

Transcript for the Board of Museums and History, Marketing & Technology Committee

June 3, 2024, 6:01PM

● **Michael Malone** started transcription

SS **Seth Schorr** 0:04

OK, alright.

So that's officially called the meeting to order.

Was the meeting properly posted?

MM **Michael Malone** 0:11

Michael Malone, for the record, the meeting was posted in accordance with Open Meeting Law.

Thank you.

SS **Seth Schorr** 0:16

Thank you.

And can we please do a roll call to make sure we have quorum?

MM **Michael Malone** 0:24

Committee Chair Seth Schorr.

SS **Seth Schorr** 0:25

Present.

MM **Michael Malone** 0:28

Mark slaughter.

MS **Mark C. Slaughter** 0:29

Here.

MM **Michael Malone** 0:31

Michelle Schmitter.

Courtney Mooney.

Uh.

Remember, Isha Hoffer is no longer on the committee, and we are wishing what? Waiting for the official appointment or the more members I know, Dora Martinez was going to join us, but I do not see her yet.

But we do have board share.

Anthony Timmons with us.

Is that correct, Mr Timmons?

TT **Tony Timmons** 0:58

That is correct.

MM **Michael Malone** 1:02

Chair Schorr, we do not have a quorum, but for the Members present and non-voting items, I think we're safe to proceed.

SS **Seth Schorr** 1:08

OK, great.

Thank you for doing that.

Public comment on both the agenda and non-agenda items is welcomed by the committee.

There are three periods of public comment during a 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 the time considerations, the period for public comment may be limited to 3 minutes at the discretion of the chair and speakers urged to avoid repetition of comments made by previous speakers.

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

Public comment options.

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

Is there anybody from the public that would like to make a comment?

MM **Michael Malone** 2:03

Church or this is Michael Malone.

And if you like, I can address some other housekeeping that might allow people to call in.

I do not see anybody in the lobby right now, but with your permission, uh meetings are also audio recorded and transcribed as part of the public record.

SS **Seth Schorr** 2:11

Great.

Yes, please.

MM **Michael Malone** 2:17

Members of public which and Colin may do so by dialing 775-321-6111 and use the phone conference ID 783659564 and hit the pound symbol.

Actually, maybe taken on those items and noted 4 possible action at the discretion of the chair items on the agenda may be 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, and my apologies, I intended to read that when we started the transcription.

Thank you.

SS **Seth Schorr** 2:43

Alright, thank you.

OK, since there are no public comments written, verbal or otherwise, let's move on to the meat and potatoes item number 6, Department of Tourism and Cultural Affairs update on marketing and communication strategies.

Brenda or Francine?

FB **Francine Burge** 3:02

All right.

Brenda would, would you like to tee this up, or would you like me to?

BS **Brenda Scolari** 3:10

I, for the record, Brenda Scholari.

I think Francine is fully capable of just proceeding without me.

SS **Seth Schorr** 3:19

What we do that?

FB **Francine Burge** 3:21

That's for the record.

Francine Berge, marketing and communication manager for the Division of Museums and History.

I just want to just tie it up for Chelsea and Paige, who are going to be doing the presentation and the plan for the launch of the marketing campaign starts in July, which is why we're having this meeting now to show you what we have planned.

It does follow the strategic plan and that will be launched this summer with the staff of all the museums and given to the board this fall as a final completed document.

So with that, I will just turn this over to Chelsea and Paige, who will go through the overview of what everybody on the committee.

Received about 45 minutes ago.

CG **Chelsey - Estipona Group** 4:14

Thank you, Francine.

Good morning everyone.

Chelsea Bryce, account manager with the Estipona group for the record, I'm really excited to be here with you all today.

Francine and the team have been great in getting us going on this project.

Our team has been very excited to develop this marketing plan in correlation with the strategic plan is Francine mentioned.

And so today's presentation will be a high level overview, a little bit about us just because I don't know that everybody has met the Estipona group yet.

So a little bit about us and then we'll dive into just some high level information about the plan.

I think the plan in total ended up being about 17 pages, so could have been a real lengthy presentation.

So we're just going to give you some highlights, but please feel free if you have questions to try men.

What we're happy to answer those in real time or we can wait till the end.

Your preference?

Umm.

With that, I'll turn it over to Paige.

Uh.

Lampert to kick us off.

PL **Paige Lampert** 5:10

Are you going to share your screen or should I share?

CG **Chelsey - Estipona Group** 5:12

Ohh Sir.

PL **Paige Lampert** 5:14

So I I guess I'm supposed to say for the record page Lampert, Vice president of creative at Estipona Group.

CG **Chelsey - Estipona Group** 5:21

All right.

Does everybody see that OK?

PL **Paige Lampert** 5:24

Yeah.

CG **Chelsey - Estipona Group** 5:24

Yeah.

OK, good, great.

MS **Mark C. Slaughter** 5:25

Yes.

DT **Daniel P. Thielen** 5:26

Yep.

PL Paige Lampert 5:27

OK, so we can just flip to the next screen.

CG Chelsey - Estipona Group 5:28

Great.

PL Paige Lampert 5:31

So Estipona group, just a real quick overview we are Reno based agency that has been serving local state national regional clients for 30 years.

We are full service, so we do it all in the marketing and communications realm.

We have been virtual for 15 of our years, so long before COVID, so we have it pretty, pretty well down how to communicate and effectively with clients over the digital space.

Umm, we're a smallish team, but we are pretty diverse for a group of what are we at now? Chelsea 14.

CG Chelsey - Estipona Group 6:10

14.

PL Paige Lampert 6:11

Yep.

Diverse just of age of background of experience.

Umm.

And even ethnicity.

So we kind of pride ourselves on bringing diverse voices together to serve our clients and led by individuals such as Chelsea and myself were veterans of the industry.

We have a DRI focus that's kind of baked into our agency.

You could say it comes from the fact that we are minority owned, but it's also something that we feel is a very marketing intelligent way to approach

communications is when you have a DRI approach, you're just including more people in to your communications in a more relevant and effective way.

So that's something that we just work into.

Everything we do, we are also what we call accessibility, focus.

So that has really been a focus the last, you know, 5 to 8 years or so, just making sure

that what we're doing is both accessible and understandable by our various target audiences and kind of understanding the diversity of our audiences and making sure that we are providing communications in a way that they can access a lot of clients in healthcare, government and education and nonprofit.

But we kind of dabbled in everything, so it's a bit about us.

So we became the Agency of record for the Department of Tourism and Cultural Affairs in January and in our role as the marketing agency for the museums.

Our goal is to strengthen the brand.

We know that you have seven very distinct and unique properties and we want each of those brands to shine, but we need the division wide brand to shine the brightest and there's a real opportunity to create some cohesion and some brand unity.

But with that same note, we're working with the individual properties to make sure that their unique selling points with their unique characteristics shine through as well. It's not a monolith, you know.

CG Chelsey - Estipona Group 8:09

Umm.

PL Paige Lampert 8:09

The lost city is not the same as the Nevada State Museum in Carson City, and we recognize that.

So we're working to just get the museums top of mind, both on a broad state, state level division, wide level, but also those individual properties and their individual target audiences, grow memberships and grow attendance.

So when we have the opportunity to participate with all the museum leadership in the strategic retreat back in with an April. Yep.

CG Chelsey - Estipona Group 8:41

People.

PL Paige Lampert 8:44

All of us came together to work on reframing the mission and vision in a way that made sense to everyone involved.

And we are really glad to walk away from that two day meeting with clear and concise mission and vision that we're agreed upon by all participants.

So the mission is, and this applies to the division broadly, but also to individual museums, to save and share Nevada's heritage, to inspire curiosity and lifelong learning for all generations.

And then on the vision side, kind of put the aspirational, what we're working toward is to create a welcoming space that inspires and forms and connects all who explore our shared history.

So brought enough to kind of include all the different unique. Umm.

Facilities and properties and their audiences, but also unifying.

So also in this retreat we are able to establish some goals and these goals are division wide, but they also speak to umm, you know each division each property is going to have to be working toward these goals as well to help the division of chief. It's it's overall goals that is to grow the attendance, to really create some.

Ooh, that's some fighting translator.

CG **Chelsey - Estipona Group** 10:03

Most country mouse.

PL **Paige Lampert** 10:05

To create some financial stability and by broadening the revenue base and then just on the stewardship front, really leaning into improving all aspects of stewardship. So the collecting the storing.

And the the management of the of the assets and on the accessibility front to make the museums just more welcoming and because sort of inclusive to historically underserved audiences throughout the state.

And then kind of looking a little bit inside, we want to take care of the people and the places and things.

So the people that work in our museums and lead our museums, the facilities that we provide to the public and the facilities where we store these historic artifacts.

CG **Chelsey - Estipona Group** 10:54

OK, now.

PL **Paige Lampert** 10:56

And then as Chelsea's going to be digging into kind of the nuts and bolts of this marketing plan, as we mentioned a broad overview, we want to just kind of go over

some definitions because honestly, you know, marketing language is a little bit mumbo jumbo.

But just to make sure we're on the same page, she'll be touching on each of these subject areas.

So the objective it's just that broad overarching outcome that we're looking to achieve a goal is more of that quantifiable measurable target that supports our objective, a strategy it's you know, the approach, the way we're going to achieve our goal.

And then the tactic, that's like that specific tool, you know, are you going to be on TV?

Are you going to be on Facebook?

That will help us execute the strategy.

CG Chelsey - Estipona Group 11:43

Thank you so much, Paige.

Any any questions from anyone before I sort of dig into the nuts and bolts.

PL Paige Lampert 11:51

No.

CG Chelsey - Estipona Group 11:52

Move it on.

So we will be working with each museum individually to go over this plan with them to talk through their individual pieces.

I know you guys received the document this morning and like I said, it was a little lengthy.

So as we worked to implement the plan, we'll be working of course from indivision wide acts aspect closely with Francine, but then working closely with each museum for their individual pieces as well.

With that, I will get into it.

So any good plans starts with some great research, so I'm gonna kick off with just a couple of facts that we found.

There's more in the document that you were provided, and they're all hyperlinked to their source.

So you can peruse those articles.

One of the biggest things that this research drove for us was further reinforcing our identified target audiences, and we'll get into that here in a second.

But we really latched on to the bullet point here that youth who have a positive experience with museums or more are more likely to frequent museums in adult and that adults have seen the highest percentage growth of museum attendance over the past 40 years.

You'll see as we get into this and I talk about cross promotion that those two audiences playing well together make a lot of sense.

And again, this is all LinkedIn, the document that you were sent.

Starting every good plan with our target audience and you'll see these are for the entire division and there are identified target audiences for each individual museum.

Umm, so there's some crossover between the target audiences and umm, some differences as well.

But our primary audience, especially for this year and this, you know, may evolve in years coming, but currently the primary target audience is existing museum attendees.

So somebody that is visited, at least one of our museums at least once in the last two years.

So our goal to get them back into the museums and to get them into more of our museums, secondary audience is going to be those non museum attendees, people that haven't been in the past few years, maybe they went for a field trip in the 4th grade and just have never, never made it back.

So we want to bring them back in and then tertiary stakeholders and decision makers.

So the full marketing plan is going to outline the objectives and goals we're aiming to achieve for you know for the entire division and for each museum.

But for the purposes of your time today, and so I don't have to drone on at you forever.

Excuse me, I'm going to dig straight into outlining the strategies that we're proposing.

We really want to spend our first full fiscal year working with the division, going after that low hanging fruit, getting some quick wins and really trying to drive some change, establishing some solid reporting metrics, creating easy systems for cross promotion.

We're really focused on doing a few things really well and getting some great

systems in place before doing a lot of different things.

We want to be able to do things well and track them well and know what's working and know what's not working.

So we can establish long term growth and we believe that with a solid foundation built in fiscal year 25, we'll be able to expand our efforts and try more testing and new different fun things.

As I mentioned, cross promoting the museums to existing museum attendees as one of our four strategies and one of the things that was also interesting when we were really digging into each museum individually as how well exhibit specific marketing works for them on their own social media channels.

So we really want to increase our efforts there and help the museums to talk more broadly about their exhibits.

PL **Paige Lampert** 15:23

Yes.

CG **Chelsey - Estipona Group** 15:23

I'm work of course, to generate more museum publicity and then provide targeted communications to government and business leaders and have a greater presence at the Nevada Legislature next year.

Tactics.

This is the fun part.

So we're just going to dive, right?

And do it the how the what, the how what we're going to do one of the ideas that we're the most excited to implement that I know Francine and I have talked a lot about and that this pony group team has talked a lot about internally is the purchasing and implementation of the museum wide CRM or a customer relationship management software.

So that's a HubSpot or an active campaign maybe you probably have Salesforce, it won't be Salesforce, we're not going to, we're not going to go that hard.

But this will allow us to add visitors, ticket purchasers and hopefully anyone who purchases from the museum store to our database will categorize people based on activity and the location visited.

And then we're going to use this data to retarget to them, either via email or other means of advertising.

Basically, once we're in, once they're in our system and we're tracking them, we're going to be able to talk to them more frequently.

In addition to being a great remarketing and cross promotional tool, this is going to give us a lot of insight into our visitors.

We're going to be able to see if somebody has maybe purchased a Santa train ticket every year for the past five years, but has never actually purchased a museum admission.

Obviously that's a long term goal, right, because we're just going to start tracking, but then we're going to be able to develop strategies to get those families into the museums more often.

Umm.

Sorry, I lost my train of thought tailing off of this.

We have debated whether this next piece is a goal or a tactic, but either way, we know that we want to work towards expanding the online purchasing options for the museums.

Your consumer, you're all all members of your target.

Audiences are used to doing their transactions online and we really want to make it easy for them to purchase with us online.

So this should include the ability to purchase admission, train rides, memberships and to donate all in one easy place.

We definitely recognize in some of the conversations that we've had that there are challenges associated with this on the back end regarding how transactions get categorized and where the money ultimately lands across the, you know the division and different accounts.

But I feel confident that with strong collaboration and some great development that we can absolutely build an ecommerce experience that works for your audience and accounting and then gives us that great data with which to bring people back over and over and over and over again, a couple other things were really excited to work on with the museums and Francine or to develop social media strategy guides for each museum that's going to outline their target audiences on social, their tone, their messaging, the types of content that they share, content buckets and then work with them to.

Create templates that they can then use to own their own social media.

A little bit more, I think that you know, each museum internally has a bit of a different bandwidth, if you will, for what they can or can't accomplish on social

media.

So hopefully giving some tools and some training and then as Estipona Group, of course coming in and supporting wherever we can to really make that those presences seeing they do well already.

So again, that low hanging fruit, let's make them even better.

As you dig further into the plan, you'll see that we did a SWAT analysis for each museum, and this really helped us to understand both similarities and differences for each museum and how that drove to their individual overall strategies and the division strategies.

Umm.

And their tactics, you'll see here as well that we identify cross promotion at online ticket purchasing as a great opportunity.

We also found and.

These are expanded upon in the in the full plan that was sent over, but there are a lot of strengths and so our strategies and tactics really lead on those strengths, the weaknesses we feel are, you know, compatible staff bandwidth.

That's where we'll come in to help support where we can with whether it's graphic design messaging, posting on online calendars.

What have you really working with the museums to build that brand awareness via publicity and their own channels?

Umm, threats are similar to any museum.

You're going to find across the country people have short attention spans.

If you can't tell them a story in 15 seconds, you're wasting your time.

Umm.

Some competition locally and then misinformation that these are all you know, individual institutions as part of a greater organization.

So really working towards getting all of that aligned.

Can we dig into the individual museum tactics?

One thing each.

Each museum has shared and unique tactics outlined, so they're some that are going to hit for every museum and some that are going to be just stand alone.

Umm, one thing that we think will be really fun are these field trip field notes and that's creating that conversation between the kids who are coming into the museum and their parents to kind of hit those two identified target audiences from the research.

So creating take home marketing materials to encourage parents to bring their kids back to the museum.

We want kids who were excited to visit the museum to have something great to take back to their parents, to maybe share the experience with their families and encourage return visitation with siblings and other family members.

These could be like folders with collateral baby.

It's.

I don't know.

Swag, haven't dug too deeply into it yet, but I'm thinking a great way to reengage those families.

Umm, we also think that consistency in their social media boosting will really help, as again just a simple thing that we can implement to expand a reach that's already there.

So helping them to identify what content should be boosted, managing those boosts, and then getting outside of that owned audience a little bit, we definitely think some influencer marketing for each museum will make sense.

People want to hear from their peers about things that they love to do.

So that's a great way to get more local residents into the museums and have them tell their stories on their platforms.

And then we definitely want to use programmatic digital media bias, so programmatic, meaning we're going to target not just you know, people who watch one TV station at night, but we're going to look at age, location.

Umm.

Interest and try to really hone in on our target on digital platforms and target our audiences that way.

So some new media bias to try this year?

Let's see.

That's it.

Like I said, I didn't want to drone on at you for too long, but I'm happy to take any questions.

I would love to hear some thoughts and I will stop sharing my screen.

This will be sent to you, so you'll have my contact information should anything else come up.

PL Paige Lampert 22:19

Yeah.

SS Seth Schorr 22:22

Uh, so that's true.

For the record, first of all, thank you everyone.

That was clearly a, you know, very thoughtful presentation.

You know, my main takeaway and the thing that I'm most excited about is so many of the things you address are really about the infrastructure and the tools.

Umm, you know, to be honest, I, you know, even some of like the target audience, I mean, I feel like we could probably debate and discuss it, but I don't know that any of that matters.

I mean, it's 2024 and we've been operating 7 businesses with no marketing tools, miss a joke.

CG Chelsey - Estipona Group 22:58

OK.

SS Seth Schorr 23:05

And so to me, you know, putting 99% of our effort into getting that infrastructure, the CRM, the tools, the right metrics, the right KPIs, having a spot on it, like if that's all we do, that's all that matters.

CG Chelsey - Estipona Group 23:11

No.

PL Paige Lampert 23:12

Mm-hmm.

SS Seth Schorr 23:19

And and then once we have that infrastructure, we can take a step back and talk about you know, are we looking more for you know is it about retention and revisits or acquiring new members?

CG **Chelsey - Estipona Group** 23:22

Unreal.

And then.

SS **Seth Schorr** 23:30

I mean, I think I know it's not that binary, but we can discuss all that later.

Umm.

For the record, I do think that there's a difference between new Member and a I'm a new person in Las Vegas in general, I think that's very, very important.

CG **Chelsey - Estipona Group** 23:44

Ohh.

Definitely.

PL **Paige Lampert** 23:46

For sure.

CG **Chelsey - Estipona Group** 23:46

Umm, absolutely.

SS **Seth Schorr** 23:47

So I think that's specific target within a target, but even that like who cares that's without all the tools you guys are putting in place.

CG **Chelsey - Estipona Group** 23:50

Mm-hmm.

SS **Seth Schorr** 23:54

We can talk about those things.

We have no way of executing or measuring, so yeah, I'm thrilled.

You know, Brenda has been talking about you guys for, I don't know, 6 to 9 months.

I've been hearing since last fall and you know you've lived up to the expectation and bringing a level of professionalism that at least our museums haven't had since.

I've been around for the last eight or nine years.

I don't know before that, so thank you so much.
Excited to work with you all.

PL **Paige Lampert** 24:23

Awesome.
Thank you.

CG **Chelsey - Estipona Group** 24:24

Makes us.
Yeah, we're excited too.

MS **Mark C. Slaughter** 24:28

Hi.
This is mark slaughter.
For the record, I didn't, you know the constant challenge.
I think with a lot of our properties resume properties, are there population isolation really the because they're they're not round.

CG **Chelsey - Estipona Group** 24:38

Umm.

MS **Mark C. Slaughter** 24:41

Of course, centers.
I think some of the things you guys proposed will definitely address some of that and everything.
So I look forward to seeing more on that as we continue to work with those communities.

CG **Chelsey - Estipona Group** 24:46

Umm.
Thank you, mark.
Chelsea Bryce.
For the record, I'll just add to that really quick.
One of the things that our Vice President strategy noted when he was working on this plan and was looking at identified target audiences that are programmatic

buying partner has available.

Umm, it was a really specific audience of Rd trippers planning a trip so like looking at those people who drive, you know, the Snowbird population, if you will.

So being able to find that audience before they're like and while they're in their consideration phase of planning a trip and saying, hey, these are some great stops on your way if you're coming, if you're heading to Southern Nevada, wherever stopping at the Easterly Railroad Museum.

So I think there's some definite opportunity there to get ahead of, you know, those people who are probably going to would otherwise maybe just drive by.

MS **Mark C. Slaughter** 25:51

Yeah, this is Mark Slater.

For the record, yeah, it's a.

It's a a constant challenge.

You know, with these folks up there and then, you know, I'll just take lost City because I know it well, not maybe the best, but.

CG **Chelsey - Estipona Group** 25:57

Mm-hmm.

MS **Mark C. Slaughter** 26:04

But you know there are near a major hub people, but they get folks to come up there, you know, especially summer months.

CG **Chelsey - Estipona Group** 26:08

Umm.

MS **Mark C. Slaughter** 26:13

But it's 110.

PL **Paige Lampert** 26:14

Umm.

MS **Mark C. Slaughter** 26:14

Yeah.

CG **Chelsey - Estipona Group** 26:15
Uh-huh.

MS **Mark C. Slaughter** 26:15
So it's going to change and you guys know all this stuff.
And I just thought I'd those are the things that I, you know through, you know, 25
years of dealing with all these folks.

PL **Paige Lampert** 26:18
Yeah.

MS **Mark C. Slaughter** 26:25
You know, they always kind of facing those challenges.

CG **Chelsey - Estipona Group** 26:25
Wow.

MS **Mark C. Slaughter** 26:27
So I think I'm echoing them more than him.

CG **Chelsey - Estipona Group** 26:28
Mm-hmm.

PL **Paige Lampert** 26:30
For sure.

A **acceb620-e03b-47c7-b9dc-6890dd829812** 26:33
Good morning.
This is Dora Martinez, and I allowed to speak.

MM **Michael Malone** 26:41
What did Dora please do?

SS **Seth Schorr** 26:41

Yes, please, please.

A **acceb620-e03b-47c7-b9dc-6890dd829812** 26:43

OK.

Good morning Dora Martinez for the record.

So I I I heard a little bit during the presentation and unfortunately I can't see the screen because I am blind.

But I did get the attachment.

Thank you to Michael Malone and I'm going through the reading that hopefully it is accessible to blind people.

So I did hear that, you know that one of the groups that we are focusing on is K12 and this is so true.

Umm.

But we would encourage when you guys do the website sending out emails and all that sort of good things, make sure you have the universal design in mind based on AB152, the accessible museum build which I left the Cohen sponsors or the awesome the sequence sponsor that because I talked to her regarding this and and museums are important to everyone and and having students involved, especially students who are have dual sensory disability, blind and or deaf, it would be really important to have these tools on hand and and by happenstance you are not you are not.

CG **Chelsey - Estipona Group** 27:23

Umm.

Absolutely.

Umm.

You.

A **acceb620-e03b-47c7-b9dc-6890dd829812** 27:57

Inventing the wheel, we could use other states who are have these tools and we could borrow the ideas and implement it in our state.

So everyone are included and that's the whole meaning of diversity.

Umm.

So not just people who are youngsters, but the elderly folks who are hard of hearing

and maybe visually impaired and they are enjoying museums when they were younger and didn't have a disability, but now they're in the club of disabled people. This is all included and that's the whole meaning of diversity is including everyone. I'm going to be mute now and I appreciate Michael Malone for sending me the calling conference line.
Thank you.

CG **Chelsey - Estipona Group** 28:44

Uh Chelsea price.

For the record, Dora, thank you so much for your comments and your feedback. And yes, in addition to and optimizing the websites to, you know, tell a better to to tell great stories and to be more SEO friendly and forward thinking, getting them to be fully accessible as one of our goals.

Absolutely.

This year, working with the museums to help them make exhibits more accessible, all of the above.

So absolutely something that we are working on and working towards this year and for years to come for sure.

So thank you so much.

It looks like Tony might have a hand raised.

TT **Tony Timmons** 29:29

Mr.

Chairman Anthony Timmons, for the record.

I'll go ahead and proceed.

Anthony Timmons, for the record.

First of all, Dora, I knew you were the perfect person for this committee.

So thank you so much for being here.

I knew you were kind of hesitant at first, but I knew you would be the perfect person.

So thank you for your comments, Dora.

That was that was great.

One thing I didn't want to mention is I'm very happy to see the focus on relationship marketing because research coming out after COVID is showing that relationship marketing is critical to the success of marketing, especially what we went through after the COVID pandemic.

So both relationship marketing and the lifetime of value lifetime value, but customer, I'm happy to see the focus on so very well done and I look forward to seeing more about the report, Anthony 2 minutes for the record.

CG Chelsey - Estipona Group 30:07

Mm-hmm.

Thank you, Anthony.

This is Chelsea price.

For the record, yes, absolutely.

We're seeing that too across multiple clients that that relationship, marketing email becoming a much more trusted source at one to one interaction being really important to different target audiences across industries.

So couldn't agree with you more, and I'm glad we're glad we're on the same page there.

How someone else?

SS Seth Schorr 30:56

And I said sure over the record.

Not.

Look, I think that was fantastic.

I'm glad that our committee was able to get a preview.

CG Chelsey - Estipona Group 31:06

Umm.

SS Seth Schorr 31:07

I know it'll be a topic of conversation at a board meeting.

Umm, but I think that was it.

Uh, Francine?

Or Brenda.

Anything else we wanted to cover?

FB Francine Burge 31:19

I was just going to say because I probably should have said at the beginning, we will be presenting this at the board meeting later on in June, so they will not get the full

marketing plan, they just need to get the, the, the overview of pretty much this presentation.

CG **Chelsey - Estipona Group** 31:27
Umm.

FB **Francine Burge** 31:37
So you got the sneak peek.

SS **Seth Schorr** 31:40
Big, big.
Well, well, well, thank you.
I'm.
I'm glad we did and I know the rest of the board will be excited as well.
So yeah, I I'm thrilled.
Thank you.
Again.
Umm yeah.

DT **Daniel P. Thielen** 31:52
Set that they got to come up and so this damn feeling.

SS **Seth Schorr** 31:55
Help please.

DT **Daniel P. Thielen** 31:57
For the record, this effort that we're doing, we touched briefly on our strategic plan and it's our.
It's our intention to have this become a culture change for the division and adding these elements.
Into our effort, I will, I hope, energize all the staff are volunteers and the board that if we can be all instead of seven different siloed museums that we can become a cohesive unit that leans on each other and supports and inspires one another in in the achieving our goals we are we're pretty, pretty excited at the division level and and I think at the museums also.

On making sure that accessibility is right up there at the top of our priorities and I've said it this way that it's not, you know, it's not just it, it it, it's the right thing to do, right?

We don't want to be exclusionary, and sometimes museums, I think as we do these backgrounds interests, what we're going to find some things that aren't flattering about some of our museum attendees and we want to broaden out that visitation. To everybody.

And then the next step, one of the next steps that's going on with the marketing plan that we brand the meat, the division of museums and history and so that we can take pride in ownership and have that sense of belonging rather than again that that 7 siloed museums that that can have such wonderful outcomes.

So the it's pretty it.

It's pretty Dang exciting.

That's all.

I just wanted to get a little bit more broader of the pit broader picture.

CG Chelsey - Estipona Group 34:22

Umm.

SS Seth Schorr 34:33

Yes, that's over the record, Dan.

I couldn't agree more.

I think this is a complete, you know, cultural shift in the way that we're looking at our business, right?

It's a it's a business and I've never run a business without a real a marketing plan.

So it's super exciting and I I think you all have addressed, I'm a lot of our concerns and then some, uh, any other Brenda, I see your hand raised.

BS Brenda Scolari 35:04

Brenda Scolari for the record.

I just want to thank Francine and the entire Estepona team for, you know, just really hustling and doing so much work in a really condensed period of time for us to have these guiding documents, you know, before the this committee and the board.

And, you know, informing the directors I it's just incredible.

So I just want to thank everybody for the good work.

CG **Chelsey - Estipona Group** 35:33

Happy to do it.

SS **Seth Schorr** 35:38

Any other comments, thoughts, feedback.

A **acceb620-e03b-47c7-b9dc-6890dd829812** 35:42

This is Dora Martinez.

I'm thank you, Dan Tillman, for it's the right thing to do.

I think I'm going to use that every time I contact the legislature, but it's just a a word of advice and coming from a user perspective to the local people that is contracted to do the museum, I think I always support local and my advice is please do not use overlays, they are not accessible and I know they have it on their websites.

Access take care of all accessibility issues.

It does not.

Some of the blind organizations that I belong to are suing them.

So just the word advice, do not use them and thank you so much and make it a great Monday.

CG **Chelsey - Estipona Group** 36:23

You know.

Tell Chelsea brace for the record.

Thank you, Dora.

Yeah, no Estipona group definitely does not use overlays in our in our accessible programming, so we are aligned on that front.

A **acceb620-e03b-47c7-b9dc-6890dd829812** 36:32

Here you go, pick out the right.

There you go.

CG **Chelsey - Estipona Group** 36:38

Absolutely.

Thank you so much.

SS **Seth Schorr** 36:53

OK.

Going once, going twice.

Alright, well we do not have any other discussion items.

So I do want to take a brief moment to offer another moment for public comments of the comment is welcomed by the committee, because the time considerations, the period for public comment, page speaker may be limited to 3 minutes in the discretion of the committee, chairs and speakers urged to avoid repetition of comments made by previous speakers.

Public comment options.

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

Speakers must identify themselves.

Anybody from the public?

OK.

With that, meeting adjourned.

Thank you all so much.

CG **Chelsey - Estipona Group** 37:45

Thank you.

MS **Mark C. Slaughter** 37:46

Thank you.

MM **Michael Malone** 38:23

You're still in there for that transcription.

DD **Daphne DeLeon** 38:29

I am.

Did you pull it down already?

I'll go out.

MM **Michael Malone** 38:33

But yeah, I'll grab it.
Thank you.

DD **Daphne DeLeon** 38:34
OK. Thanks.

● **Michael Malone** stopped transcription