

Transcript for the Board of Museums and History Joint Meeting: Museum Store, Marketing & Technology Committees

April 2, 2024, 10:59PM

● **Michael Malone** started transcription

MM **Michael Malone** 0:05
Right there with my mute was blocked her Michael.

SS **Seth Schorr** 0:05
OK, we are now.

MM **Michael Malone** 0:07
For the record, we are recording.

SS **Seth Schorr** 0:09
OK.
Uh sets for the record, like to officially call the meeting to order.
Was this meeting properly posted?

MM **Michael Malone** 0:20
Michael, for the record, the meeting was posted in accordance with NRS.
Thank you.

SS **Seth Schorr** 0:24
Thank you, Michael.
Do we have a quorum?
We need to probably take roll.

MM **Michael Malone** 0:32
Vogue.

SS **Seth Schorr** 0:34
So can we do a roll call?

MM **Michael Malone** 0:37
Michael Malone, for the record like Community chair South Shore.

SS **Seth Schorr** 0:41
Present.

MM **Michael Malone** 0:42
Committee chair Jan Peterson.

JP **Jan Petersen** 0:44
Present.

MM **Michael Malone** 0:46
Committee member Nathan Harper.
Remember Harper?
Committee member Dan Markov.
Member Markoff?
The time there uh committee member Michelle Schmitter.

 **Courtney Mooney, AICP** joined the meeting

MM **Michael Malone** 1:08
Remember Schmitter?
Committee member Courtney money.

CA **Courtney Mooney, AICP** 1:14
Here.

MM **Michael Malone** 1:15
Yeah, committee member Mark slaughter.

M **Mark** 1:19
Here.

MM **Michael Malone** 1:21
You letting you know that we do have a quorum?

SS **Seth Schorr** 1:25
Hey, thank you, Michael.
Alright, item 5 public comments.
Public comment on both agenda and on agenda items is welcomed by the committee.
There are three periods of public comment during meeting of the Nevada Board of Museums and History.
At the beginning of the meeting, at the end of the meeting and after discussion of each action item on the agenda.
But before voting on the item, no action can be taken during the public comment period because of time considerations.
Period for public comment would be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
Speakers, including board members, must identify themselves before speaking.
Public comments options.
May include without limitation, written public comments submitted to this body via mail or email.
Is there any public comment?

MM **Michael Malone** 2:20
Yeah, sure, sure.
Michael for the record, if you don't mind, I'll go ahead and read some housekeeping for anybody interested in making public comment real quick.

SS **Seth Schorr** 2:26
Great.

MM **Michael Malone** 2:27

Meetings are audio recorded and or transcribed as part of the public record.
Members of the public which and to call in May do so by dialing 775-321-6111 and use the phone conference ID 607370881#.

Actually, maybe taking on those items that noted 4 possible action at the discretion of the chair items on the agenda, maybe taken out of order two or more agenda items may be combined.

Agenda items may be removed from the agenda or delayed discussion relating to an item at any time.

Thank you.

SS **Seth Schorr** 2:58

OK, once again if anybody has any public comment.

 **Nathan Harper** joined the meeting

SS **Seth Schorr** 3:03

You'll have two more opportunities later, so it's OK if you don't take advantage of this one.

OK, so let's move on to item number 6, which is presentation and discussion of draft online museum store website.

I think Daphne, where you?

Going to do another presentation of the store website of Jan.

JP **Jan Petersen** 3:31

Jan Peterson, the record actually, Tracy Sprague at the Lost City Museum.

SS **Seth Schorr** 3:34

No.

JP **Jan Petersen** 3:36

There she is.

Is going to give the latest update.

TS Tracey C. Sprague 3:42

Yes, I'm going to share my screen really quick.

OK, so could ever see the website.

OK, so I don't have a ton to update on.

I know I think the last time that we did discuss that we were trying to hit a target date of launching this right around this time and that's going to be delayed a few weeks.

There's some changes that we are still waiting on from our vendor to finish.

Umm, those are specifically and if I can remember easier for me just to pull it up.

Umm, we're updating the slide show.

I think I mentioned that last time the slide that show that's going through, we're just images we popped in just really quickly just to make sure it worked.

Those are going to be actually nice, robust round, nice pictures.

So the slide show is going to be updated.

There's a little, uh, we got to fix the product search, which I'll show in a second and then we're just working on getting the gateway functional and then the disk cart and the discount in the cart for membership.

So as I mentioned previously, so there's a slide show, but that's going to change.

So the drop down is supposed to include the museums and as you can see some of them are loaded right now.

So you can see like lost city, the railroad museums and such.

The rest will be there eventually, but the main issue was that when we're clicking on it currently it's not loading just those items from those museums, so that is something that our vendor is currently working on.

But eventually, if you could imagine when you actually click let's say, museum, Boulder City, right, right, where Museum eventually all those images below here with all the products should just load the ones that are specific to Boulder City.

So right now that is a thing that needs to be sorted out.

All the products are currently on the website.

We have 7 pages currently evolve our items in the cart is relatively functional.

We have here.

So let's say hypothetically, let's just go click on one random item.

There we go.

The challenge coin.

In this might run a little bit slow because this is from the UM.

This still on the edit mode but OK, so if you have the item as the description the size and there was additional information at some items.

In this case, there's not much, but some of the other items do have more specific items.

List of suggested products are still at the bottom, but let's say we do want to add this item.

Who does add to cart?

In theory there we go.

So there is.

Here's our cart.

This is the item as the shipping rates in such which, uh and then they play coupon code here.

This is what we're talking about regards to applying the discount code.

So the objective is to have a code for each museum or for the whole system to do discounts for Members.

So that's what the coupon is going to ultimately be in the end.

But if we decide we want to do more shopping, I was even go back to the store.

And show another kind of cool feature when we get back.

So you have the cart which is showing obviously, but obviously we change your mind.

You know, it's really nice because you can just edit the cart from here, so I know some stores don't do that online.

So it's kind of cool that we get to do it on ours ohm.

So it's kind of the basic gist.

So I guess so there's still some things need to be updated and hopefully those be done in the next couple weeks.

Umm, I don't know if anybody has any specific questions or anything.

They want to see specific to the website.

JP Jan Petersen 7:35

Tracy, I've got one quick question, if they if you click on or would you would you please click on the become a member dropped in?

TS Tracey C. Sprague 7:36

Yeah. Yes.

OK, so right now that that's not linked to anything that will be eventually, this is just the regular membership page with all the different museums and how to get their forms.

So that's not a function yet that needs to be fixed.

JP Jan Petersen 7:59

OK, that's Step 2.

TS Tracey C. Sprague 8:02

Yeah.

JP Jan Petersen 8:04

OK.

TS Tracey C. Sprague 8:04

Yeah.

JP Jan Petersen 8:04

Jen Peterson, for the record, sorry.

TS Tracey C. Sprague 8:04

So the.

Yeah.

So to speak, for the record.

So the plan is to eventually have all the memberships on there, just the regular memberships.

Any of the discounted ones you still need to reach out specific to each museum, but the general memberships without the discounted prices would be on the website.

JP Jan Petersen 8:24

OK, Jan Peterson, for the record that Seth, if you got any questions, comments, reserves.

SS Seth Schorr 8:31

No, no, it's not sure if they're going to.

I think it's great, Tracy.

Just thanks for doing that again.

I know they're actually are some people on this call that were on the last one.

TS Tracey C. Sprague 8:36

Yep.

SS Seth Schorr 8:39

So they're really seeing it for the first time and it's great, you know, it's a it's a functional.

Ecommerce site which is it's a great meaningful first step.

So, you know, great job, continue to drive it.

Just and you mentioned a couple weeks, if you had to guesstimate a launch date and.

JP Jan Petersen 8:59

Yeah.

TS Tracey C. Sprague 9:00

I'm hoping now middle of April, but yeah, I don't know if Daphne's heard otherwise, but I'm still sending, they said.

They said it'd be a few more weeks to get the rest of the stuff fixed, so that's my guess.

But as we know, if all good projects.

SS Seth Schorr 9:13

Yeah.

For, for, for, for, for sure.

So I mean alright, but hopefully in the month of April it gets you know market ready.

TS Tracey C. Sprague 9:16

Sure. Yeah.

SS Seth Schorr 9:23

I mean, the reason I'm asking so our board meetings in June, right, so we have two months, you know it definitely love to to show this to the board is it's you know completed and then I'm thinking you know from a you know marketing perspective and once we get it launched great after a few weeks once we know it's you know the basics are functioning I want to think about how we can market it and drive people to to the store.

So that you know, I probably wouldn't want to do that before you know sometime in May or June anyway.

But maybe just keep us posted when it's live and once we feel confident that it's working.

TS **Tracey C. Sprague** 10:03

Because you speak for the record, we sure will.

Thank you very much.

SS **Seth Schorr** 10:06

Yeah, and OK.

Thank you so much.

Tracy set up for the record.

Now, I don't think we have a additional item around marketing for the museum store.

So as we're still, I think now is is as good a time to any, I don't know, Jane, if you if I think it'd be great to just not talk about at least put on paper some of the potential ways we can advertise the store.

So we can start to formulate a plan.

Do you think that would be helpful?

JP **Jan Petersen** 10:43

I did have one more question.

Jen Peterson, the record.

There's Brenda.

Who exactly?

SS **Seth Schorr** 10:47

Yeah.

JP **Jan Petersen** 10:47

I was going to ask what?

Well travelled about to be doing some sort of blast or.

DT **Daniel P. Thielen** 10:50

Well, like.

JP **Jan Petersen** 10:58

Mentioning of it or on the cause, I get the Travel Nevada stuff via email and on the Facebook page.

BS **Brenda Scolari** 11:09

Brenda Scolari.

For the record, I I think we utilize the Estipona Group and Francine to get utilize the marketing budget that we now have and do our own marketing.

That's the plan.

We can certainly see what crossover can happen with travel data, but we're ready to look at, you know, all the channels we can utilize to to just push this out there and let people know it's online and get people ready to buy.

JP **Jan Petersen** 11:41

What?

OK, perfect.

Thank you, ma'am.

BS **Brenda Scolari** 11:43

I we just need lead time.

So I think coordinating the launch and I I think Seth is accurate some sometimes kind of work out some of the bugs.

We don't want everyone landing there if it isn't working right.

JP **Jan Petersen** 11:56

Yeah.

BS **Brenda Scolari** 12:00

We don't have a complaint department, so we want to get it really functioning well and then if we have a kind of target date for that, we can invite the Estipona group to come up with some concepts about how to market it.

SS **Seth Schorr** 12:02

Hey.

JP **Jan Petersen** 12:02

Stop.

BS **Brenda Scolari** 12:18

And yeah, we'll utilize the marketing budget.

SS **Seth Schorr** 12:22

So that's sort of the record.

JP **Jan Petersen** 12:23

Cool.

SS **Seth Schorr** 12:23

Totally agree.

I mean, to be honest, I I don't.

I don't.

I wouldn't say anything meaningful before June at all.

I mean, anytime I've launched technology, definitely want to give it some time.

There will be some kinks.

You know, I I, Facebook post or something just to drive a little bit of traffic.

So we get some sales and get people to test it.

JP **Jan Petersen** 12:45

Asking them.

BS **Brenda Scolari** 12:46

Yeah, right.

SS **Seth Schorr** 12:46

I mean, that's one thing, but you know, pay paid media I think is a different story. One of the places I go though is obviously digital is important, but I also think you know buttons or stickers or as people are leaving the museum giving them something.

So when they're home, they realize, you know they can.

They can buy something from the store.

I think there's some sort of brick and mortar advertising component to this, but all things that hopefully that I know the Espinoza Estepona group, we'll have some ideas around.

BS **Brenda Scolari** 13:24

Brenda Scholari for the record, I think we could produce some in museum.

Yeah, you know, information about the store and just have it everywhere where we come in contact with the potential visitors.

JP **Jan Petersen** 13:40

Yeah, great.

SS **Seth Schorr** 13:40

Chrome.

BS **Brenda Scolari** 13:41

I we do a lot of print advertising now with that we could certainly feature it there.

Umm, we just need to be tied into the dates though, and be included.

JP **Jan Petersen** 13:56

1.

BS **Brenda Scolari** 13:56

So we can plan for it because that will take some time to get the creative together.

JP **Jan Petersen** 14:02

OK.

Jen Peterson record thank you so much, Brenda.

I've I was sure you guys were in on all of this.

I just I guess I needed reassurance.

BS **Brenda Scolari** 14:12

Right.

JP **Jan Petersen** 14:12

They're on top of it always anyway.

BS **Brenda Scolari** 14:13

Well, remember that we have.

Have separated all of this from the division of tourism now, so we have a dedicated staff, marketing agency, contract and budget just for this.

We just need to know in time to execute.

JP **Jan Petersen** 14:35

Great.

DT **Daniel P. Thielen** 14:35

And that's on me. That.

JP **Jan Petersen** 14:36

Thank you so much.

SS **Seth Schorr** 14:36

I.

BS **Brenda Scolari** 14:36

And happy to do it.

We're excited to do it.

DT Daniel P. Thielen 14:38

Yeah, that's on me.

JP Jan Petersen 14:39

It is exciting.

SS Seth Schorr 14:43

OK.

That's over the record.

Any other discussion around item 6, the museum store?

Otherwise, we will move on to item 7.

Alright.

Well, thank you, Tracy.

Great job, very exciting.

And it sounds like we'll talk about marketing once we're comfortable.

I'm with the store being live.

OK item number 7.

General customer acquisition, how do we get more people into the front door?

I just want to remind everybody, you know, we did have this larger group back in November.

I think we had some like really passionate and good dialogue from the committee members, the museum staff, you know, round or desire to understand our audience.

Just you know, how do we acquire more customers?

Think it was very healthy conversation.

I don't know that we necessarily left with any action items and so I really just wanted to bring that up again today and see if we couldn't get a little more specific and potentially come up with some action items too.

Try to drive more bodies into the door.

Umm.

Not to put anyone on the spot, but Dan, I think a lot of this can't, you know, I remember.

I just remember you.

Really.

You know, you know, speaking to this.

So I don't know if you know if you want to kind of speak to it again or just what you were, you know desires are from, you know from a your experience as a director. You know what you think about would be helpful for us to put in motion to get more traffic to the museums.

DT **Daniel P. Thielen** 16:36

It's a it's a great question and it's and it's one I think we're we are working with Estepona at this time.

So with Francine helping us, we are hiring a new PAO public affairs for or a new marketing person.

That'll be full time within the division and what we're what, what our initial knee jerk reaction is on bringing new people into the museums may not be.

I'm it the intuitive way is to have more events and the guidance we're getting from our marketing people is let's start focusing on things that don't require more investment so that you know I, I, I've talked about the museums and having white space right that there's areas on the calendar that were fully staffed and we're ready to go and nobody's coming in.

And so without adding additional staff or adding additional programming, how do we get people in that front door?

And that's what one has been charged with.

And our new our new marketing person, when that person gets on board will be working with them to umm to help guide that in a way that we've never done before, never.

I mean, and so we are at the beginning stages.

I think we have introduced our marketing firm to the staff and now we're developing the program or the strategy as it were to get this moving and they're doing some buys in advertising.

We're going through a strategic planning process next week and then as part of that, we're going to start beginning to develop our brand and take a new look at that.

And then and then, then we'll start hustling down the road to get us in front of people.

And so from the outset.

We keep.

We don't want to do what we've always done and still have these.

Umm not enthusiastic numbers, right, we're growing.

There's no question we're growing.

I I the number I looked at yesterday, the day before was 165,000 people a year touched by the division, museums and history.

I think it could be higher than that because of the way that I think we're capturing those numbers, but that that's not a bad number, but it's not a great number, right? We want to it's good number, but not it's not a great number and I think that, umm, we're anxious to see where this strategy goes and what it does in the next year.

But if we if we were to get a modest 10 to 15% in the next year, I think I'd I think we have the capacity to go double.

But I think modest 10 to 15% improvement that's sustainable, right?

That's something we can do.

SS **Seth Schorr** 20:05

Yeah.

DT **Daniel P. Thielen** 20:05

The 15% ROI on anything so.

SS **Seth Schorr** 20:09

And that's over the record.

So that's great.

Thank you, Dan.

Look, from my perspective, if I think back to I, I don't know Brenda the middle of last year when do we first Start learning about the marketing budget and the RFP to to get the marketing agency, sometimes second half of last year, right?

BS **Brenda Scolari** 20:30

Brenda.

Scary.

For the record, it was right after last legislative session when we accomplished the restructuring, so created the new budget account we had already hired Francine and the additional marketing position.

I I think what we'll do once we accomplish this strategic planning retreat, we will then along with the Estipona team and Francine, formulate a a marketing plan that we will bring and to the marketing committee for approval.

And then beyond that really undertake in fiscal year 2025 of as Dan indicates a rebranding for the.

Division as a as a whole, I mean, they're respectful of the fact that museums are very individual.

Well, but we hope to really effectively utilize a, a new brand and refresh where we've migrated the websites and hope not only to update them functionally, but then of course refresh them with a a new brand and really approach this strategically and methodically, but have all the resources now to do things we haven't been able to in the past.

And as Dan mentioned, we've talked about really bolstering daily visitation.

We love events, we want our offense events to be successful and executed with excellence.

But to get those more daily visitors in the door, I spoke to the governor's office today about additional funding for the school bus reimbursement program, marketing that effectively I think will make a big difference.

Uh, all on its own to get more students in the door, but I think of every age is the goal.

Yeah.

SS **Seth Schorr** 22:41

OK.

BS **Brenda Scolari** 22:41

Umm so please look, I mean the next time we talk to you, Seth, about scheduling a marketing committee will have some great stuff to review.

Hopefully your marketing plan.

SS **Seth Schorr** 22:54

Yeah, very, very exciting sector for the record.

Yeah, that's I, I mean.

It's just so exciting when I hear.

Rebrand and new resources and money.

I mean, I think Dan, hearing I think those goals are totally achievable because we're not just trying to do the same thing with the same mindset and the same limited budget.

It's really exciting and I think there's been a ton of progress and I'm sure at our next meeting will have another update and then we'll meet again sometime later in the summer.

 **Hollis J. Gillespie** joined the meeting

SS **Seth Schorr** 23:31

Uh, so yeah.

I just really wanted to make sure we all.

Got together.

I think it's really helpful for everybody on this call just to even hear about what's going on behind the scenes.

Uh, and it's just neat that every couple quarters as we regroup, we see the real meaningful progress.

And so it's very exciting.

Courtney, you have any questions or anything to add?

See you there.

Well, OK.

CA **Courtney Mooney, AICP** 24:00

Nope, nothing.

SS **Seth Schorr** 24:01

Alright, cool.

Cool.

I mean like it, it's over the record.

It's really helpful so that when we do have decisions to be made and when we are at a point where we can give some feedback or insight, just hearing the thought process really helps me.

So it's really a cool to hear and see what's going on.

So the next item #8 I don't expect there necessarily to be much detail and this is probably something that will be in a marketing plan, but this is a discussion on data pertaining to demographics, tracking attendance.

This is also just something I pulled from our last meeting.

It's something that sounded important.
Marta give anyone an opportunity to talk about it.

BS **Brenda Scolari** 24:53

Brenda School area for the record of Seth.

We had hoped to postpone this item in that Kyle Scholes, who is the research director again now.

His time is allocated to the entire department, which is wonderful, but he is currently on FMLA and hasn't had the time to really dig into, you know, do some discovery and really look at the baseline data to present that and present any concepts he has for additional surveys or data collection.

And just give me turn his attention to the division of museums and history.

So I think this item was a little premature, but we'll soon be ready to.

SS **Seth Schorr** 25:41

Yeah.

BS **Brenda Scolari** 25:44

Really dig into that and be more data driven.

SS **Seth Schorr** 25:48

Perfect.

Makes sense.

OK.

And then on to our last item, item number 9, consignment for the Lost City Museum.

TS **Tracey C. Sprague** 26:00

So hi, Tracy Sprigg.

For the record, I'll give a little back story on the consignment at Lost City.

There's only two museums that currently do consignment and we are one of them and our consignment for our art show is primarily and that's usually the only time we use consignment is only 15% and it's been 15% give or take a few decades, so.

After kind of asking around the other directors in the division, just other museum professionals in general, obviously pretty sure that's a pretty low number also just based on the amount of time that the staff takes to process the consignment get

artist in, it's probably costing us more than the 15% we're ultimately taking in during the art shows.

Umm, we also, we don't do this currently, but it's something we definitely are interested in doing is maybe using consignment to purchase items for the store for store use.

So this there are there are primary use right now currently is consignment of art on our back gallery wall.

So I am asking or proposing an increase in our consignment since we already smaller Community, I don't want to drastically increase the consignment.

So I want to do it over a few years period, so raising it from 15% to 22% over the next three years.

DT Daniel P. Thielen 27:39

Do you know what the actuals are?

TS Tracey C. Sprague 27:42

In regards to.

DT Daniel P. Thielen 27:44

What it cost?

Damp feeling for the record.

Do you know what it actually costs to process?

TS Tracey C. Sprague 27:50

We'll take several hours.

Racist break.

For the record, it takes several hours.

Uh, you know, a couple hours usually each month for for Janie to process the PO's.

And she's been with the museum for 20 years and she's the Administrator 3.

So I mean budget wise that's you know decent shot could change and then a Jesse who is our museum attendant, he's the one who usually deals with the artists.

And there's also additional time that it takes if you have to get an artist signed up to become a vendor because an artist needs to be a vendor before they can receive consignment checks.

So that's an additional cost with usually Janie having to deal with processing the

paperwork.

And then as I mentioned, Jesse has to process the artist, get them in has regular email communications and with them when they're coming in, when they're putting their art up, when they're taking their out down.

So I don't have an exact number, but I can tell you take several hours from each of them each month to do this in in.

Sometimes I get drug into it depending on what the situation is, and I can tell you there's been months where you know out of the consignment for the month, for the artists, we might only sell a hundred \$200.00 of their items.

So in the end, 15% of that is way more then what we're putting into it.

JP **Jan Petersen** 29:09

You watch.

TS **Tracey C. Sprague** 29:12

So and I I know originally the previous directors of the museum, I think kept that price so low as they saw it more as a community, a thing to keep, you know, with the local artist.

But I just think, you know, with inflation and how things have increased over the past several years, I just don't think it's realistic for us to maintain such a low profit margin on something as like that.

And even then, 22%, we're not asking a huge increase.

We're now we're not asking for like 50%.

So I think 22 is a fair number unless anybody else feels otherwise.

JP **Jan Petersen** 29:51

Jan Peterson, for the record, Tracy, this is does not involve the jewelry, right? It's just I'm saying, for instance, photos and paintings.

TS **Tracey C. Sprague** 29:56

No.

JP **Jan Petersen** 30:02

Not mostly right.

TS Tracey C. Sprague 30:04

Tracy speak for the record.

That is correct.

Like I said, we've never used consignment for store regards to like merchandise, but I'm not a posed to doing that though either.

Sure, it's definitely an avenue.

I think we could easily, you know, you said just in the past we never have.

JP Jan Petersen 30:22

Jen Peterson to the record, so based on my current experience working in a very small museum, we were charging 15% and then I got chided by a lot of people that that was way too low and most other places were charging 25 to 30%.

Mine was even charging 40, so I opted to 20% and no one batted 9.

This was.

Everything from jewelry to.

Photos and paintings and nobody batted.

Eye at the 20% and I think it could have gone up to 25 that I was like you and I didn't want to do a huge leap from 15 to 25.

So I think you're kind of in the right ballpark at the outset?

TS Tracey C. Sprague 31:32

Thank you.

SS Seth Schorr 31:37

At.

HG Hollis J. Gillespie 31:37

Follow police.

Gillespie, for the record, if I might, Tracy and I have talked about consignment.

I talked about it with our store person and we were pretty interested in looking at it, especially as we went to an online platform because we thought it would be a way we might be able to differentiate our merchandise to doing things that are very Nevada specific or Nevada vendor specific.

And so it looked pretty complicated and we kind of backed away from it.

But I understand that the board will need to approve these rates and I'm hoping that they would consider a range because in Tracy's particular instance, she has a knowledge of her local market and has an idea of what they be able to bear.

JP **Jan Petersen** 32:19
No.

HG **Hollis J. Gillespie** 32:20
But I think in in Las Vegas we might have some head room and would hope to have, you know, approval to do that.
If we go that route, thank you.

SS **Seth Schorr** 32:29
That's over the record, so I just heard you say arrange and so would the would we want to consider, you know range up to 25% leaving at the discretion of the specific museums, whether it's the retail store or online to do what they think is best based on their market?

HG **Hollis J. Gillespie** 32:55
Hollis Gillespie for the record, I still think 25% is too low.

SS **Seth Schorr** 32:59
You know, OK.

JP **Jan Petersen** 33:01
Well, Jan Peterson, for the record, if you're selling a.
305 Hundred fifteen \$115,000 item 25% is not.
But if if you're selling \$150.00 painting piece of jewelry or a \$35 piece of jewelry, 25% is a big chunk of change taken out of what the artist will be receiving.
So I think having a a varying range of maybe items.
\$250 and more would be 25%.
I'm just kind Tracy and I kind of talked about this earlier.
And it depends on the price of the item to begin with.

TS **Tracey C. Sprague** 34:08

He had Tracy sprayed for the record.

Uh.

At one point in time, I think there was conversation on just having, like, arrange like, yeah, like up to like 250.

You'd be like 20% then up to like 500 would be like 25.

I mean, we kind of really just kind of spit balling ideas, but I think in regards to most of our artists at Lost City, they usually tend to have art in the same rough range.

JP **Jan Petersen** 34:22

Yeah.

TS **Tracey C. Sprague** 34:30

I mean, I'm not a post to those numbers existing, but I don't know how often they were going to apply to us personally.

Tell Tracy specular record on.

If I said that.

SS **Seth Schorr** 34:39

So that's over the record.

Jan Uh or Michael, whatever is the goal today to decide if this is an action item at the board meeting and then we would vote on it in June or is this this is not something that we do here, is that correct, Daphne?

DD **Daphne DeLeon** 34:57

So according to policy, the museum Store committee approves all of the consignment rates for the museum store.

SS **Seth Schorr** 35:02

No.

DD **Daphne DeLeon** 35:03

It doesn't have to go to the board, but it's good that you asked that and there is, I do want to bring up that there is another museum store, Carson City State Museum.

SS **Seth Schorr** 35:05
Got it.

DD **Daphne DeLeon** 35:12
That is not here.

That does consignment.

So if you're thinking of setting a system wide, umm scale, let's say or or span for consignment, I suggest that they be included also because they have standing rates that are greater than 25% for some things.

JP **Jan Petersen** 35:29
No.

SS **Seth Schorr** 35:36
And sets over the record.

And Hollis, I think you you mentioned 25 is too low.

What?

What did you what were you asking for?

What?

What would you make the percentage?

HG **Hollis J. Gillespie** 35:45

Well, I'm going to give my standard answer, and that is to gather a little intelligence and research of what consignment organizations charge and how they structure it, because I think we could be informed a little bit better about it.

I mean, I've dealt with a couple of clothing consignments in the past, and they routinely take 40%.

I'm looking for at least some flexibility because we may not be consigning the kinds of things we were thinking of consigning weren't necessarily art, but maybe, you know, some local artisan or crap person or, you know, not paintings I should say.

And so we just were trying to find a way to vary our merchandise.

So that we might be able to not have to expend from our store budget and deplete that, but still have interesting items to buy.

So that doesn't answer your question, but.

I I just feel like I I would be shooting in the dark if I were to pick a number.

DT Daniel P. Thielen 36:51

I damn feeling for the record, do you mind?

I I think that there's there is a real need to understand what it costs us to actually handle these items.

And then I think there is a real need for us to realize that our value.

There's only one state museum in lost City right now that can that can show off umm and present these things.

It's 1 venue and if we start from the baseline that we've got to cover our costs, you know, and if and.

But identifying those actual costs on what it really takes to do that, that I think is our starting point.

Otherwise, if we're, if we're going to say it's 15% too low and it's like too low to what or 25% is too high, too high to what we have an unbelievably unique venue in seven different places in the state.

SS Seth Schorr 37:50

And.

DT Daniel P. Thielen 37:55

And I don't think we have to give it away.

Umm, I think it's nice but the whole purpose of the museum store is to generate income, to support, to support museum programs.

And if we're doing it at A at a loss because we want to give something back to the Community, that's one thing.

If we're doing it at a loss because we don't have a grasp at what it really costs us to do it, well, shame on us for that. Right?

We need to be a little bit better at how we're doing things and I think that's where this 4050%, ten percent, 15%, we kind of don't we kind of really don't know what it cost for that square foot of space that we're allowing these people to show their artwork off or and what it's worth what it's value is it's a unique venue with the unique audience and as soon as we start marketing ourselves we're your visitation gets double and triple then that space even becomes more valuable and.

So I don't want to.

I don't want to undersell it, but it sure like to have a little firmer number for us to say this is what we need.

SS **Seth Schorr** 39:18

Such over the records of Jan, do we want to maybe table this and we'll meet again and a few months.

JP **Jan Petersen** 39:24

Jan Peterson, the record I will call.

I will investigate some more and I will if I have to call every museum in Northern Nevada, I don't mind doing that, but I'll have a do we want a table?

This for another meeting like in May.

DT **Daniel P. Thielen** 39:46

Well, here's the other here's my devil's app damn feeling.

For the record, here's my devil's advocate.

We know state Tracy wants to go up, so give her the up and then and then, then we can figure out some details.

If that increase was enough, I mean, if that's all it takes in this meeting, not going to do more harm, right?

JP **Jan Petersen** 40:06

Hello.

OK, dude, does this Jan Peterson's record, does this require a motion?

SS **Seth Schorr** 40:22

That time?

Right.

But is that?

Do you know what the process is?

DD **Daphne DeLeon** 40:27

The Daphne de Leon for the record, this would require a motion.

JP **Jan Petersen** 40:27
Or.

4 **4e1eb5cb-bd7a-4a61-a1ae-21d2efc83ef1** 40:30
For the record.

JP **Jan Petersen** 40:31
OK, then Jan Peterson, the record I move that the Lost City Museum is this just specific to the lost city for now, Daphne?

DD **Daphne DeLeon** 40:44
Yes, that is correct.
Daphne DeLeon for the record.

JP **Jan Petersen** 40:48
Hey, Jen Peterson.
For the record, I moved that the Lost City Museum raise their.
Commission rate to 22%.
Period.

SS **Seth Schorr** 41:06
That sure, for the record, I second the motion.
All in favor?

CA **Courtney Mooney, AICP** 41:14
Hi.

JP **Jan Petersen** 41:16
Alright.

SS **Seth Schorr** 41:16
Imposed.
OK, sweet.
I love when there's action taken in the meeting, so that's good.

Alright.

Well, thanks Tracy.

TS **Tracey C. Sprague** 41:26
1st to speak for the record.

SS **Seth Schorr** 41:27
Thanks for bringing it up.

TS **Tracey C. Sprague** 41:27
Thank you.
Thank you.

JP **Jan Petersen** 41:29
And I will Jan Peterson for the record and I will do further investigation and I will have a a written list of every place I can think of, including some private, not museum places.

SS **Seth Schorr** 41:47
Great.

JP **Jan Petersen** 41:48
Per down.

SS **Seth Schorr** 41:51
OK, Seth Schorr, for the record that wraps up #9 and we will now go to item 10, which is public comment.
Public comment as welcome by the Committee because of time considerations, the period of public comment by each speaker may be limited to 3 minutes at the discretion of the committee chair and speakers are urged to avoid repetition of comments made at previous speakers.
Public comment options may include, without limitation, written public comments submitted to the public body via mail or email.
Speakers must identify themselves before speaking.
Is there any public comment?

JP **Jan Petersen** 42:27

No. Ohh.

55.

SS **Seth Schorr** 42:29

Now with that, I do want to say thank you all very much for your time.

I do think it's very helpful for us to meet and as action items are, uh, our, our app will be a lot more familiar and I'm really excited to see all the progress.

So, great job and I'll see you all in June.

Meeting adjourned.

4 **4e1eb5cb-bd7a-4a61-a1ae-21d2efc83ef1** 42:51

OK.

Catherine Magee left the meeting

Mary Ellen Kawchack left the meeting

Michael Malone stopped transcription