

Board of Museums & History_ Joint Committee Meeting (Museum Store, Marketing & Technology)-20240220_100146-Meeting Recording

February 20, 2024, 6:01PM

21m 26s

● **Michael Malone** started transcription

JP **Jan Petersen** 0:04

And Mike, I am asking you that the meeting was properly posted.

MM **Michael Malone** 0:14

Michael Malone, for the record, I have started the transcription in the recording of the meeting and the meeting was posted in accordance with Open Meeting Law and an Rs.

JP **Jan Petersen** 0:23

And Mike, I am also asking you to call the roll please.

MM **Michael Malone** 0:34

Museum committee Museum Store committee chair Jan Peterson.

JP **Jan Petersen** 0:38

Present.

MM **Michael Malone** 0:40

Museum Store Committee member Nathan Harper.

NH **Nathan Harper** 0:44

Present.

MM **Michael Malone** 0:46

Museum Store Committee member Seth Shore.

SS **Seth Schorr** 0:49
Present.

MM **Michael Malone** 0:51
Museum Store Committee member Daniel Markov.
Remember markov?

JP **Jan Petersen** 0:59
He's not here at the moment.

MM **Michael Malone** 1:01
Assume marketing and technology chair says sure, acknowledged his presence.
Thank you.
Marketing and Technology Committee member Michelle Schmitter.
Remember schmitter?
Marketing and Technology Committee member Mark Slaughter.

MS **Mark Slaughter** 1:19
Present.

MM **Michael Malone** 1:22
Marketing and Technology Committee member Courtney Mooney.
Member money.
Uh chairs committee chairs.
We do have a quorum with four members present.
Of these seven total between the two committees for our joint meeting.

JP **Jan Petersen** 1:41
Thank you Jen Peterson for the record.
Alright, I have a public comment announcement.
There are three periods of public comment during a meeting of the Nevada Board of Museums and History Committee.
The first is at the beginning of the meeting and at the end of the of the board meeting a third period of public comment will be allowed after discussion of each

action item on the agenda, but before voting on the item.

Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair and speakers are urged to avoid repetition of comments made by public speakers.

Public comment options.

May include without limitation written public comment submitted to the public body via mail or email.

Meetings are auto recorded and transcribed as part of the public record.

Speakers, including board members, must identify themselves before speaking.

Mr Malone, have you received any comments on your end in Carson City?

MM **Michael Malone** 2:52

Michael Malone, for the record chair Peterson, we have not received any requests for public comment and if you like, I have some additional housekeeping items pertaining to public comment.

I can read into the record if you'd like.

JP **Jan Petersen** 3:03

Yes, please read them now.

MM **Michael Malone** 3:05

Like Malone, for the record, actually, maybe taking on those items denoted 4 possible action.

Public comment will be allowed after discussion of each action item on the agenda, but before voting on the item.

Because of time considerations, the period for public comment maybe limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.

Meetings are audio recorded and transcribed as part of their public records.

Speakers must identify themselves before speaking.

Members of the public wishing to call and May do so by dialing 775-321-6111 and use the phone conference ID 557507873# symbol, Michael Malone for the record.

JP **Jan Petersen** 3:41

Thank you, Jan Peterson, the record chairman. Chair.
Have you got anything to add to any of that?

SS **Seth Schorr** 3:49

I know I I that's over the record.
No, I don't thank you.

JP **Jan Petersen** 3:52

All right.
Thank you.
Didn't wanna leave you out.
And so the the possible action item on this is a presentation and discussion of the draft online museum store website, and I'm deferring to Tracy Sprague.
To take the floor on this.

TS **Tracey C. Sprague** 4:16

Good morning, everybody.
Tracy Spragg for the record, I'm going to share my screen.
Please verify that you can see it.

JP **Jan Petersen** 4:27

Yes.

MS **Mark Slaughter** 4:27

I haven't.

TS **Tracey C. Sprague** 4:28

OK, so this is still in draft form.
There are a few changes that need to happen to the website.
I will cover those changes along with kind of the functionality and how the websites ultimately gonna work.
So let's see.
Like let's say, like you're on our regular websites.
This is what the regular website looks like, so eventually there'll be a little tab off to the side that's gonna say like store doesn't exist yet obviously.

But when you do it all totally open to this site here.
And so some of the changes I should note, this is chap is gonna go away in this block is gonna move up just no for reference.
And then this title is going to be a little bit larger.
So just minor changes.
That's why I didn't mention it's in draft form.
Other change we're gonna do is up at the top here where it says CART and checkout. That's actually going to eventually turn into an icon of a cart.
Umm, but just kind of keep that in mind as we go through the rest of the presentation.

JP **Jan Petersen** 5:27
Oh.

TS **Tracey C. Sprague** 5:33
And then as we Scroll down, we did mention that there was going to be a slide show. This is just a sample slideshow of just images.
Kinda thrown in.
Ah, obviously these can change.
And we're going to change them out.

JP **Jan Petersen** 5:47
How?
Let's see here.

TS **Tracey C. Sprague** 5:53
Just wait a moment.
OK, so as I mentioned, so slide show, I said we just kind of threw images in here just to kind of get it going.
But obviously these are going to change.
Will be full or nicer pictures, but it can go scroll through examples of merchandise in each particular store.
Also at the top here we have a search bar, one is for products, the other will be searched by museum.
That function has not been created yet.

That's one of the other minor adjustments that need to be made, but eventually they'll be a drop down for choosing either just buy a museum or by specific product type.

Kind of give an example like apparel, home, jewelry, etcetera.

OK, so Daphne has been successful in uploading and getting almost all the merchandise into the system.

But for this particular draft, not everything's in here.

It's only gonna show 17 items.

There is significantly more than that, but it's to kind of show you're going to have the details of each item sound like a picture.

The actual like title, description, price and add to cart so you can do two options from this point.

You can either add if you like something you just want immediately in your car.

You can hit add to cart but if you want something specific you want more details you could click on individual items.

So I'm going to do that with the first icon here with the three ICON lapel pin.

And my Internet is running a little slow.

So might take a second.

So this is where you have the more details.

You have the option to you know, zoom in on your items, your pictures.

It's gonna give descriptions of each item.

Any additional information that might be needed will be on the other on this page as well.

Also, you will note the price, description and how many are in stock, which is kind of nice.

So let's say we want to buy this and add it to our cart.

So eventually a little thing will pop up.

There it is that says it's been added to your cart.

That's cool.

So otherwise you can just go back and keep shopping, or you have two options to get to your cart, which would be the icon that we eventually at the top or at this link here.

So let's pretend and say, oh, we're done shopping.

Let's go to the shopping cart.

Apparently I also had something in there from earlier when I was testing, so we also

are gonna bracelet too.

Guys, just so you know, but here's our items.

Showing the shipping subtotal and you can proceed to check out.

There's also the side here for the coupon or talk about possibly doing discounts for members.

That's where that would be.

At that point you need to update the cart by add changing quantity.

You would do that here as well.

There's we proceed to check out.

This will be all the different tests.

You basically would fill in everything.

At the bottom it says cash on delivery that ultimately will go away.

You're only option will be to pay electronically, so credit card and then that would take you to another window to enter your credit information and then you would finalize by placing your order.

So that's kind of a quick kind of rundown.

JP **Jan Petersen** 9:13

No, it's just the Jan Peterson for the accord.

So this is just pretty standard procedure.

TS **Tracey C. Sprague** 9:17

Umm.

Yeah.

JP **Jan Petersen** 9:20

Check out.

TS **Tracey C. Sprague** 9:21

Yep, as you would see pretty much anywhere I will note.

There.

So as I mentioned, there was there was no.

The search isn't completely alive yet, so that's one thing we're waiting on.

Just the minor tweaks with the you know fonts and moving images and things around.

JP **Jan Petersen** 9:40
No.

TS **Tracey C. Sprague** 9:40
Lips gone gone too far.
And then the only thing that's probably gonna be noted are worth noting is with membership.
We're gonna be putting the full price membership on the online store.
And that's not.
If you see, there's no examples of that here.
So far we don't have that on here yet.
Ah, so that's one thing you'll definitely see.
Besides, merchandise will be the membership for the full price membership.
Any discounted membership would have to be done directly through the museum.
So that's kind of my quick rundown.
Is there anything being specific and they want me to like go back over or have any thoughts, comments, concerns.

JP **Jan Petersen** 10:30
This is great Jen Peterson.
For the record, you guys have worked and worked and all the little background stuff that nobody ever knows about.

TS **Tracey C. Sprague** 10:33
The.
Yes.
Yeah.
Thank you.

SS **Seth Schorr** 10:45
Yes, that's fair.
With the record, I agree.
You know, this is been a long time in the making, so Congrats to get it across the finish line.

Uh, the user experience seems very easy and straightforward and glad we didn't reinvent the wheel and just have it all laid out in a way that people are used to and common sense and nothing too crazy or fancy.

I guess my I am curious.

I know you mentioned that it was relatively easy to.

Upload new images and new inventory.

Can we see the back end or is that something?

TS **Tracey C. Sprague** 11:23

Well, there's.

There's two back ends.

There's the actual like website back end, and then there's the other when she uploading their merchandise.

SS **Seth Schorr** 11:25

Again.

TS **Tracey C. Sprague** 11:32

Daphne does that from her server and her computer and I am in Lost City so I don't have access to it.

That's only available up North, so maybe at some point we can make arrangements to see that, but other than showing you the web code, I don't know if you're super interested in that.

SS **Seth Schorr** 11:37

Yeah.

Yeah.

TS **Tracey C. Sprague** 11:46

So you're super record or if I said that.

SS **Seth Schorr** 11:47

That.

That.

That's it.

Yeah.

No, that that that's OK.

Umm.

And I guess from your from your knowledge.

Umm it's it's pretty easy to add items.

TS Tracey C. Sprague 11:59

Yes.

SS Seth Schorr 12:00

OK.

Umm, great.

Uh, sorry.

One other could you go back?

What's the go?

Go back to the home page.

So somebody from from our website?

Yeah.

What is OK, so.

Scroll down a little bit please.

OK, sorry.

So is, so we don't categorize anything, it's just the.

It'll just be dozens of items or.

TS Tracey C. Sprague 12:26

You could do, like I said, we'll be able to once these search uh options are available, so we could, you know, once this actually functions you can be like oh, I want all the T-shirts or peril. Ohh.

SS Seth Schorr 12:31

OK.

That.

TS Tracey C. Sprague 12:35

I want all the home items or like I said, eventually there be another search box.

They'll be like choose museum.

So you can just search for things that lost City or Carson City or whatever each museum.

So both of those will exist, you know, and within this same area.

SS **Seth Schorr** 12:45

Amit.

Got it, got it.

Makes makes sense.

TS **Tracey C. Sprague** 12:51

And it kind of it kind of will eventually look like this.

SS **Seth Schorr** 12:51

OK, cool.

TS **Tracey C. Sprague** 12:53

So this is like the breakdown of it like from the search page, but obviously it's they're not linked yet, but yes, you can do their ears each museum.

And then here's like, you know, each type of item as categorized by by.

SS **Seth Schorr** 13:06

Awesome.

TS **Tracey C. Sprague** 13:07

We chose those categories.

I don't remember.

JP **Jan Petersen** 13:11


Mm-hmm.

TS **Tracey C. Sprague** 13:11


Uh feels like years ago, at least months ago, right?

SS **Seth Schorr** 13:18
OK, cool.


JP **Jan Petersen** 13:19
OK.

 **Christopher MacMahon** 13:29
Christopher McMahon, for the record, Tracy I notice on the little scrolling image there at the top, Boulder City is abbreviated while everyone else is spelled out. Is that just because our names too long or was this done?
Attention, I'm just wondering for consistency purposes here.

TS **Tracey C. Sprague** 13:48
Tracy speak for the record, can you appointment where that is again?
I'm sorry.

 **Christopher MacMahon** 13:54
So on the top image there kind of the rotating scrolling thing that's got the two arrows on either side. There.

TS **Tracey C. Sprague** 14:02
OK, I see.

 **Christopher MacMahon** 14:02
Yeah.
So you see how ours is abbreviated, where everyone else is spelled out. I I'm not sure if that's just cause the names too long or what, but professionally it'd be good to be consistent across all museums.

TS **Tracey C. Sprague** 14:15
Yeah, Tracy, speak for the record, as I mentioned, those are just kind of sampled pictures that were filler.
But definitely when we move forward with any sort of finalized images, we'll make sure that everybody has the proper names completely spelled out.



Christopher MacMahon 14:28

Thank you.



Tracey C. Sprague 14:29

Umm.



Nathan Harper 14:34

So Nathan Harper, for the record, this is just this is another sort of nuts and bolts question, Tracy.

And I don't know some some online stores.

It used to be where you could take something.

You could put it in the cart and would actually show the change in inventory.



Tracey C. Sprague 14:47

Mm-hmm.



Nathan Harper 14:51

Uh.

And so sometimes, if you're like me, sometimes you'll you'll put something in a cart and then it'll sit there for several days while you look at it and decide if you actually want it or not.

Does that have any effect on inventory numbers at all?

Because we're not using, we're not working in high volume here with a lot of these items.



Tracey C. Sprague 15:07

Yeah.



Nathan Harper 15:08

So just sort of curious how that's tracked.



Tracey C. Sprague 15:10

And Tracy Springfield.

NH **Nathan Harper** 15:11

Yeah.

Thank you.

TS **Tracey C. Sprague** 15:12

Yeah, there's just break.

For the record, we did talk about only having, like a small retention window for item staying in a car like 24 hours.

Ohh so I assume that if something is left in a car for an extended period, it will just eventually go back from whence it came.

Nest for the exact reason right?

Because if people like, it's not like Amazon, we can't just keep stuff in carts for an eternity and expect us not to have effects with our numbers.

JP **Jan Petersen** 15:37

Umm.

TS **Tracey C. Sprague** 15:39

Cuz you know, comparatively, we don't have nearly the amount of, you know stock that you know larger institutions have.

So that was the talk was just to have a shorter window of CART retention.

JP **Jan Petersen** 15:55

Hmm, that's a good idea.

Tracy, I've got a quick question that is sort of a dense 1.

How does each if somebody orders a necklace from the lost city, then it through the back door, it notifies you that you have a an order waiting.

I'm calling it.

TS **Tracey C. Sprague** 16:22

Tracy specular record.

That's correct.

JP **Jan Petersen** 16:24

OK.

So that's all pretty cut and dried and.

TS **Tracey C. Sprague** 16:29

Yeah, there were definitely.

JP **Jan Petersen** 16:30

And workable on your end.

TS **Tracey C. Sprague** 16:31

We are going to.

We're gonna do.

We're gonna do a soft launch first, just to make sure, like all the, you know, bugs are sorted out.

Obviously, we have to anticipate goofy things like that possibly happening, but definitely that is the that is the plan.

JP **Jan Petersen** 16:42

OK.

TS **Tracey C. Sprague** 16:47

Is that all the items that are purchased within the car that each store would get direct notice of which items are supposed to be shipped out, and then we would do that as directed?

JP **Jan Petersen** 17:00

OK.

 **Tiffany D. Jones** joined the meeting

JP **Jan Petersen** 17:00

Thank you.

And Jen Peterson, for the record, my other question is then, who is going to do the marketing advertising?

TS Tracey C. Sprague 17:01

Uh-huh.

 **38c37d6b-ffb9-42da-a85a-8a20c6aa8bcc** joined the meeting

JP Jan Petersen 17:13

Media blitz that this wonderful experiment that is going forth and available to the public.

 **Sheryln Hayes-Zorn** joined the meeting

TS Tracey C. Sprague 17:23

Versus spring, for the record.

To my understanding, Daphne has been in talks with Francine about getting the word out, but I don't know any specific details on the what is specifically going out.

JP Jan Petersen 17:35

OK.

Thank you.

Are there any other questions, comments, considerations, concerns?

This is great.

Thank you for all of your hard hard work on the front end and the back end and laying awake nights wondering about things.

TS Tracey C. Sprague 18:03

Thank you, Jan.

Appreciate it.

JP Jan Petersen 18:08

Jan Peterson, for the record.

Seth, have you got any other comments?

SS Seth Schorr 18:14

Uh, that's over the record.

JP **Jan Petersen** 18:14
About.

SS **Seth Schorr** 18:16
No, no, no comments.
Uh, great.
Work excited.
See it live and I'll be making one of the first transactions.

JP **Jan Petersen** 18:25
And me too.

TS **Tracey C. Sprague** 18:27
Crazy spring for the record.
And if any issues, let us know immediately.

JP **Jan Petersen** 18:31
OK.

TS **Tracey C. Sprague** 18:33
But I'm I'm optimistic that everything's gonna flow just fine.

JP **Jan Petersen** 18:38
Jen Peterson the record so when's I'm sort of, do you have a soft date date?

TS **Tracey C. Sprague** 18:47
Tracy speak for the record, we are definitely gonna get those few changes fixed.
Where have a meeting with the development team?
Uh.
Literally, you don't think it's a year later this week or early next.
So soft launch should be sometime in in March and we're hoping to definitely have
you know, the site pretty up and active by Easter.

JP **Jan Petersen** 19:10

Oh, OK then.

TS **Tracey C. Sprague** 19:11

So we're and it's almost already March to note, so should be pretty quick.

JP **Jan Petersen** 19:20

By end of March, I'll put.

TS **Tracey C. Sprague** 19:22

Yeah.

March early April as long as it existed.

The changes I did mention are fairly minor.

They should.

They shouldn't take much time to, you know, fix those few little things to make it just a little bit, you know, better.

So and they I know they are working on the search engines and stuff, so that should be done fairly quickly.

JP **Jan Petersen** 19:40

Perfect.

Any other comments from members store personnel attending the meeting.

Jen Peterson for the record.

If not, are there any other discussion items?

And Jen Peterson the record, are there any additional public comments?

Mr Malone.

Mike, have you received any public comments?

MM **Michael Malone** 20:20

I've received no public comments and seeing none in the chat.

Cherry, like along for the record.

JP **Jan Petersen** 20:26

All right.

So I will make this announcement one more time.

Public comment is welcome.

No action can be taken during the public comment period.

Public comment on both agenda and non agenda Eminems is welcome because of time considerations.

The pivot period for public comment by each speaker may be limited to 3 minutes at the discretion of committee.

Chairs and speakers are urged to avoid repetition of comments made by previous speakers.


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


All right.

With that, it is 1022 and I will declare this meeting adjourned.

And thank you for all of your help and consideration, and we'll see you March 1st and Overton at the Community Center.

 **38c37d6b-ffb9-42da-a85a-8a20c6aa8bcc** left the meeting

 **Seth Schorr** 21:22
Thanks everybody.

 **Tracey C. Sprague** 21:23
Thank you.

 **Mark Slaughter** 21:25
You.

 **Seth Schorr** left the meeting

 **Sean Pitts** left the meeting

 **Christopher MacMahon** left the meeting

 **Michael Malone** stopped transcription