

**Meeting Minutes**  
**BOARD OF MUSEUMS AND HISTORY**  
**MARKETING AND TECHNOLOGY COMMITTEE**  
**January 29, 2019: 1:00pm**

Location  
Division of Museum and History  
412 E. Musser St., Ste. 2  
Carson City, NV 89701

**BOARD MEMBERS PRESENT**

Seth Schorr, Chairman \*  
Bryan Allison  
Anthony Timmons\*

**BOARD MEMBERS EXCUSED**

**DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS, DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES STAFF PRESENT**

Peter Barton, Division of Museums and History, Administrator  
Carrie Edlefsen, Division of Museums and History, Administrative Services Officer  
Lauri Brown, Division of Museums and History, Administrative Assistant  
Ron Webster, Department of Tourism and Cultural Affairs, CIO/ISO \*  
Myron Freedman, Nevada State Museum, Carson City, Museum Director \*  
Mary Beth Timm, Lost City Museum, Museum Director \*

**PUBLIC IN ATTENDANCE**

No public in attendance.

\* via teleconference

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Schorr: It's January 29 at one o'clock. Can we confirm that the meeting was properly posted?

Brown: It was properly posted.

Schorr: Fantastic. Thank you for doing that. Can we now please do a roll call?

Brown: Seth Schorr?

Schorr: Here.

Brown: Bryan Allison.

Allison: Here.

Brown: And Anthony Timmons.

Timmons: Here.

Brown: We have a quorum.

Schorr: Okay, thank you so much. Okay. I don't have any announcements or meeting logistics at this time. I think later in the meeting we will determine if or when another meeting will be set up.

Male: Who's on the call? Who's on the call?

Schorr: So we'll go to section four, to public comment. Public comment is welcome by the Committee. A period of public comment will be allowed after discussion of each action item on the agenda but before voting on the item. Due to time considerations, the period for public comment by each speaker may be limited to three minutes at the discretion of the Chair, me. Speakers are urged to avoid repetition of comments made by previous speakers. No action may be taken on any matter brought up under public comment until that matter is specifically included on the agenda as an item--on which may be taken. Any public comments? I wonder--that's, uh--

Male: Might ask who's on the call.

Schorr: Yes, that would be good. Can we please find out who is on the phone call so we know who we're talking to?

Webster: Yeah, Ron Webster, Chief Information Officer for DTCA.

Freedman: Myron Freeman, Director, Nevada State Museum, Carson.

Schorr: Myron. Anyone else today?

McBride: Dennis McBride, Nevada State Museum, Las Vegas.

Schorr: Dennis, thank you for joining us today. Okay. Well, great. Well, thank you, everybody for taking the time out of your busy schedule to meet.

Male: Where is Mary Savage?

Schorr: It is the first Marketing and Technology Committee--

Barton: Got them on mute.

Schorr: --meeting that we've held that I've run, so I appreciate everybody's participation. You know, ultimately it's our goal to help all of the museums enhance their use

of social media, digital media, website development. At least that's our initial focus here. How can we leverage digital marketing to get more awareness for museums and to drive more visitation. I do anticipate, over time, there'll be other (inaudible) that the technology committee can focus on. But to me, this is the lowest hanging fruit and one that, as a committee, we can discuss and potentially make some recommendations and create some best practices. Hopefully, see immediate results. I know based on our last board meeting that marketing in general is tough. It's tough with a limited budget, just like any small business, which, you know, for me it's easier to see these museums as small businesses. It's hard to spend money in advertising but if we really learn to leverage social media and to enhance the way we leverage the internet, I think that we can see some results. Did somebody else join the call?

Timm: Hi, this is Mary Beth Timm, Lost City Museum.

Schorr: I was hoping you'd join, Mary Beth. You're the one that had such a great social media experience and results, so thanks for joining.

Timm: Thank you.

Schorr: Okay. So with that introduction and overview, we are going to go to Item Number 5, reviewing the social media status. Now, how can I (inaudible) just us and I don't know what the logistics and rules are around actually having a web share, although that's something that I guess technology should be able to figure out 'cause it would be able to make this meeting a lot more productive and useful. So since we're not looking at the same screens, I think maybe what would be helpful is here at the Nevada museum, we'll pull up Facebook. And for those of you on the phone, if maybe you could speak to what your, you know, strategy is for Facebook, Twitter, Yelp, Trip Advisor, we could start there and just see if we can't identify a theme--

Male: Is that Mary Beth that I heard?

Schorr: --and turn those themes into best practices.

Female: Yes.

Schorr: So, you know, without putting anyone on the spot, Mary Beth, since you were the last to join, you can be the first to start.

Timm: Absolutely. So I have data on our Facebook page that I did not synthesize for this meeting. I'm pulling it up here on my computer. But I've been keeping a log of activity on Facebook, how many people share a particular post or how many check-ins we have. I don't keep track of likes, I do keep track of comments. And so I have started keeping this data, 2016 or 2017, and so I have a kind of a good handle on what kinds of photos that we put up are more

sharable than others. And so we can kind of see, like, when there was a--a flooding in the wash, I took a quick picture as we were walking across the railroad bridge to get into the museum, which happens maybe two, three times a year where we're still able to be open but it's harder to get to the museum because of the flash flooding issues. And so that was a really liked picture.

Another really liked picture that I put up there was cactuses in bloom. We have Ocotillo Cactuses on our campus. There was orange flowers on one of the particular ones--maybe they have all have orange flowers, I'm not familiar with plants. But pictures of our cactuses in bloom seemed to really capture people's interest and that was shared a lot.

And then the other day, I shared a video that I had referenced in--I did a talk at Shippo over the weekend on basketry and there was a video that I had screenshots of in my presentation. And so I shared that video on our Facebook page in case the participants wanted to see it and that was shared quite a bit. So it seems like a picture has more impact. Like Facebook tells us all the time, put pictures on here. But it seems like videos have even stronger impact (inaudible).

Schorr: Mary Beth, if you don't mind me interrupting, I also noted most recently, the last post was of some cool merchandise.

Timm: Yes.

Schorr: And if you recall, recently we discussed how we can increase merchandise sales at our last committee meeting. Have you done this before or was this an experiment? It's a great picture, very cool.

Timm: We've put them up before for Museum Store Sunday and then also when we got a new product into the store that's different and new. But in this instance, we were able to find a local vendor that makes hats, so not only are we promoting the store but we're promoting a local company that's a small mom and pop business in our store, which is amazing. So we have a store meeting tomorrow that we're gonna discuss a couple different options for how to get our store on social media and one of the options that we're going to discuss is if the store itself needs its own Facebook page. That way we won't dilute the message of our page itself but we would have the message for our museum page and what our museum is doing, and then a separate page for the store and then they--have them cross reference each other.

Schorr: Yeah, so that, you know, these are all great points you brought up. First of all, I just want to point out that this post, you know, it's got 20 likes. More impressive they got 11 shares. It's a super-high percentage of people that you engage that actually shared the post. And as we all know, as good as likes are, shares are far more valuable. So this definitely resonated with people, the fact

that you had (inaudible) is something that's really important, leveraging (inaudible) and I think something like just how we use hyperlinks and hashtags are something that does a great more engagement.

And then I think you bring up a great point, something that we can also discuss in further detail, and that is when is it beneficial to have more than one social media page or multiple voices. It's a complicated thing and I certainly have visited with multiple restaurants and a hotel and there's always an argument where, you know, should each division have its own voice. So that you don't dilute it, we said, but you also sometimes lose engagement. So maybe--I think these are all great topics that we can explore and see if we can't find some consistent practices.

So Mary Beth, thank you for that overview and maybe for our next meeting-- and we're gonna discuss a little later at this meeting, a questionnaire that we're going to develop and send around to document or memorialize some of the things you're talking about and get some of the stats and analytics that it sounds like you've been collecting. So thanks for that overview and I think we can get into more detail in a follow-up meeting.

Anything else you want to share? Are there any other social media pages, you know, social media channels besides Facebook that you find useful and important?

Timm: Well, for Lost City, then we do have a Twitter. We've been trying to get an Instagram but the challenge is, it doesn't seem like you can post to Instagram from a computer. It would have to be personal cell phones linked to an Instagram page. Because it seems like the younger generation is moving away from Facebook and into Instagram itself, so it would be more powerful for us to have that--

Male: I haven't moved into Facebook.

Timm: --account. But then we run the risk of personal cellphones being used for posts on social media, which is not generally encouraged by our IT department.

Female: (Inaudible).

Schorr: I bet. Look, I know that there are specifics around what you're saying but I think your intuition is absolutely accurate. Instagram, with a younger demographic, is becoming increasingly more important than Facebook and Twitter. What I'm hearing is they're essentially a technical challenge and so I think you're right, it has to be done on a phone or a tablet. So something I will explore about, you know, possibilities, if there is a tablet or something that we can designate (inaudible).

Timm: Well, I would hesitate with the tablet because we don't have Wi-Fi.

Allison: Well, you can get a cell account for a tablet.

Timm: Okay.

Allison: It just doesn't have to be on Wi-Fi. How--it's been a while for me. How do you guys handle it, do you know, Tony?

Timmons: What do you mean, Instagram versus the--we're very much into Instagram and also Pinterest.

Allison: So are people posting from their individual--by the way, this is Bryan Allison for the record.

Female: Thank you.

Allison: Are people posting from their personal phones, are they--Seth, do you know for your business (inaudible) something we need to look into?

Schorr: So Seth Schorr for the record. Most of my businesses, the social media coordinator does post from their personal phone. At least in the private sector, this idea of using a separate phone, that went out once people paid a fixed rate for data. You know, this idea that you're forcing people to use their data and minutes, that's, like, ten years ago. I imagine with the State, there may be some other things we have to consider but at least for my businesses, it's become much more (inaudible).

Allison: Bryan Allison for the record. I know in my past what we've done is we've had accounts that are not tied to a personal email address, they're tied to (inaudible) email addresses controlled, so that if someone leaves the company or the state or whatever, you don't lose access to your credentials, you don't lose access to your account. Ron, is this something you could speak to, how the state views this?

Webster: Oh, the state can--we can set up a generic account. I've actually gotten several to do state business and we--yes, and that way if somebody leaves, we still retain the credentials and can still use the application. You can use Instagram on a PC if you use an emulator for Android or IOS, something like Bluestacks. But that would require my department to set that up maybe off state network because you're promoting the store and the goods in the store, which is a Friends--it's kind of separate from the state business. But it's something we could assist you with.

Schorr: Seth Schorr for the record. Thank you, Ron. You know, I think we'll have to wrap our heads around, you know, what we can and cannot do but in my opinion, once again, looking at these museums like small businesses, there's no

question that, you know, if there was a \$50 monthly expense of having either a, you know, state-owned phone or iPad with a cell, it's critical. It's so critical that somebody on site can snap a picture right there and upload it. Take a picture, download on the computer, upload it through an emulator, no chance it happens. And hearing what I heard in the last board meeting and the last museum meetings, when I'm hearing, you know, like, people on the phone talk about, you know, the inability to buy a billboard or rent a billboard, this is all we have. This is all we have. This is social media. And arguably, it's more important than billboards and print ads. So we have to allocate--and we're talking about, you know, literally it's should just be \$50 a month and no more, we have to find it in our budget. We should do it right. We should set you guys up for success. So this is a problem we have to solve and, you know, I'm going to make it (inaudible).

Webster: The Friends could probably set up an account with AT&T or Verizon, whatever your flavor is and get a cell phone to do store business through Twitter, Instagram, Facebook, whether it's a tablet, whether it's a phone. They both tie to a Wi-Fi--not a Wi-Fi but a cell data account. I have one personally, both for my phone and my tablet and I think both of those cost me, like, \$120 a month and I'm just wide open with whatever I can do based on my data plan. That's definitely doable to run store business from the Friends perspective. It's not that expensive. It's cheaper than a billboard. As long as you've got somebody who can maintain the social media aspect of doing that.

Schorr: Seth Schorr for the record. Well, thank you. So the real goal today is to get some of these challenges documented so we can come up with solutions and best practices so we can have the same solutions, standardize it as much as possible. So this is a great, healthy conversation and thank you.

So why don't we move on to maybe one of the other museums. Is there someone else who wouldn't mind giving their overview and experience with Facebook and we can look at the page?

Freedman: Sure. This is Myron for the record. If you look at the Nevada State Museum, Carson City Facebook page, the way we've been operating regarding all of this is really to rely on our general media effort and that is working with Guy Clifton pretty regularly. So Guy sent out the media releases obviously, but then he will also post other versions of that on the Facebook page, as well as post updates from different events. And then our education department also consistently posts notices and pages for events. And so those go up pretty regularly. Beyond that, I know that he does this for all the museums. Guy has a Twitter account that he updates pretty regularly, whatever he feels is kind of the hot topic at the moment for the museums goes onto his Twitter feed. And that's about all I know at the moment.

Schorr: Thanks, Myron. Seth Schorr for the record. That is a good overview. And I'm sorry (inaudible) who is Guy Clifton? What is (inaudible)?

Male: The public information officer.

Schorr: Got it, okay. Sorry about that.

Allison: Myron, this is Bryan Allison for the record. Hey, how's it going. I see Guy posting a lot kind of wherever he happens to be. Is he doing that for--you said he's doing that for every museum. Is it more consistently for Carson City Museum or just because he's close to you guys? I can't think of words today, I'm sorry.

Freedman: I think it has to--I think he said--

Allison: And then it's being supplemented, kind of as you explained with your case, it's being supplemented by the staff at the different museums?

Freedman: Myron Freeman. Basically, it's a bit of all of that stuff.

Allison: Okay.

Freedman: Sometimes we're initiating it, sometimes he does. I mean, I haven't really tracked how much each museum gets. I know that Guy responds if you reach out to him to say, "You know, I'm doing this or we're doing that," you know, he is very good about jumping on whatever that is for any of the museums. So I think it's a question of what the frequency of contact with Guy is regarding what your activities are.

Schorr: Yeah, that makes sense. Seth Schorr for the record. You know, as I look at the Nevada State Museum, Carson City Facebook page, the thing that stands out to me is that there's great content on the page. So whoever is taking the pictures and deciding what to post, you know, they're doing a good job. It's relevant, it's taking about some events as they come up. It's linking things like the Nevada magazines that are relevant. And so that's generally half the battle, is making sure that the content that one puts on a Facebook page makes sense (inaudible) it's relevant, it's interesting. And so far, Lost City and Nevada Museum, in my opinion, does a fine job doing that.

The second step, and the one that's a little trickier--and unless you're an expert or have real guidelines to follow, it's, you know, we don't expect anyone on this call or in this room to be, is how to get more people to see it. And it's hard, right, I mean, obviously you're fighting with tens of millions of other Facebook pages and, you know, everyone's fighting for peoples' eyeballs. The goal is to get, you know, this page where we have 477 people liking it, you know, really, that's 4,000 people. You know, and that's not, you know, I don't throw that

number out there lightly. It's something that, over time and the right strategy, we can do.

And I just share that with you to (inaudible) tell you what my goal is. My goal is come up with suggestions and directions that when you post a picture, for example, these are the ten hashtags that we're going to put every, single time. So, you know, even hashtag museum. I mean, it sounds super obvious but what that means is that other people, when they are searching for museums, there's a better chance that this comes up, and, you know, other things like that. So I think as a committee, we'll try to come up with some of those suggestions which may help get more awareness to these sites, which I think people will like.

Female: Thank you.

Allison: This is Bryan Allison for the record. Dennis, who does most of the social for Las Vegas?

McBride: The person who did it, Alana Short, was our administrative (inaudible) and she did a very good job of keeping our Facebook up, Instagram and Twitter. And she left in November and so Crystal's sort of taking up the slack right now, our Curator 2 manuscripts. And I can't tell you what the statistics are but I gather them for the monthly report and also quarterly for the Board report. It's got about something over 6,000 Facebook friends.

Male: Yeah.

McBride: And we get a lot of check-ins. Sometimes two or three a day for a week, people come in. We have our digital newsletter that's more (inaudible) I haven't filled Alana's position. We do Pinterest. We also have access to two other websites, the Friends of Nevada State Museum Las Vegas, and they do a lot of promotion for us and vice versa. And also the Springs Preserve, which does some, not a lot but as we keep them informed of what we're doing, then they post that on their events page on their websites and we get a lot of input from that, as well.

Timmons: Mr. Chairman?

Schorr: Yes.

Timmons: Anthony Timmons for the record. It looks like we're doing a lot of push marketing, we're, like, pushing information, we're pushing this out, pushing it out. Is there a way to engage more? Like, can we have--is there a--first of all, I'm not on Facebook, I have to admit. But is there a way that we could do an Ask An Archeologist chat or Ask A Curator chat?

Schorr: Seth Schorr for the record. I think that's a great question. I think these are some of the tactics that we should discuss. So for example, the most popular thing on

Facebook these days is Facebook live, right, so literally watching an archaeologist talk about something. Any time that there is an event at any of the museums, it should be streamed on Facebook. No doubt about it.

McBride: Dennis McBride. We did that for a while. We had each of the curators give a tutorial in their particular purview and those were very popular.

Schorr: Yeah, I--

Timmons: Anthony Timmons for the record. Maybe what we need to do is we need to find a way that we can enable the museums to do that and allow for a two-way conversation. Because, again, the peer-to-peer element I think would be very valuable for the museums, again, trying to get away from the traditional push and the more engaging. So if we could find out what we need to do to do those sort of things I think is a great idea. Now, I do have one question really quick for Ron. Ron, does the state have a bring-your-own device policy at all?

Webster: I would have to look to see what the state's BYOD is. The last time I looked and checked into that, there was some red tape involved but I'd have to go back and look and see if it's been modified. If the state is promoting the museum side of things, you could do, like, a Face Time type of deal. If a state museum promotional--and the state provides the table, of course it would have to come out of museum budget, but you could do a Face Time, like, a Facebook Face Time with a moderator over the network. That's very doable. It could be a little choppy, depending on the data connection from the museum but you could do something like that pretty easy.

Schorr: Seth Schorr for the record. Anthony, thank you for that. I really heard two different questions and two different ideas and I think they're both important. In terms of getting more likes and fans and followers and engagements, and by the way, Nevada State Museum has 6400, that's great. I think there are things we can do, especially with Instagram, to get user-generated content. And, you know, when you come into the museum, we have a lollypop sign that says, you know, "Take your selfie in front of your favorite exhibit, hashtag Battle born and win a free ticket to the museum." Whatever. It just to make it fun. And that does generate more content. I think to your point, it's more of a two-way interaction and it has a bargain tactic (inaudible) put it in place.

The second thing that you said, which I think is really interesting and it really--I was kind of planning on making this more of a 2.0 committee agenda item as we evolve as a committee and evolve using technology in general, and that's, you know, that is while we all want to drive traffic to our museums and we never want to lose sight of that, you know, being the custodians of Nevada history, it's just our charger to make sure people understand history. That doesn't necessarily have to have a museum. At a Nevada school, there was a video chat where one of the people from the museum were, you know, doing a lecture,

engaging the students who couldn't come. That's a fabulous use of a state resource, that educated resource, and a way of engaging the students. And of course my marketing hashtags and you're also pushing the experience of why to come to the museums. And, you know, the technology is there, the resources are here. I think that's just a great idea and something we should explore (inaudible) so thank you, Anthony, for bringing that up.

To the people who run these museums, is that effective or is that, I mean, like, you know (inaudible) that's the beautiful thing with technology is, you know, we can bring it to people, to the classrooms. And then doing these lectures or tours of the museum also creates great content for that post on Facebook and YouTube, so you really kill two birds with one stone. Okay. Sorry, who else is on the phone that can go over their Facebook? That was it, okay. Okay (inaudible) that was it. No one from the Railroads?

Male: No, unless somebody joined. I heard--well, beeps.

Schorr: All right. Anybody else out there?

Freeman: This is Myron. No, I had to rejoin because my phone fell off my desk.

Schorr: Can't help you there, sorry. Hope you're okay. Okay. Well, no, I think this is good and I think we're getting some good, consistent feedback, which will help us put together some of those best practices. One other social media channel that I find to be very important, especially if we're driving business with that (inaudible) is Trip Advisor. And, I mean, I happened to do a little bit of a survey myself and I did find, in general, that all the museums score very high. And when you look up best museum in Carson or Nevada, all of our museums are right there at the top of the list. So, you know, great job and obviously that is very much based on the experience with the visitors. So that's a great thing that our guests are getting a great experience and posting about it (inaudible) I'm having a hard time pulling it up but is anybody on the phone--is there any proactive use of Trip Advisor or anything that's been talked about?

Freedman: Myron Freedman. I have to admit, we haven't really discussed Trip Advisor very much and it has come up in the past and I know that we should be proactive about that. I have had visitors tell me that they saw us on Trip Advisor or were influenced by that, so I made a mental note, you know, we need to do more there. But, no, we haven't done a lot with that in a deliberate way.

Schorr: Thank you, Myron. Seth Schorr for the record. One of the things I noticed and I'll use that specifically because no one from the railroad museum is online. The one thing that we could very simply do is decide what picture is on Trip Advisor. Some are user generated, so of course if a guest uploads a picture, I think that that will show. We can't really control that. But we can decide what pictures. And a look at (inaudible) specifically, I didn't feel the pictures did the

museum justice. And, you know, maybe as we continue to explore ways that we can help all of the museums present themselves in the best light possible on all these social media channels, it may be worthwhile to get some, you know, air-quotes professional photographs done. And I say that because it can actually be semi-professional. You know, maybe find a volunteer who just happens to be an amateur photographer. I'm not implying that we're going to spend money and thousands of dollars on a photograph, but I think we could probably step it up from what we have today.

Allison: Bryan Allison for the record. Peter, where does--where does Travel Nevada fit in kind of in this area? I know that they have a lot of great images that we've used in ads and brochures and different areas. Is this them or is this Guy or who should be in charge of our professional image in areas like Trip Advisor, away from kind of social media areas?

Barton: For the record, Peter Barton. Good questions, Bryan. There is a social media coordinator, I believe, at Travel Nevada but that person--I think they recently changed hats over there, so I'm not sure who the individual is right now. We do have access to a large image data bank that Travel Nevada has on their travel biz site and we can certainly use that. I would think that Guy could provide some good insights for us into how to navigate through Travel Nevada to get, quite frankly, a little more support from their social media folks who, I'm embarrassed to say at this point, I don't even know who it is. They've changed over there recently. There's a lot of new faces.

Webster: Peter, if you reach out to Bethany, I think she can tell you who--I know it's one of two people, so I don't want to state the wrong person but I think Bethany would be able to help point in the right direction.

Barton: Okay, good, thank you, Ron.

Webster: Oh, Ron Webster for the record. When you're talking about the Trip Advisor and sites such as that, my prior life working for Casinos, the more you get into those type of sites, the more you have to combat the negative postings and the trolling that comes up. Because anybody and everybody tends to use that more than they do Facebook or Twitter to do negative advertisement. So just be aware the more you get into that, the more you're gonna have to watch and combat the negativity that may come up or arise for whatever reason. But that seems to be an outlet for that type of posting.

Schorr: Seth Schorr for the record. That's a great point and it does become a full-time job to publicly respond and to try to respond to negative comments. And it is tough. You know, that being said, you know, we're listed, so I think something as simple as making sure we have great photographs, it kind of is a set it and forget it mentality. And, you know, it's out there. The good news is, you know, based on my initial review, most of the reviews are great. You know, I just

want to make it really clear that this whole exploration and this call today is to make sure that our social media actually represents the amazing experience that people get, right? This is conversation isn't about the experience but the good news is, our museums are awesome. The not so good news is we may not be reflecting that all (inaudible) online. So, you know, that's my only goal and generally, the comments and feedback, they're really good, so, you know, kudos to everybody for getting those positive response. And let's not--we won't be overly-sensitive, so if we see some troll out there who, you know, who just wants to be mean, let them be (inaudible) good riddance to him or her.

Okay. Well, I think that was a good cursory review of some of the social media pages. Thank you all for taking the time to do that. What I'd like to do now is to move on to item number six, which is discuss the development of a questionnaire, which we'd kind of send to directors and staff for feedback on social media use for, like, best practice, what works, what doesn't work, etcetera. So probably should've done that before this meeting and my apologies, but the action that I would like to take from this meeting is now that I have a little bit of feedback, is to structure a questionnaire that we can distribute, get some quantifiable data which will lead to the suggestions and best practices that this committee (inaudible) to have. Anybody have any comments or feedback on that item?

Allison: Bryan Allison for the record. One suggestion I might make. Something I did for the membership committee, it was really nebulous, what memberships looked like. So I built a grid that just showed what the memberships were, what was offered in each museum, what was--basically, if you were a member of the public, what you would see as options for membership. And I think it crystalized things a little bit, for me, for certain. I thought it was a lot worse than it actually is.

And as we've been going through this, it might be useful to do something similar where we just come up with a grid that says, Instagram, does anybody have one? And then we can add in names of who maintains those things and then kind of back into what to do with that. And I would be happy to volunteer, I mean, I already made one, I can make another, so I'd be happy to volunteer to do that.

Schorr: It's on the record.

Allison: Because it might just provide a little more clarity on what we're trying to accomplish.

Schorr: Thank you, Bryan. That is fantastic. Couldn't agree more than a grid or a matrix, that--first it says what we have, the number of likes, this and that. We'll set the concept, so I really appreciate that. Seth Schorr for the record. Peter, what is the process, once we do get to a questionnaire, sending that out and getting the museum directors to give their feedback and to fill it out?

Barton: Yeah, for the record, Peter Barton. Whomever creates that survey from the board can certainly send it to each of our museums. There's no prohibition or limitations on communication between board members and staff, so long as it entails one board member at a time.

So for instance, Seth, if you develop it and send it out, they can return those forms to you or the surveys to you and whomever can compile it. It's the cross-board-member communication that has some limitations to it. And I can provide you the--we have a key contact list for museums, I can shoot that to you electronically and it has email addresses for all the program chiefs in each of the museums.

Schorr: Fantastic. Thank you, Peter, that would be very helpful. Bryan, thank you for volunteering. Terrific. A great next step. Okay. Well, I think that satisfies that number six.

Moving on to item number seven, discussing other ideas for development of a report identifying (inaudible) findings (inaudible) additional ideas. I think Bryan's is an excellent one. With Bryan, maybe work on two things concurrently and that's if you wanted to take the matrix, I could start to build the questionnaire. I think those are separated but related (inaudible).

Allison: Yeah. Again, Bryan Allison for the record. For the museum store, I just used--I created a survey. I worked with Peter and Kerry to review my questions before I sent them out and I just Survey Monkey (inaudible) provide me with a list and then I sent it out and then compiled those and reviewed them in that last meeting. So that might be a good way to--easiest way, just--

Schorr: Cool. Okay. Item number eight, discuss possible budget impact items, including Facebook advertising, professional photography and possible consulting. I think we've, you know, touched on at least the latter two. You know, I think this process allows this committee to act in a consultant matter, so let's see what we can do. In my opinion, we do internally before we have to go hire any outside resources and I've thought about even just tapping some of my social media experts to, you know, lend their opinion on that (inaudible) in terms of photography, sounds like we should see what we have in our image catalog before we have to do anything new.

And Facebook advertising, I mean, there's no question that if we want to grow our engagement and, you know, get the Nevada State Museum, Carson City to double or triple its likes and fan base, doing it organically through hash-tagging is one method but, you know, boosting posts is another. I don't know if there's any suggestions in terms of starting to look at each museum's budget, what their general advertising spent is and seeing if we want to take a small portion of that or, you know, I think with the advice and guidance of the committee, at least

that we can hope that we'll get the best use of the dollars but I know dollars are tough. Bryan?

Allison: Bryan Allison for the record. Peter, I'm gonna ask you again about Travel Nevada. Since they are doing advertising on behalf of the staff, how do they allocate resources specifically to museums? Do we ask for it, do they kind of say, "Hey, we want to provide it"? I'm just thinking that's what they do. They're supposed to bring people to the state, they have experts who are placing advertising, who know how to manage budgets, who know how to manage all of this. Is that a resource that the museums have available?

Barton: For the record, Peter Barton. Up until recently, the answer would've been no. There was no specific set-aside for museum marketing and I approached it on a need-by-need or case-by-case basis when we identified a need to advertise in a particular venue. In the current fiscal year, which expires June 30, due to the efforts of the recently departed interim director David Peterson, he set aside \$500,000 in this fiscal year to market museums in Nevada.

As of late November, which was the last check in I had, we had not spent very much of that, at all. So I think there are opportunities here in the next four or five months to take advantage of resources we never had available to us prior to this. I do not know if the plan is to continue that past June 30. I've not been privy to those budget details yet, although I guess we'll learn this week. We have our pre-session budget hearing on Thursday. But right now, there are some resources available that can be accessed through the marketing director, who, at the present time, is Mary Ellen Kocek.

Schorr: Seth Schorr for the record. Peter, I feel like you're holding out on us. Let's spend it like we assume it's all gone on June 30. How do we get in touch with Mary Ellen? This seems like kind of something we should tap ASAP. That's--

Barton: You know, I can provide you--I'll provide the committee with Mary Ellen's contact information. We have been spending some amount of that, though. In the grand scheme of things, it's not very large to market the 150<sup>th</sup> anniversary of the transcontinental railroad in Nevada. We've got a new website that launches this week. There are full-page ads, I know, in several magazines from Sunset to True West to the Train and Rail Heritage magazines. But I don't think much has been spent beyond that and I will also check in with Mary Ellen just to see if they've--typically, they have a spending plan, although they don't call it quite that. I forget exactly what it's called in their world, but it would seem to me they must have some sense of how those funds were going to be allocated and spent. So I'll do that but I'll concurrently provide you with that contact information.

Schorr: Okay, thank you, Peter. Seth Schorr for the record. That is great news and that gets me thinking of something we can follow up for our next meeting is

potentially putting together a, you know, comprehensive social media strategy where we allocate a Facebook spend and promote all of our (inaudible) museums. And that's something that if we had a, you know, small budget, that I think we can do in a meaningful way. So that's something I'll put some thought into. That's potentially some really good news. Okay.

So moving on to item number nine, calendar for next meeting. We have our board meeting in March. It sounds like our recommendation is, if Bryan, if you can try to do the matrix for that board meeting and I'll do the questionnaire, that we'll be able to project our findings at the board meeting and not meet as a committee before then, and then determine at the board meeting when the next committee meeting is. Does that work good with you, Anthony?

Timmons: Mr. Chair, we we may want to accelerate that, knowing that that budget runs out in June. If we're gonna do a March meeting. Anthony Timmons, for the record.

Schorr: (Inaudible) that's a great point. So Seth Schorr for the record. Maybe based on the information that Peter gets, until we find out from Mary Ellen specifically around that money, that may determine that we meet sooner, so, yeah that's a good point.

Allison: We could do a call.

Schorr: We could do a call, potentially. Okay. Okay. So once we get a little more information, we'll decide if we want to do a call before the next board meeting. Great point, thank you.

Okay. Item number ten. Here is our opportunity for public comment. Welcomed by the committee. For time considerations, we hope you'll limit to three minutes. Speakers are urged to void repetition of comments made by previous speakers. Are there any public comments (inaudible)?

Timm: Mary Beth Timm for the record. Excuse me. Something that occurred to me while you were talking about engagement. I mean, I know that this is a tricky issue but Overton is really remote and we don't have a lot of cell phone service. We have AT&T and Verizon, so my concern is that if guests don't have cell phone coverage while they're in the museum, they may forget to engage with us after they leave. So I'm wondering if there's a way that we could promote visitor engagement while they're actually in the building.

Schorr: Seth Schorr for the record. That is a great comment and thank you for that. So what I'm hearing is if there was potentially Wi-Fi in your museum, that may get more guest engagement and help with the experience. Is that accurate?

Timm: Mary Beth Timm for the record. Yes. I believe it is but I understand that there are a lot of problems and challenges associated with getting a Wi-Fi account for

our museum. I just wanted that to be in the record that we're going to have a particular challenge here because of our rural location that other museums might not have.

Schorr: Okay.

Webster: Ron Webster for the record. Overton is on a microwave link to their ISP connector. So all their data passes through a very slow microwave. Internally, it's fine. Externally, it can get pretty choppy at times. If you were going to do--I don't know how much public you get, Mary Beth, but if you have 15, 20 people and you want to engage with them, there might be a DSL type of remedy to provide wireless for the museum for that aspect, so it doesn't impact state data, trying to go in and out with backups and file transfers and emails and those things. I just remember it is on a microwave device back to the internet provider.

Timm: Mary Beth Timm for the record. And by microwave device, do you mean like a satellite dish that's sitting on our roof?

Webster: That's correct.

Barton: That looks like an oven.

Timm: Would it be possible to have a second satellite dish for just wireless?

Webster: That is possible but we just have to look and see what the cost is. So we can go back to the company that provides that service, I don't remember who it is, and get a quote to add a service for that. We can also get a quote for DSL modem type wireless, as well, which is just passing data for them to connect to, which would probably work fine. I will be out there the 25<sup>th</sup> to move your data center. We can talk about it then if you'd like.

Timm: That would be wonderful, thank you.

Schorr: Seth Schorr, for the record. Ron, that's great. If you could get a quote, you know, the board--I have a budget and, you know, we would have to look at that quote and look at other sources of paying for it but at a minimum, we would like to collect that information so we know what the cost would be, so that we can help support Mary Beth and all her efforts. Okay. So, oh, yes, Anthony.

Timmons: Anthony Timmons for the record. Speaking as a public person as opposed to a board member but I just wanted to mention real quick that I'm working really closely with the Friends of Nevada State Museum, as well as Dennis to put together a Hispanic-focused outreach effort here I've engaged two students that were in my Hispanic marketing class at UNLV to put together a marketing plan

and we're working towards a September sort of event where we'll engage the Hispanic community and engage them in the museum, so--

McBride: Dennis McBride for the record. We have a translation project underway now to translate all of our permanent exhibit wall text narrative into Latin American Spanish. We should have that done by the end of February, I think.

Schorr: Awesome.

Allison: (Inaudible) Bryan Allison for the record. If there are other outlets, Spanish language outlets we should be considering as this comes online, beyond kind of what we've been talking about today, maybe you or your students have some ideas. You know what I'm saying (inaudible ) specifically Spanish language outreach, I don't speak Spanish, that I wouldn't know about.

Timmons: And so Anthony Timmons again for the record. Yeah, we're really--we wanted to move towards doing something in the May timeframe for Mother's Day but found out that there weren't a lot of resources available at the museum that focus on Hispanic heritage. I believe our networking--and we're reaching out to the folks at the news bureau because the kind of idea that we have, or concept, is this idea of entertainers in Las Vegas. So you think of all the Hispanic entertainers that have been here over time and we think that would be a really good draw. That was one concept. Another one could be business leaders and do something in conjunction with the Latin Chamber of Commerce to hold a mixer here for awareness. So we're kicking around a couple different ideas, depending on what resources are available and what would make a good exhibit for that timeframe.

Barton: Coming for you.

Schorr: I need a motion to close this meeting. All right. Thank you guys for all of your time. Really appreciate it. This is something that, you know, personally, I'm really passionate about and thanks to Anthony and Bryan for being a part of this committee. I really am optimistic that with just a little bit of work, possibly a couple bucks, we can really do something that attacks the visitation to all of our great museums. So with that, we are going to close the meeting. Thank you so much.