:17.610 --> 0:1:20.800

Seth Schorr

So first of all, thank you all for joining.

0:1:21.350 --> 0:1:26.850

Seth Schorr

It's been a long time since we've had a marketing and Technology Committee meeting.

0:1:27.490 --> 0:1:48.760

Seth Schorr

Umm, I mentioned to Chair Timmons that I do see us at a transition point with our board, which I think is, you know very exciting and I've personally you know committed to you know, participating and helping as much as possible.

0:1:48.770 --> 0:1:53.140

Seth Schorr

And I think the marketing and Technology Committee is 1 very, very important.

0:1:54.710 --> 0:2:11.440

Seth Schorr

Platform for us all to enhance the board, the handsome museum system rather so with that I did identify three or four items that I was hoping we can talk about today.

0:2:11.760 --> 0:2:29.570

Seth Schorr

Hoping some initiatives are identified from this discussion of, of course, which we would then take to the board a little less than a month from now, I think December 7th or so is our meeting and discuss it with the greater board.

0:2:30.930 --> 0:2:54.520

Seth Schorr

So that's my hope today and of course we wanna make sure everybody has an opportunity to bring anything else important as we get into item C but Brenda, if we can please start with you, if you can give a general update on the RFP process and how you're looking at agencies that will ultimately be beneficial to the museums.

0:2:55.780 --> 0:2:56.970

Brenda Scolari

I'd be happy to.

0:2:56.980 --> 0:2:58.470

Brenda Scolari

Good morning, everybody.

0:2:58.580 --> 0:3:4.290

Brenda Scolari

Thank you, Chair Shore, for the record, Brenda Scolari, director of tourism and cultural affairs.

0:3:5.320 --> 0:3:9.30

Brenda Scolari

I let me just refresh everyone I know.

0:3:9.40 --> 0:3:31.540

Brenda Scolari

I gave an update at the last board meeting about the department restructuring that kind of sets the stage for these new resources and opportunities that we can now take advantage of in the last legislative session, I was able to get a bill passed that created a new budget account.

0:3:31.630 --> 0:3:41.880

Brenda Scolari

That not only houses the people who do work for the entire department, but also created a separate marketing budget for the cultural agencies.

0:3:42.700 --> 0:3:47.550

Brenda Scolari

So we have an approved half \$1,000,000 marketing budget now.

0:3:48.280 --> 0:4:3.810

Brenda Scolari

And besides hiring Samantha and Francine, which all of you know about, and I hope have come to appreciate, we are pursuing an agency of record for a museums and the Nevada Arts Council.

0:4:4.520 --> 0:4:25.350

Brenda Scolari

Again, in an effort to completely separate that those functions from the uh tourism marketing team that has been handling all of that in the past and they have so much on their plate that this the needs of the cultural agencies were always struggling to become a priority for them.

0:4:25.600 --> 0:4:30.520

Brenda Scolari

And I was one of the members of leadership who recognized that pretty quickly.

0:4:31.770 --> 0:5:2.810

Brenda Scolari

So now we are happy to report that we were able to right a fairly complete RFP request for proposal marketing needs description that we had hoped to set forth in an RFP process which I don't know how many of you are familiar with, but this state purchasing process no matter what is very long and arduous.

0:5:4.850 --> 0:5:28.450

Brenda Scolari

And then we learned that the division of purchasing had undertaken a master service agreement process with a number of agencies for a number of different state statewide needs, and among them are several marketing agencies that were fully capable of doing this work.

0:5:29.290 --> 0:5:44.400

Brenda Scolari

So we knew immediately this would completely expedite the process if we could select one of those agencies instead of going through the entire RFP UMA process, which would be a minimum of six months.

0:5:45.460 --> 0:5:56.860

Brenda Scolari

So we took what was the request for proposal document sent it to those agencies as just a kind of scope of needed services.

0:5:57.960 --> 0:6:35.970

Brenda Scolari

And then Francine and Samantha and I, along with Deputy Kawchack Administrator Thielen and Executive Director Man Freddie, met with each of the agencies and just kind of interviewed them for best fit for what we knew our marketing priorities were as identified now and we're happy to report that we've selected the Estipona group to contract as Agency of record for both the state museums and the Nevada Arts Council.

0:6:37.470 --> 0:6:49.390

Brenda Scolari

We do have to take a contract to the Board of Examiners for approval and I just looked that up and that is the next one.

0:6:49.460 --> 0:6:54.760

Brenda Scolari

The next deadline we could make would be for the Board of Examiners meeting on January 9th.

0:6:57.140 --> 0:7:4.190

Brenda Scolari

But we're really hoping to get a kick-off with that agency sooner and start talking about what's next.

0:7:5.810 --> 0:7:29.530

Brenda Scolari

And that's where this committee comes in because we want to work with you in setting a strategy for the division of museums as a as a system, and then building a marketing plan that makes sense now that we have a budget to expend and the resources to make it happen.

0:7:33.50 --> 0:7:34.140

Brenda Scolari

So that's where we're at.

0:7:34.710 --> 0:7:35.310

Seth Schorr

That's awesome.

0:7:35.770 --> 0:7:35.990

Brenda Scolari

Yeah.

0:7:35.320 --> 0:7:37.580

Seth Schorr

Thank you, Brenda sets for the record.

0:7:37.590 --> 0:7:40.110

Seth Schorr

That's very exciting news.

0:7:40.370 --> 0:7:43.590

Seth Schorr

Can you how do you spell the agency's name?

0:7:44.530 --> 0:7:49.20

Brenda Scolari

It's ESTIPONA group.

0:7:48.490 --> 0:7:49.680

Seth Schorr

Yeah, I OK.

0:7:51.240 --> 0:7:52.570

Seth Schorr

Estepona Group got it.

0:7:52.580 --> 0:7:53.160

Seth Schorr

OK, great.

0:7:54.430 --> 0:7:55.40

Seth Schorr
Wonderful.

0:7:55.50 --> 0:8:0.270

Seth Schorr
So I officially, you know, it could be January 9th.

0:8:0.920 --> 0:8:10.940

Seth Schorr
Umm, but possibly there could be a launch meeting in advance of that, although with the holidays and time of year, who knows not.

0:8:11.590 --> 0:8:22.30

Brenda Scolari
I know I we could maybe have an offline discussion about whether we could get it together to have a have a kick-off before January 1st.

0:8:22.610 --> 0:8:27.190

Seth Schorr
I I think that would be fantastic, so.

0:8:29.10 --> 0:8:43.280

Seth Schorr
Just in terms of process, what I'd love to do is everybody just got this great information that there's a budget and professionals help us utilize that budget from a marketing perspective, right?

0:8:43.290 --> 0:8:46.870

Seth Schorr
So that's, I mean, just let that sink in for a second.

0:8:46.960 --> 0:8:51.70

Seth Schorr
That's really, really great news and thank you, Brendan, your team for, for making that happen.

0:8:52.750 --> 0:8:56.860

Seth Schorr
What I am gonna suggest we do is actually pause on that.

0:8:56.910 --> 0:8:59.140

Seth Schorr
I'll go to item B or DEF.

0:8:59.150 --> 0:9:7.460

Seth Schorr
Daffney can give an update on our store which was, you know, a really big initiative over the past year or so.

0:9:7.930 --> 0:9:26.730

Seth Schorr

Then, as we talk about item C was intended to really discuss what some of our initiatives could be and I want to hear from the museum staff and then maybe circle back that might inform you know what we wanna advertise, where we wanna spend those marketing dollars, would that be helpful, Brenda?

0:9:27.740 --> 0:9:28.540

Brenda Scolari

That would be wonderful.

0:9:29.280 --> 0:9:30.70

Seth Schorr

OK, great.

0:9:30.400 --> 0:9:30.870

Seth Schorr

Awesome.

0:9:30.880 --> 0:9:31.130

Seth Schorr

OK.

0:9:31.140 --> 0:9:31.860

Seth Schorr

So thank you.

0:9:32.80 --> 0:9:38.480

Seth Schorr

So we can move on to item B online store status, update from the wonderful Daphne DeLeon.

0:9:40.190 --> 0:9:40.960

Daphne DeLeon

Daphne DeLeon.

0:9:40.970 --> 0:9:42.950

Daphne DeLeon

For the record, thank you, Seth.

0:9:42.990 --> 0:9:50.330

Daphne DeLeon

Well, the online store is I'm head is still dealing with a.

0:9:51.790 --> 0:10:7.380

Daphne DeLeon

Network challenge because of the way our stores are set up, we've spent the last four to five weeks trying to find a solution with our partners moving forward and we do have a solution.

0:10:7.440 --> 0:10:20.750

Daphne DeLeon

That we are just working on connections between our website development group and our POS system in orders to start uploading items.

0:10:21.620 --> 0:10:31.90

Daphne DeLeon

Even though we have the delay on the technology side, this museum staff is ready with all of their descriptions for their items, all of their images.

0:10:31.100 --> 0:10:41.910

Daphne DeLeon

So as soon as the technology issue is resolved, we are committed to get our items up and tested and opened up the online store as soon as we can.

0:10:44.570 --> 0:10:45.680

Seth Schorr

OK, alright.

0:10:45.690 --> 0:10:48.530

Seth Schorr

Well, that's your for the record.

0:10:48.590 --> 0:11:6.620

Seth Schorr

And Daphne, for the record, know that I have a technology development project that's six months delayed and it's super frustrating and it happens, and I can feel your pain, but it's good that we're doing everything that is under our control like taking photographs and writing the descriptions.

0:11:6.630 --> 0:11:7.460

Seth Schorr

It's great to hear that.

0:11:7.470 --> 0:11:12.320

Seth Schorr

That's done umm, I guess just a clarifying question.

0:11:13.350 --> 0:11:15.360

Seth Schorr

Do we really think it's three to four weeks?

0:11:15.370 --> 0:11:16.620

Seth Schorr

You know is there, is there any?

0:11:16.630 --> 0:11:17.860

Seth Schorr

Are there any blockers?

0:11:17.870 --> 0:11:22.770

Seth Schorr

Anything that that we can help with and make sure you know that doesn't become a longer window.

0:11:24.440 --> 0:11:28.990

Daphne DeLeon

So definitely one for the record, I think it's closer to four to five weeks.

0:11:29.0 --> 0:11:35.20

Daphne DeLeon

It all depends on as soon as this connection is made what happened was.

0:11:37.240 --> 0:11:45.650

Daphne DeLeon

We're trying to pull information from the website that was in development and some of the coding has changed.

0:11:45.660 --> 0:11:53.320

Daphne DeLeon

I think the location has been moved and so it's a question of getting our website developer talking to our POS integrator.

0:11:53.510 --> 0:11:56.360

Daphne DeLeon

So then they can get that linkage back.

0:11:56.410 --> 0:12:6.510

Daphne DeLeon

Once that linkage is set, we're ready to start inputting information once the information is input, it's roughly 120 items.

0:12:6.570 --> 0:12:15.690

Daphne DeLeon

That will probably take a week, and then it'll probably take two weeks to do the internal testing to make sure that things are formatted the right way.

0:12:15.700 --> 0:12:16.990

Daphne DeLeon

They function the right way.

0:12:17.0 --> 0:12:27.290

Daphne DeLeon

Once you select items and put them in the shopping cart and we're going to make sure that the museum stores are involved in that so they can see what the website will look like.

0:12:27.300 --> 0:12:31.170

Daphne DeLeon

And then Jan is part of our working group, also the Chair of the Store committee.

0:12:35.460 --> 0:12:35.680

Seth Schorr

Yes.

0:12:31.240 --> 0:12:36.720

Daphne DeLeon

She'll also be involved in that first peak, so I think it's probably 5 weeks.

0:12:37.740 --> 0:12:38.210

Seth Schorr

Great.

0:12:38.320 --> 0:12:40.30

Seth Schorr

I don't know that that that that makes sense.

0:12:40.40 --> 0:12:43.890

Seth Schorr

The upload time and the testing.

0:12:43.900 --> 0:12:44.940

Seth Schorr

I mean, once we're in that phase.

0:12:46.810 --> 0:12:50.720

Seth Schorr

Just doing, you know QA, making sure it works.

0:12:50.730 --> 0:12:52.500

Seth Schorr

You know that makes sense to not rush it.

0:12:52.690 --> 0:12:55.750

Seth Schorr

It's the piece before that, you know, that's frustrating.

0:12:55.760 --> 0:13:6.880

Seth Schorr

The Web developer working with the integrator and that's something that they're actively doing right now and it's a priority to both of them and we're confident that they're going to get it done.

0:13:7.770 --> 0:13:12.80

Daphne DeLeon

So Daphne DeLeon, for the record, I'm confident that I'll keep bugging them, that it'll get done.

0:13:13.320 --> 0:13:13.930

Seth Schorr

Well, I have.

0:13:13.940 --> 0:13:15.790

Seth Schorr

I have confidence in in you as well.

0:13:15.800 --> 0:13:21.850

Seth Schorr

I don't know the Web developer or the integrator, so I can't say I do or do not have confidence in them.

0:13:22.160 --> 0:13:33.640

Seth Schorr

OK, just sat there for the record, any, if at any point now or in the future, it's helpful for myself or the board to just do a little nudging ourselves so you don't have to be the bad cop.

0:13:34.560 --> 0:13:36.40

Seth Schorr

Please let me know.

0:13:36.160 --> 0:13:37.790

Seth Schorr

Brenda, you have a question or comment?

0:13:38.700 --> 0:13:46.480

Brenda Scolari

Could I add that now we now that we have a web development team at our disposal or will soon enough.

0:13:56.870 --> 0:13:57.100

Seth Schorr

Umm.

0:13:47.340 --> 0:13:58.330

Brenda Scolari

Uh, Daphne, if there is any help that the Estepona you know, coding brain trust could lend to that process.

0:13:59.280 --> 0:14:3.680

Brenda Scolari

Umm, please let us know because we'd be happy to get them involved too.

0:14:6.0 --> 0:14:7.750

Daphne DeLeon

So Daphne DeLeon on for a record.

0:14:7.760 --> 0:14:10.480

Daphne DeLeon

That's very generous, Brenda and Seth.

0:14:10.490 --> 0:14:10.880

Daphne DeLeon

Thank you.

0:14:10.890 --> 0:14:14.40

Daphne DeLeon

I'll keep that in mind and call on you as I need to.

0:14:16.540 --> 0:14:16.890

Seth Schorr

Great.

0:14:17.460 --> 0:14:18.70

Seth Schorr

OK.

0:14:18.400 --> 0:14:20.430

Seth Schorr

Well, thank you, Sasha.

0:14:20.440 --> 0:14:33.440

Seth Schorr

For the record, thank you Daphne, and it seems like the board meeting will be the right timing.

0:14:33.450 --> 0:14:47.900

Seth Schorr

You know, I think if the integration hasn't taken place three weeks from now, we should definitely call in the cavalry, whether it's the Estipona group or estimate Estipona group.

0:14:47.910 --> 0:14:49.670

Seth Schorr

Sorry or otherwise.

0:14:49.680 --> 0:14:56.500

Seth Schorr

So I think that's probably, is that a fair milestone just to see where we're at the board meeting?

0:14:57.620 --> 0:14:59.970

Daphne DeLeon

Daphne DeLeon, for the record, I think that makes perfect sense.

0:15:0.610 --> 0:15:1.10

Seth Schorr

Great.

0:15:1.370 --> 0:15:2.550

Seth Schorr

OK, awesome.

0:15:2.560 --> 0:15:4.100

Seth Schorr

Well, thank you for all your hard work.

0:15:4.110 --> 0:15:14.230

Seth Schorr

I know it's been a big effort and it does feel like I'm we're close to the one yard line, so really exciting.

0:15:14.240 --> 0:15:22.260

Seth Schorr

I mean, if we did have this store launched, you know, at the beginning of January 2024, I think that would be an awesome way to start the year.

0:15:22.850 --> 0:15:25.740

Seth Schorr

So really, really great job and we'll get there.

0:15:27.460 --> 0:15:32.830

Seth Schorr

OK, alright, so now let's move on to item CI.

0:15:33.0 --> 0:15:44.680

Seth Schorr

Intentionally left this item as broad as possible, but hoping to hear from all of the committee members from anyone who's representing staff.

0:15:45.400 --> 0:15:57.680

Seth Schorr

I this is, you know, without this is our opportunity to brainstorm some of the ideas may make the short list of initiatives that we want to try to tackle this upcoming year.

0:15:57.690 --> 0:15:59.910

Seth Schorr

Some may be on the longer list.

0:16:0.370 --> 0:16:0.940

Seth Schorr

Umm.

0:16:1.350 --> 0:16:11.810

Seth Schorr

But I really wanna hear from you all in terms of what we wanna get accomplished as a committee as it relates to marketing and technology.

0:16:18.210 --> 0:16:21.200

Daniel P. Thielen

Camping, one administrative museums and history.

0:16:21.450 --> 0:16:22.390

Daniel P. Thielen

I think that.

0:16:23.950 --> 0:16:29.600

Daniel P. Thielen

That one of the biggest things I think the museums, I mean we're very good at managing our collections.

0:16:29.910 --> 0:16:35.820

Daniel P. Thielen

We're very good at developing exhibits and compelling stories.

0:16:36.690 --> 0:16:55.460

Daniel P. Thielen

What I worry about throughout the museums is excess capacity for visitorship and what I would like to do is have some uh data that tells us.

0:16:57.670 --> 0:17:5.650

Daniel P. Thielen

How to how to get those people in the front door and to develop marketing that will answer that?

0:17:6.470 --> 0:17:9.100

Daniel P. Thielen

No, I I think that.

0:17:11.80 --> 0:17:13.490

Daniel P. Thielen

From the museum's point of view.

0:17:15.580 --> 0:17:17.660

Daniel P. Thielen

We need data on our demographics.

0:17:17.900 --> 0:17:29.190

Daniel P. Thielen

We need data on how, how, how we become relevant to each of the regions that were in and where the museums are.

0:17:29.200 --> 0:17:33.690

Daniel P. Thielen

And then so I think that would be my starting point.

0:17:36.470 --> 0:17:37.60

Seth Schorr

Brenda, please.

0:17:38.890 --> 0:17:39.580

Brenda Scolari

Brenda Scolari.

0:17:39.590 --> 0:17:56.540

Brenda Scolari

For the record, I should note that one of the people who has moved to the administrative level and will now be available to work for museums is Kyle Scholes, who is the Director of research, had been focusing on work for the division of tourism.

0:17:56.550 --> 0:18:0.460

Brenda Scolari

But we're now hiring another research analyst under him.

0:18:0.650 --> 0:18:21.30

Brenda Scolari

And so Kyle is now available to do exactly that, Dan, which is let's identify umm, you know what research and information we need to bring to the table about visitor segments or capacity issues.

0:18:21.580 --> 0:18:30.20

Brenda Scolari

Anything we want to either survey or have him do a really dig into data wise, let's do it.

0:18:30.70 --> 0:18:35.450

Brenda Scolari

You know, and that includes website visitation or whatever we need to do.

0:18:35.940 --> 0:18:45.700

Brenda Scolari

I mean obviously that'll get wrapped into any marketing strategy, but I again, we have a have a person now dedicated to doing it.

0:18:46.950 --> 0:18:47.700

Seth Schorr

Awesome, Dan.

0:18:48.790 --> 0:18:50.500

Daniel P. Thielen

I I just need to respond.

0:18:50.510 --> 0:18:52.0

Daniel P. Thielen

That and I need I need.

0:18:53.110 --> 0:19:15.560

Daniel P. Thielen

I need our board to understand that over the past five years, we have developed our wholes of where we don't have information and where the needs are and the Department of Tourism has stepped up and ponied up.

0:19:15.570 --> 0:19:20.810

Daniel P. Thielen

When I when I think about this 500,000 that that has been set aside for marketing.

0:19:21.730 --> 0:19:44.180

Daniel P. Thielen

Umm, if I ever said out that's \$62,000 per facility that you know, you can tap into for marketing, we have never approached that kind of level of commitment to get people in the front door and each and every time that we have a concern you just saw today how and this is this is I'm just trying to.

0:19:44.470 --> 0:19:51.510

Daniel P. Thielen

I'm just trying to explain the level of commitment that we're getting from on top to succeed in our mission.

0:19:52.380 --> 0:20:2.750

Daniel P. Thielen

The addition of Samantha, the addition of Francine and the addition of the commitment of this money and write down the bus fares, you know, paying for school buses to come to school.

0:20:4.240 --> 0:20:6.30

Daniel P. Thielen

We are doing just that.

0:20:6.150 --> 0:20:23.520

Daniel P. Thielen

We're getting the support in a way that we've never seen before and I really think the board of Museums and history can get charged up about that where we're just we're sailing into some cool things right now and every time we ask for help, somebody's got help for us.

0:20:27.290 --> 0:20:28.10

Brenda Scolari

Thank you, Dan.

0:20:27.350 --> 0:20:29.210

Seth Schorr

With that, yeah.

0:20:28.930 --> 0:20:35.120

Daniel P. Thielen

I just wish I could tell everybody I work with that I really wish I could.

0:20:35.290 --> 0:20:37.250

Daniel P. Thielen

I'm sometimes people don't hear it.

0:20:38.260 --> 0:20:38.450

Seth Schorr

Wow.

0:20:38.460 --> 0:20:39.480

Seth Schorr

That, that's.

0:20:39.490 --> 0:20:40.160

Seth Schorr

That's for the record.

0:20:40.170 --> 0:20:40.720

Seth Schorr

That's great to hear.

0:20:42.410 --> 0:20:44.190

Seth Schorr

I've been seeing it myself.

0:20:44.520 --> 0:20:45.110

Seth Schorr

Umm.

0:20:45.660 --> 0:21:14.970

Seth Schorr

And I think you know, at this point, especially because they're clearly is traction, right, so now there's money, there's resources, there's alignment between the administration and the Department of Tourism from a board perspective and a committee perspective as Chair, I wanna make sure now we just do everything to support that traction, you know, maybe to help accelerate.

0:21:15.40 --> 0:21:27.870

Seth Schorr

Definitely don't want to come in and disrupt in any way, even if that is well intentioned with new ideas or new voices, like when I see an organization that doesn't need fixing, it actually has momentum.

0:21:27.910 --> 0:21:31.180

Seth Schorr

I just want to add, you know child of the fire.

0:21:31.250 --> 0:21:36.640

Seth Schorr

So that's my intent to be super clear, I'll pause there, Brenda, and see if your hand up.

0:21:38.140 --> 0:21:40.390

Brenda Scolari

I don't wanna take over your meeting, Seth.

0:21:40.400 --> 0:21:41.40

Brenda Scolari

I'm sorry.

0:21:41.70 --> 0:21:42.200

Seth Schorr

Please, please nothing.

0:21:41.320 --> 0:21:42.680

Brenda Scolari

For the record, Brendon Clark.

0:21:42.840 --> 0:21:58.350

Brenda Scolari

I just wanted to add that I may ask for your support, so I will be going before the Interim Finance Committee of the legislature on December 13th to request an additional 260,000 to add to the marketing budget.

0:21:58.680 --> 0:22:18.680

Brenda Scolari

I didn't wanna talk about it until it's approved, but as you can imagine, this initial effort to do any needed rebranding, strategic planning, organizational workshops, all of these things we wanted to and then media placement itself is expensive.

0:22:18.770 --> 0:22:28.170

Brenda Scolari

So when we talk about hey, half \$1,000,000 it isn't that much money when you talk about placing advertising, which I hope to get to very soon.

0:22:29.710 --> 0:22:34.420

Brenda Scolari

So I've asked for an additional 260,000, which will bring the budget up considerably.

0:22:34.580 --> 0:22:49.930

Brenda Scolari

Knowing that, we then need to cover, we've already allocated 100K to this school bus reimbursement program out of that amount, but I think that is vital.

0:22:49.940 --> 0:23:5.570

Brenda Scolari

That's program that we need to support through marketing as well, though to make work that and just a really robust public affairs effort with the Department of Education, I would just need to get the kids into our museums.

0:23:8.310 --> 0:23:9.420

Seth Schorr

Yeah, that makes sense.

0:23:9.430 --> 0:23:9.780

Seth Schorr

Thank.

0:23:9.790 --> 0:23:10.280

Seth Schorr

Thank you, Brenda.

0:23:11.400 --> 0:23:14.90

Seth Schorr

Umm, so that's it for the record.

0:23:14.100 --> 0:23:21.20

Seth Schorr

So one, how can we support the December 13th Interim Finance Committee meeting?

0:23:23.10 --> 0:23:46.690

Brenda Scolari

Well, I I don't know other than if it is called into question by any of the members of IFC, which are the, you know, people on the money committees in the legislature who meet and in the interim to approve any expenditure above what was the legislatively approved Umm.

0:23:48.470 --> 0:23:51.30

Brenda Scolari

I would just be kind of moral support.

0:23:52.600 --> 0:24:3.730

Brenda Scolari

Uh, they have public comment at the beginning or the end and wouldn't hurt if I ask some of you to call in if we're identified for questions.

0:24:3.740 --> 0:24:21.910

Brenda Scolari

So I could probably let you know the Governor's Budget Office usually lets me know if it's been pulled for questioning prior to IFC meeting, and if it is, I might ask somebody to just to call in public comment and say, hey, we support this, that sound good.

0:24:23.390 --> 0:24:24.780

Seth Schorr

Uh, yes, that's sort of the record.

0:24:29.500 --> 0:24:30.100

Brenda Scolari

OK, good.

0:24:24.790 --> 0:24:31.770

Seth Schorr

I know that I can speak to myself and I see a lot of nodding heads, so I'm sure we are all here to support.

0:24:33.180 --> 0:24:37.430

Seth Schorr

And uh, morally and with our public comment.

0:24:37.440 --> 0:24:42.860

Seth Schorr

And you know, we'll make sure to throw you in our morning prayers on December 13th.

0:24:43.230 --> 0:24:43.490

Brenda Scolari
OK.

0:24:44.800 --> 0:24:46.190

Seth Schorr
So alright.

0:24:46.200 --> 0:24:48.100

Seth Schorr
Well, that's really exciting.

0:24:51.230 --> 0:24:57.480

Seth Schorr
You know, I guess I I just want to put some a spotlight on words.

0:24:57.490 --> 0:25:2.500

Seth Schorr
I heard you say Dan and that's you know, how do we become relevant?

0:25:3.420 --> 0:25:4.870

Seth Schorr
And I, you know, I love that.

0:25:4.960 --> 0:25:56.430

Seth Schorr
I think that's you know that's I feel like if you pull that you know from my playbook I'm always constantly asking you know with any business you know or are we relevant and especially one that has been around for a long time right it's we have to always look at ourselves honestly in the mirror and make sure we're staying with the times and understanding what the competition is you know understanding what else is taking peoples attention and time tourist dollars so on and so forth and I think that's you know really important question I also like that you sort of frame that with and let's look at the data you know to back it up umm so I you know I'm supportive in whatever exercise that you know once again this committee can do to support you.

0:25:58.460 --> 0:26:4.640

Seth Schorr
I and it's good that we have an agency that I'm certain can walk us through a process.

0:26:5.640 --> 0:26:9.500

Seth Schorr
I'm but yeah, I just wanna make sure you know that we're here to support that.

0:26:13.570 --> 0:26:17.910

Seth Schorr
Umm, alright, so set server the record.

0:26:17.960 --> 0:26:20.270

Seth Schorr

I just wanna, you know, make sure.

0:26:20.280 --> 0:26:22.590

Seth Schorr

Is there anybody that has any other ideas?

0:26:22.600 --> 0:26:28.510

Seth Schorr

Like I said, even if you throw out an idea, it might not be the thing we wanna focus on in January.

0:26:28.520 --> 0:26:32.590

Seth Schorr

But I love to just have, you know, a list of other items.

0:26:32.600 --> 0:26:45.760

Seth Schorr

You know, for example, years ago when we started this, you know, at least this iteration of this committee, you know, one of the things that seemed important at the time was making sure, you know, the museums had Wi-Fi.

0:26:45.770 --> 0:26:53.680

Seth Schorr

And we kind of went down an effort and why it sort of turned out that actually wasn't that important and it was, it was a whole to do.

0:26:54.690 --> 0:27:4.250

Seth Schorr

Are there any other initiatives like that that we just wanna put on a on a on a long list of things related to marketing and technology for the museums, Christopher?

0:27:6.810 --> 0:27:15.720

Christopher MacMahon

Christopher McMahon, for the record director, Nevada State Railroad Museum, Boulder City one thing that we could really use down here is a way to just track our attendance.

0:27:16.410 --> 0:27:21.950

Christopher MacMahon

We don't have admissions for just general admissions into the museum.

0:27:21.960 --> 0:27:28.180

Christopher MacMahon

The only thing we charge for is train rides, so the only thing we can really track is how many people are writing the train.

0:27:28.190 --> 0:27:28.490

Christopher MacMahon

Not now.

0:27:28.500 --> 0:27:30.780

Christopher MacMahon

How many people are coming to the museum overall?

0:27:31.30 --> 0:27:37.30

Christopher MacMahon

So if there's a way we can figure out how to start tracking this, we currently have.

0:27:37.260 --> 0:27:40.30

Christopher MacMahon

We'll beam splitter, but it's not really efficient.

0:27:40.40 --> 0:27:45.790

Christopher MacMahon

It's down half the time and it only captures people that enter through that specific area.

0:27:46.200 --> 0:27:58.750

Christopher MacMahon

So this is something that I think would be very beneficial, at least here in Boulder City, is having a way for us to track our attendance at least until the new building is completed and we're able to do it that way.

0:27:59.570 --> 0:27:59.910

Christopher MacMahon

Thank you.

0:28:0.740 --> 0:28:1.170

Seth Schorr

Great.

0:28:1.180 --> 0:28:2.160

Seth Schorr

Thank you, Christopher. Dan.

0:28:7.480 --> 0:28:9.30

Daniel P. Thielen

Find out how to run this Dang thing.

0:28:19.310 --> 0:28:19.470

Seth Schorr

Yeah.

0:28:9.40 --> 0:28:25.670

Daniel P. Thielen

Dan thing, Dan, feeling for the record, I sometimes I think some ideas have simmered and if it's because I go back and forth on the Wi-Fi, so, so just hear me out on this.

0:28:25.840 --> 0:28:41.180

Daniel P. Thielen

I have pushed back on not having Wi-Fi at NSR and Carson City because of because we didn't have

programming to be in place and it seemed like well, why are we gonna pay 60 bucks a month just so somebody can surf Wikipedia?

0:28:41.610 --> 0:28:48.960

Daniel P. Thielen

And until we had programming in place online, there wasn't a real strong incentive to do that.

0:28:48.970 --> 0:28:57.940

Daniel P. Thielen

But over the last three or four years, thinking about connectivity and just making ease of access to the public.

0:28:57.950 --> 0:29:14.960

Daniel P. Thielen

For whatever they want to do, and eventually we develop online content, we're gonna need Wi-Fi, but the fact is we're a public building and we're getting to a point in the world where when people enter a public building, they expected connect and.

0:29:14.970 --> 0:29:22.80

Daniel P. Thielen

And so I because we didn't do it last time, doesn't mean I don't think it's a good idea next time.

0:29:22.90 --> 0:29:32.120

Daniel P. Thielen

So I wanna be I I don't wanna sometimes just discounting idea because at the moment it's not a good idea or not necessarily workable.

0:29:32.180 --> 0:29:45.940

Daniel P. Thielen

So that's my comment on things, initiatives and ideas that we have is sometimes the moments not right and then you know so we may have to revisit things.

0:29:46.570 --> 0:29:46.860

Seth Schorr

Yeah.

0:29:46.870 --> 0:29:47.710

Seth Schorr

So that's sort of the record.

0:29:47.720 --> 0:29:49.50

Seth Schorr

That's pretty much all my ideas.

0:29:50.90 --> 0:29:57.290

Seth Schorr

I think they're bad, bad timing or inability to execute at the moment, and that definitely didn't mean the idea was bad.

0:29:57.580 --> 0:29:58.850

Seth Schorr

See and I hear you loud and clear.

0:29:59.630 --> 0:30:0.330

Seth Schorr

Umm.

0:30:0.780 --> 0:30:9.480

Seth Schorr

Having a content online and then even if we didn't have an app, but there was a static sign with a QR code.

0:30:9.490 --> 0:30:11.370

Seth Schorr

Hey, go to this QR code.

0:30:11.380 --> 0:30:12.270

Seth Schorr

It takes you online.

0:30:12.690 --> 0:30:20.200

Seth Schorr

You know that would be, it would almost be wrong to promote that and not offer people Wi-Fi to do that.

0:30:20.700 --> 0:30:26.570

Seth Schorr

So yeah, completely agree, and I think we should revisit what that looks like.

0:30:26.580 --> 0:30:30.710

Seth Schorr

And at this point we have some learnings which may or may not be relevant from a couple of years ago.

0:30:32.40 --> 0:30:32.530

Seth Schorr

Umm.

0:30:32.780 --> 0:30:34.990

Seth Schorr

Mark, we're gonna say something or.

0:30:35.0 --> 0:30:37.0

Seth Schorr

No, no.

0:30:37.50 --> 0:30:38.650

Seth Schorr

OK, alright.

0:30:40.930 --> 0:30:42.610

Seth Schorr

Anybody else any other?

0:30:43.330 --> 0:30:43.720

Daniel P. Thielen

Yes.

0:30:43.730 --> 0:30:44.140

Daniel P. Thielen

So.

0:30:44.10 --> 0:30:44.600

Seth Schorr

Yes please.

0:30:44.150 --> 0:31:0.780

Daniel P. Thielen

So one of one of the one of the other initiatives, I really think I would like to address a excuse me damn feeling for the record is, is the idea of training the marketing team.

0:31:3.170 --> 0:31:20.10

Daniel P. Thielen

What marketing is and how we, I mean we tossed around the word like we understand what it really means and I think that if we could train the Committee on what its purpose is, how we address it and how we make it work for us.

0:31:20.670 --> 0:31:38.140

Daniel P. Thielen

Umm, I've been in this business for a long time and until I talked to tourism, you know, I always thought marketing was just advertisement and there's a big learning curve for me on this and I don't know if that learning curve is the same for the rest of the board.

0:31:38.150 --> 0:31:42.270

Daniel P. Thielen

And so that is one of those things where I think.

0:31:43.970 --> 0:31:56.440

Daniel P. Thielen

I think understanding what we could be doing with it, I mean to say that, Oh yeah, we can do Wi-Fi and I think we need data for our visitation and how we reach out.

0:31:56.530 --> 0:32:10.960

Daniel P. Thielen

But I have a hunch that there's a hell of a lot more that marketing can do and that that I don't fully understand the power of it, whether it's branding, whether it's higher or image online, or all the rest of that.

0:32:11.70 --> 0:32:16.800

Daniel P. Thielen

But training, training, training and I, and I think that might be and the initiative worth having.

0:32:19.540 --> 0:32:20.90

Seth Schorr

That.

0:32:20.160 --> 0:32:22.560

Seth Schorr

Yeah, Brandi, I imagine you have a comment.

0:32:23.10 --> 0:32:24.120

Brenda Scolari

I I do.

0:32:24.710 --> 0:32:30.480

Brenda Scolari

And Dan, I think the answer there is there's always a spectrum of understanding, right?

0:32:30.930 --> 0:32:46.350

Brenda Scolari

You can't ever assume that people don't know something about marketing, cause usually they do and for museums, I think the answer the short answer to that is the effective marketing is going to depend on the identified audience.

0:32:47.220 --> 0:32:53.30

Brenda Scolari

So really I'd like to start with a discussion about who do we want coming through the doors.

0:32:54.20 --> 0:32:59.160

Brenda Scolari

That's what we need to answer 1st and I that answer is different for each museum.

0:33:1.270 --> 0:33:5.500

Brenda Scolari

But that again, I think that is part of a strategic plan.

0:33:8.290 --> 0:33:11.130

Brenda Scolari

And that's why it's important, and that would involve the entire board.

0:33:12.160 --> 0:33:23.860

Brenda Scolari

Uh, but I I do now firmly also believe in agreeing on organizational values 1st and.

0:33:24.870 --> 0:33:40.450

Brenda Scolari

Uh staff and the entire committee should know that we've talked about that getting, getting the

directors and board representation together for an organizational workshop just to talk about overall mission.

0:33:41.630 --> 0:33:48.320

Brenda Scolari

Try to get into the individual missions of museums as much as possible, but to have that conversation first.

0:33:48.330 --> 0:33:48.800

Brenda Scolari

What?

0:33:49.10 --> 0:33:51.240

Brenda Scolari

What does it mean moving forward?

0:33:51.250 --> 0:33:55.610

Brenda Scolari

Let's future proof the mission of museums as much as possible.

0:33:57.170 --> 0:33:58.0

Brenda Scolari

Cassette's right.

0:33:58.10 --> 0:34:0.540

Brenda Scolari

We, you know, museums have been around a long time.

0:34:2.130 --> 0:34:9.0

Brenda Scolari

They mean different things to different people, but how do we make sure they stay relevant for the next generation?

0:34:9.650 --> 0:34:10.870

Brenda Scolari

That's what I'd like to do.

0:34:12.960 --> 0:34:13.670

Seth Schorr

That's amazing.

0:34:13.880 --> 0:34:16.950

Seth Schorr

I have a lot to say about that, but first Christopher saw you put your hand up.

0:34:18.920 --> 0:34:27.470

Christopher MacMahon

Christopher McCann, for the record, I just want to note that at least here in Boulder City, Francine and Samantha have been doing an excellent job working with us on marketing.

0:34:27.940 --> 0:34:32.270

Christopher MacMahon

It's especially important for us, given that we have to pay for ourselves, so unlike the other museums.

0:34:32.540 --> 0:34:36.560

Christopher MacMahon

And so I just wanted to acknowledge the good work that they've done on our behalf to date.

0:34:36.880 --> 0:34:37.200

Christopher MacMahon

Thank you.

0:34:38.850 --> 0:34:39.840

Seth Schorr

Thank you.

0:34:40.270 --> 0:34:46.730

Seth Schorr

No, I think it's so important for us to acknowledge once again the work that is happening today.

0:34:47.620 --> 0:34:55.20

Seth Schorr

First of all, to give people that do credit but also make sure that we're I'm that we're just getting behind the traction that's taking place.

0:34:55.110 --> 0:35:30.630

Seth Schorr

So in terms of an action item, I mean, Brenda, I think what I'd like to do and maybe I can, you know, work with you on drafting just a very brief summary of what the suggestion is, you know, bring to the board in three weeks suggesting we have this off site retreat where we talk about the strategic plan, what the brand of the museum systems system is that definitely you know would be best for the whole board to be a part of that.

0:35:30.640 --> 0:35:37.220

Seth Schorr

But I love to suggest that and hopefully it's something that we do, you know, in Q1, hopefully early in Q1.

0:35:39.640 --> 0:35:40.260

Brenda Scolari

I love it.

0:35:41.170 --> 0:35:41.310

Brenda Scolari

Yes.

0:35:41.200 --> 0:35:43.880

Seth Schorr

Hey, all right, that, that, that's great.

0:35:43.890 --> 0:35:45.410

Seth Schorr

So we will do that.

0:35:45.860 --> 0:36:0.310

Seth Schorr

Hopefully then what will happen in Q1 is in lieu of having you know, another smaller committee meeting amongst ourselves, which is fantastic, we'll do something that is more inclusive of the entire board.

0:36:0.480 --> 0:36:4.860

Seth Schorr

From my perspective, the timing is perfect, right?

0:36:4.870 --> 0:36:16.800

Seth Schorr

So everything that's happening up until that point your on boarding and agency, which will then help support whatever the strategic vision is, even something like the online store, right?

0:36:16.810 --> 0:36:22.490

Seth Schorr

I mean, I'm glad that the structure of the store is ready, but then how are we branding it?

0:36:22.500 --> 0:36:23.60

Seth Schorr

What is that?

0:36:23.70 --> 0:36:28.300

Seth Schorr

You know, how is that store being, you know, presented to our audience?

0:36:28.310 --> 0:36:33.130

Seth Schorr

So it's it's the right time to have that conversation so.

0:36:35.340 --> 0:36:43.260

Seth Schorr

Once again, I'm sure it'll have its challenges finding a, you know, the schedule that will work, but we'll, we'll, we'll figure that out, Michelle.

0:36:45.130 --> 0:36:46.260

Michelle Schmitter (Guest)

Thanks Michelle Schmitter.

0:36:46.270 --> 0:36:59.140

Michelle Schmitter (Guest)

For the record, I'm just wondering, I guess for Courtney and ICE benefit since we're new to this committee, what do we, what is within the scope of what we discuss?

0:36:59.510 --> 0:37:13.720

Michelle Schmitter (Guest)

I mean, of course we have the experts from on marketing, from tourism but and the on the technology side, what else are we looking at because I I feel like we should be hearing from the museum directors.

0:37:14.920 --> 0:37:21.520

Michelle Schmitter (Guest)

Umm, letting us know instead of us coming up with our own ideas.

0:37:22.900 --> 0:37:24.320

Michelle Schmitter (Guest)

Or I could be wrong, but go ahead.

0:37:25.300 --> 0:37:25.600

Seth Schorr

Brenda.

0:37:26.310 --> 0:37:28.670

Brenda Scolari

I could I make a suggestion?

0:37:28.750 --> 0:37:29.40

Brenda Scolari

Uh.

0:37:29.50 --> 0:37:36.540

Brenda Scolari

Brenda Scolari for the record based on a construct within the Division of Tourism that's been working.

0:37:36.930 --> 0:37:51.640

Brenda Scolari

So we have a marketing committee under Travel, Nevada under the Nevada Commission on Tourism rather that, that's all of the, you know, uh, creative Direction, media recommendation.

0:37:52.570 --> 0:37:53.120

Brenda Scolari

Umm.

0:37:53.200 --> 0:38:22.580

Brenda Scolari

So in other words, all of the bid big expenditures, but then also all of the big concepts prior to them going to the full Commission, umm, the thinking being that that group has more of an interest in marketing specifically has a better understanding of it and has it is committing the time to go through all of the details and explanations from the agency regarding those things.

0:38:23.370 --> 0:38:27.740

Brenda Scolari

And then it's the marketing committee that makes a recommendation to the full Commission.

0:38:29.30 --> 0:38:42.900

Brenda Scolari

I think it could work similarly here, which is once the agency has a recommendation for media buys for the, you know, branding creative direction.

0:38:42.910 --> 0:39:1.410

Brenda Scolari

All that is vetted here before this group, and that would include any technology like where, where are we going in terms of any you know, data collection we might do at each museum or you know anything we've discussed here today.

0:39:3.520 --> 0:39:12.530

Brenda Scolari

Is also within the purview of this group because it may not be something that the full board wants to wrap its arms around.

0:39:14.720 --> 0:39:15.220

Seth Schorr

I sat there.

0:39:15.230 --> 0:39:18.760

Seth Schorr

For the record, I think that makes a lot of sense before I comment Courtney, I see.

0:39:19.140 --> 0:39:20.40

Seth Schorr

You have two hands up.

0:39:23.60 --> 0:39:24.740

Courtney Mooney, AICP

I I think Dan was up first.

0:39:26.750 --> 0:39:34.880

Daniel P. Thielen

So I one of my thoughts are as you know, I stepped back and listen and think about the technology aspect of this.

0:39:35.310 --> 0:39:45.350

Daniel P. Thielen

I think that as we develop our core values and move forward, one of those things that we have to embrace is adaptive technology to make sure that.

0:39:46.940 --> 0:40:11.40

Daniel P. Thielen

Everybody can access what we do in the museums and we one of our heavy lifts that is coming up is to make sure that to make sure that every document we post online regarding the board has to has to pass muster for the, for, for, for.

0:40:13.10 --> 0:40:15.540

Daniel P. Thielen

Blind people being able to access the documents.

0:40:15.830 --> 0:40:18.280

Daniel P. Thielen

It's not gonna be an easy thing.

0:40:18.330 --> 0:40:36.30

Daniel P. Thielen

And as we as we consider going forward on that, perhaps the technology portion of the marketing technology and I might be wrong, but somebody on the board of museums and history is gonna have to take some effort to.

0:40:38.90 --> 0:40:51.780

Daniel P. Thielen

Look at the products that we develop for the board and see how we can make them accessible, because currently we have failed.

0:40:51.790 --> 0:40:52.180

Daniel P. Thielen

What's that?

0:40:52.190 --> 0:40:55.750

Daniel P. Thielen

Test Samantha that we took that we did not.

0:40:56.150 --> 0:41:1.190

Daniel P. Thielen

I can't remember the name of the test that we put on all of our online documents and we failed.

0:41:3.260 --> 0:41:16.290

Samantha Szesciorka

Samantha Szesciorka for the record we, the state is a did a audit of ADA compliance on the websites and a lot of the museums sites failed.

0:41:17.290 --> 0:41:20.570

Samantha Szesciorka

The compliance checks didn't relation to their PDF.

0:41:21.760 --> 0:41:37.100

Samantha Szesciorka

Umm, so that is a big issue moving forward that we need to meet compliance with the state on and that includes your agenda, meeting and board packets, some of which are quite lengthy as you know.

0:41:37.250 --> 0:41:47.680

Samantha Szesciorka

So we ed so definitely start considering how to mitigate the accessibility issues with those oh meeting packets.

0:41:48.420 --> 0:41:50.510

Daniel P. Thielen

And then the thank you, Samantha.

0:41:50.520 --> 0:41:55.390

Daniel P. Thielen

And then more broad with that than is this damn thing.

0:41:55.400 --> 0:42:10.470

Daniel P. Thielen

For the record, is the idea of we may be accessible in our museums and we may meet the minimum standard for ADA criteria, but is there something we could be doing better?

0:42:11.760 --> 0:42:25.890

Daniel P. Thielen

You know it is adaptive technology available and are we thinking about it and that would be the technology side of marketing technology that that may need a consideration.

0:42:25.900 --> 0:42:28.450

Daniel P. Thielen

I'm not saying we have to act on it just may be a consideration.

0:42:29.820 --> 0:42:30.920

Seth Schorr

Great. OK.

0:42:31.100 --> 0:42:31.390

Brenda Scolari

I.

0:42:30.930 --> 0:42:32.390

Seth Schorr

Thank you, Courtney.

0:42:32.500 --> 0:42:32.820

Seth Schorr

Whoops, sorry.

0:42:36.950 --> 0:42:44.160

Courtney Mooney, AICP

OK, so I just had a question and kind of building on Michelle's earlier question because new to the committee.

0:42:48.920 --> 0:42:49.270

Seth Schorr

OK.

0:42:44.170 --> 0:43:18.110

Courtney Mooney, AICP

But are we talking about technology that's specifically related to marketing or are we also talking about technology in terms of, like say for example and this may be something if there is a collections committee, but this may be something for them like you know having consistent collection software with all the locations or another thought I had was and I'm not sure if some of the museums already do this, but online content or if we can't reach schools then perhaps we can have, you know video content and that kind of thing.

0:43:18.120 --> 0:43:28.640

Courtney Mooney, AICP

So I just didn't know if this was specifically related to marketing tech or just overall kind of making the content accessible type of tech.

0:43:29.490 --> 0:43:29.960

Seth Schorr

Awesome.

0:43:29.970 --> 0:43:30.360

Seth Schorr

OK.

0:43:30.370 --> 0:43:34.110

Seth Schorr

I'm so glad at sets over the record, and I'm so sorry, Michelle.

0:43:34.120 --> 0:43:42.400

Seth Schorr

And Courtney, I really should have had this via agenda item, you know, number one and just catch you guys up.

0:43:42.410 --> 0:43:43.890

Seth Schorr

So, my bad.

0:43:44.650 --> 0:43:48.420

Seth Schorr

So this committee is definitely not a martech committee.

0:43:48.510 --> 0:43:54.980

Seth Schorr

It's two completely different things and I know that almost, you know, seems silly and maybe there should be two different communities.

0:43:54.990 --> 0:44:6.60

Seth Schorr

I'll tell you, just haven't been on the board for eight or nine years at this point and seeing like it's very hard to start new committees and oftentimes we have too many committees and a lot of times it just happened organically, right.

0:44:6.70 --> 0:44:25.110

Seth Schorr

And to be honest, I have a feeling this one probably started because these were two things I was interested in, like it's marketing and technology and they're different and some of the initiatives that we have touched on were Wi-Fi or even we were tasked with coming up with a new transcript solution last year because all the meetings were on zoom.

0:44:26.860 --> 0:44:37.230

Seth Schorr

So definitely, Courtney, all of the ideas that you just listed, which are all super cool, are absolutely under our purview and things we should explore.

0:44:37.420 --> 0:44:50.330

Seth Schorr

If at some point this committee becomes so robust that it does make sense that there should be 2 separate committees like we might do, that the online stores and interesting one where I don't remember that, I think it started here.

0:44:50.340 --> 0:44:53.810

Seth Schorr

But then there is a store committee and Jan has done an awesome job.

0:44:53.820 --> 0:44:58.620

Seth Schorr

And so she's sort of taking the lead on a lot of things related to that.

0:44:58.800 --> 0:45:9.310

Seth Schorr

So I think we're a little bit fluid, but I think the idea is that you just mentioned this would be the only committee that I know of that that would be appropriate to explore some of those ideas.

0:45:9.950 --> 0:45:10.420

Courtney Mooney, AICP

OK.

0:45:10.510 --> 0:45:11.0

Courtney Mooney, AICP

Thanks Seth.

0:45:11.440 --> 0:45:12.110

Seth Schorr

Yeah.

0:45:12.180 --> 0:45:14.190

Seth Schorr

We can even throw in a third topic if we want.

0:45:14.200 --> 0:45:15.40

Seth Schorr

You know, I'm just kidding.

0:45:17.890 --> 0:45:22.420

Seth Schorr

Alright, well I think this is, you know, been really helpful.

0:45:22.850 --> 0:45:25.860

Seth Schorr

We're about 11:50, so we're getting close to the top of the hour.

0:45:27.90 --> 0:45:35.600

Seth Schorr

Feel like we've had some pretty uh, you know, clear action items coming out of this, Courtney.

0:45:35.610 --> 0:45:35.920

Seth Schorr

Thank you.

0:45:35.930 --> 0:45:38.240

Seth Schorr

You've been collection software and video content.

0:45:38.250 --> 0:45:55.960

Seth Schorr

Those are sort of the things that I'm hoping to put on our laundry list and I think that definitely the video content and how we continue to be relevant online and have our online experience, you know, be another way to.

0:45:58.230 --> 0:46:7.800

Seth Schorr

You know, extend our brand and to, you know, make sure we're educating, you know, Nevada history, not just in our museums, but online as well.

0:46:8.390 --> 0:46:12.300

Seth Schorr

You know, it's absolutely going to be a big part of our strategy discussion.

0:46:13.90 --> 0:46:17.320

Seth Schorr

So sorry, Courtney, kind of follow up now.

0:46:18.170 --> 0:46:19.950

Courtney Mooney, AICP

No, I just don't know how to get rid of my.

0:46:20.230 --> 0:46:20.700

Seth Schorr

OK.

0:46:20.710 --> 0:46:21.880

Seth Schorr

OK. OK.

0:46:21.980 --> 0:46:24.200

Courtney Mooney, AICP

I was trying to click on it, it won't go away.

0:46:25.100 --> 0:46:25.640

Seth Schorr

That's alright.

0:46:25.650 --> 0:46:26.210

Seth Schorr

OK, Brenda.

0:46:27.510 --> 0:46:28.220

Brenda Scolari

Brenda Scolari.

0:46:28.230 --> 0:46:32.560

Brenda Scolari

For the record, I did want to circle back to the ADA compliance issue.

0:46:32.950 --> 0:46:36.880

Brenda Scolari

That is one of the reasons the Estipona group was appealing to us.

0:46:36.890 --> 0:46:40.80

Brenda Scolari

They have experience in doing this for other state agencies.

0:46:40.610 --> 0:46:51.310

Brenda Scolari

We have to be compliant by law I that you know the legislature passed law, so we have to get there quickly and I think that is possible.

0:46:52.350 --> 0:46:53.180

Brenda Scolari

Umm.

0:46:53.530 --> 0:46:55.300

Brenda Scolari

And it's happening.

0:46:55.410 --> 0:47:0.590

Brenda Scolari

So we're just gonna to have that become a part of our daily work.

0:47:2.60 --> 0:47:7.370

Brenda Scolari

I, in regard to technology, I I'm thinking two things.

0:47:7.380 --> 0:47:7.890

Brenda Scolari

One is.

0:47:10.70 --> 0:47:17.240

Brenda Scolari

Yes, there is online technology and then there is actual technical on-site technology and those are very different.

0:47:17.710 --> 0:47:19.650

Brenda Scolari

I'd love to be discussing.

0:47:21.640 --> 0:47:26.550

Brenda Scolari

You know, uh AR, I application and exhibits.

0:47:26.880 --> 0:47:33.850

Brenda Scolari

I and perhaps it isn't too soon to start to think about how do we.

0:47:35.800 --> 0:47:43.700

Brenda Scolari

Look at that in regard to budget building for the next session, which we'll start to do in March, April of 2024.

0:47:45.50 --> 0:47:52.600

Brenda Scolari

So I think that again is probably a full board issue, but maybe we get that on an agenda sooner than later.

0:47:52.610 --> 0:48:0.320

Brenda Scolari

I don't know if it has to be next months, but perhaps we get that on the agenda for March to talk about.

0:48:2.740 --> 0:48:4.800

Brenda Scolari

Public affairs and budget building.

0:48:6.170 --> 0:48:6.430

Seth Schorr
Great.

0:48:6.730 --> 0:48:11.850

Seth Schorr
Alright, so that server the record so budget building for March, but yes.

0:48:11.860 --> 0:48:14.650

Seth Schorr
Yeah, AR certainly AR.

0:48:14.660 --> 0:48:15.910

Seth Schorr
Man, I remember.

0:48:16.110 --> 0:48:16.660

Seth Schorr
I think it was.

0:48:18.540 --> 0:48:22.650

Seth Schorr
This is how to be years ago, and it's for the Lost City Museum Dan remember?

0:48:22.660 --> 0:48:34.880

Seth Schorr
But we had, I think from UNLV, then we have some like some AR, it was some sort of AR demo which brought the exhibits to life and I don't know.

0:48:34.890 --> 0:48:45.930

Seth Schorr
I remember that and it was it was just a demo, but I think it was a great example of the type of technology that we could implement to make the experiences more interactive, more relevant.

0:48:47.310 --> 0:48:50.20

Seth Schorr
And I'm certain the technology is only advanced since then.

0:48:51.320 --> 0:48:53.860

Brenda Scolari
And more ADA compliant at the same time.

0:48:54.540 --> 0:48:56.560

Seth Schorr
Yeah, and that's great.

0:48:58.410 --> 0:48:58.810

Seth Schorr
Umm.

0:49:0.20 --> 0:49:0.370

Seth Schorr
OK.

0:49:0.380 --> 0:49:5.100

Seth Schorr
Well, being thoughtful of everyone's time, I'm this is exceeded.

0:49:5.110 --> 0:49:12.100

Seth Schorr
My expectation I feel like we have a lot of really good meat here, some real clear direction.

0:49:12.190 --> 0:49:14.860

Seth Schorr
I have some great notes so.

0:49:17.390 --> 0:49:18.640

Seth Schorr
Before.

0:49:19.50 --> 0:49:25.480

Seth Schorr
Oh sorry, I did have item D and that's recruiting new members for the committee.

0:49:26.270 --> 0:49:36.330

Seth Schorr
I don't know how necessary that is and I was unable to attend our last meeting where we did have, umm, some new board members.

0:49:36.390 --> 0:49:41.110

Seth Schorr
My selfishly, I just wanted to make sure any brand-new board members know about this committee.

0:49:41.330 --> 0:49:47.450

Seth Schorr
If they have interest and how they can join, so that was the thought there.

0:49:48.180 --> 0:49:49.700

Seth Schorr
Which we could talk about more in December.

0:49:53.330 --> 0:49:54.380

Seth Schorr
But glad to see Courtney.

0:49:54.390 --> 0:49:55.600

Seth Schorr
Michelle, I hear.

0:49:55.610 --> 0:49:56.680

Seth Schorr

So thank you so much.

0:49:56.690 --> 0:49:57.80

Seth Schorr

Thank you.

0:49:57.90 --> 0:49:58.0

Seth Schorr

And it advance.

0:49:58.460 --> 0:49:59.200

Seth Schorr

This is a fun one.

0:49:59.210 --> 0:50:0.320

Seth Schorr

It's marketing and technology.

0:50:0.330 --> 0:50:1.960

Seth Schorr

It's like the coolest committee by far.

0:50:1.970 --> 0:50:3.740

Seth Schorr

I mean, there are other ones.

0:50:4.70 --> 0:50:8.230

Seth Schorr

There's like the go ask for money committee if you wanna join that one, you know. Uh.

0:50:9.840 --> 0:50:9.860

Brenda Scolari

I.

0:50:11.570 --> 0:50:12.120

Brenda Scolari

Agreed.

0:50:11.790 --> 0:50:12.290

Seth Schorr

Alright.

0:50:12.530 --> 0:50:12.670

Seth Schorr

Yeah.

0:50:14.280 --> 0:50:31.970

Seth Schorr

Uh, OK, well, with that we will go to item number seven, another opportunity for public comment, which is welcomed by the board technicality as I do not believe there's any members of the public on at the moment.

0:50:33.890 --> 0:50:38.580

Seth Schorr

So if not the no, if there is nothing else meeting adjourned.

0:50:39.640 --> 0:50:40.870

Seth Schorr

Thank you all so much.

0:50:40.770 --> 0:50:41.250

Mark

All right, bye.

0:50:40.940 --> 0:50:41.490

Seth Schorr

I'll see you all soon.

0:50:40.920 --> 0:50:41.520

Courtney Mooney, AICP

Thank you.

0:50:40.780 --> 0:50:41.650

Daniel P. Thielen

Thank you. Thank.

0:50:41.660 --> 0:50:41.740

Mark

You.

0:50:41.480 --> 0:50:41.960

Daniel P. Thielen

So good to.

0:50:42.30 --> 0:50:42.800

Daniel P. Thielen

See you guys.

0:50:43.130 --> 0:50:43.820

Seth Schorr

Thank you.