



NOTICE OF PUBLIC MEETING & AGENDA

Board of Museums and History
Marketing and Technology Committee

Friday, November 15, 2024, at 2:00 PM
The meeting was held online via MS TEAMS conference.

1. Call for the start of the recording of the meeting. Committee Chair.
Committee Chair, Seth Schorr, asked for the start of the meeting transcription.
2. Call meeting to order. Committee Chair.
Chair Schorr called the meeting to order.
3. Call for confirmation the meeting was properly posted. Committee Chair and staff.
Chair Schorr called the meeting to order. Administrative Assistant, Michael Malone, confirmed the meeting was posted in accordance with Nevada's open meeting law.
4. Call for the roll call of Committee and determination of quorum. Committee Chair and staff.
Roll was taken by AA Malone and a quorum was confirmed.
5. Public comment announcement. Committee Chair.
No public comment was given.
6. Discussion pertaining to the Social Media Strategy with the Department of Tourism & Cultural Affairs. (for possible action)
The Department of Tourism and Cultural Affairs, in collaboration with the Estipona Group, is creating social media guides for all state museums to:
 - *Provide continuity, best practices, and templates.*
 - *Maintain each museum's authenticity while professionalizing their online presence.*
 - *Highlight engaging, behind-the-scenes content to captivate audiences.*
 - *Guides will include Canva templates for streamlined content creation.*
 - *Proposal for quarterly strategy sessions among museum social media coordinators to share ideas and improve practices.*
 - *Introduction of GPT-powered tools (e.g., custom ChatGPTs) to enhance content creation efficiency.*

7. Discussion on how the Marketing & Technology Committee will report on progress by the *Estipona Group to the Board of Museums & History. (for possible action)*
Estipona Group will share metrics on website traffic, social media engagement, and progress relative to the strategic plan.
The committee plans to align reports with the board's strategic goals and explore industry collaboration (e.g., partnerships with marketing teams from heritage institutions like the Mob Museum and Neon Museum).
8. Discussion pertaining to the HubSpot (CRM) Integration Plan. (for possible action)
Customer Relation Management (CRM) implementation begins January 2025, with museums tasked to consolidate contact lists.
 - *Initial emails will focus on relationship building, avoiding aggressive marketing to establish trust.*
 - *Future plans include cross-promoting museum events and integrating ticketing data for targeted campaigns.*
 - *Emphasis on thoughtful rollout to ensure legal compliance and maximize engagement.*
9. Other Discussion Items.
Suggested inclusion of marketers from other cultural institutions (e.g., Mob Museum, Neon Museum) as subcommittee members.
Goal: Leverage external expertise, foster partnerships, and integrate museum offerings into broader visitor itineraries.
10. Public Comment Announcement.
No public comment was given.
11. ADJOURNMENT
Chair Schorr adjourned the meeting.

NOTICE POSTING LOCATIONS

<https://notice.nv.gov>

<http://museums.nevadaculture.org>

NEVADA DIVISION OF MUSEUMS & HISTORY

412 E. Musser St., Suite 2, Carson Street, Carson City 89701

The public may acquire this meeting notice, agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Michael Malone, Administrative Assistant III, Division of Museums and History, (775) 687-7340, ext. 301, or via email, to mpmalone@nevadaculture.org. Supporting documents are available from the Nevada Division of Museums and History at 412 E. Musser Street, Suite # 2, Carson City, Nevada 89701.