

**Meeting Minutes**  
**BOARD OF MUSEUMS AND HISTORY**  
**MARKETING AND TECHNOLOGY COMMITTEE**  
**August 21, 2019: 10:00am**

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  
Myron Freedman, Nevada State Museum, Carson City, Museum Director \*  
Mary Beth Timm, Lost City Museum, Museum Director \*  
Catherine Magee, Nevada Historical Society, Museum Director \*  
Dennis McBride, Nevada State Museum, Las Vegas, Museum Director \*  
Sarah Hulme, Nevada State Museum, Las Vegas, Administrative Assistant \*  
Tracey Sprague, Lost City Museum, Curator \*

**PUBLIC IN ATTENDANCE**

No public in attendance.

\* via teleconference

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Barton: Good morning.

Schorr: Hi, good morning, everybody. This is Seth Schorr, for the record. Hope everyone is having a good morning. Can we--I'd like to call this to order. Do a roll call to see who's on the phone.

Brown: Okay. So, Seth Schorr? Here? Yes?

Male: Yeah.

Schorr: I'm here.

Brown: Bryan Allison.

Allison: Here.

Brown: And Anthony Timmons.

Timmons: Here.

Freedman: Hello, Myron here.

Timm: Mary Beth Timm, Lost City Museum.

Magee: Catherine Magee, Nevada Historical Society.

Freedman: Myron Freedman, Nevada State Museum.

McBride: Dennis McBride and Sarah Hulme from Las Vegas.

Barton: I can tell you that Sean Pitts is absent excused. He's nursing some medical issues.

Schorr: Oh.

Barton: So I think--is that it?

Brown: We have a quorum.

Schorr: Okay. Fantastic. Well, thank you, everybody, for joining us today. We do have a handful of agenda items, but I don't anticipate the meeting taking the full length. Is there anybody from the public that wants to make a comment that's on the phone? All right. Well, if not, then I think we can jump right into item number five, which is our social media status. I want to thank everybody from the museums that are here.

I would like to take this opportunity to turn it over to you, to talk about your specific social media. You know, we did this back in January, and it's been quite some time since we reviewed the various sites and social media channels together. You know, it is our long-term goal to set some best practices and some standards. But insight from what's working and what's not working, any questions or areas where you particularly need help, I think that would be a good place to start. Don't be shy--anybody who--

Hulme: Hello, Seth. This is Sarah from the Nevada State Museum, Las Vegas. We've been seeing some increases in followers from a Facebook perspective. We've actually increased the number of followers by 30 percent in the last three months. That's by over 2,000 followers on our Facebook account. A lot of that

is a change in strategy. We were very much showing a reactive form of posting, so we would post about an event, or we would post as an event was occurring.

But we started taking positions of storytelling, so what we're doing is we're researching historical dates, like on this day a casino opened, or on this day somebody was born or somebody died, or whatever. And then we're matching that information back to our archives, and basically going out and telling the story and showing how the museum really is part of that, because there are [inaudible] to capturing that information and storing it and preserving it, and this is actually what we're doing with your money, with your tax money, and this is what we want to share with you, because we think this is information that you're interested in.

And that seems to have hooked a new crowd, particularly on Facebook. It's working on the other channels that we have as well, on Twitter and on Instagram--we're also on Instagram. But it's proving to be very successful on Facebook. So just as a sharing, just wanted to say that that strategy definitely seems to be working. It takes a bit of research, and it takes time to go through your own artifacts and photograph them and whatever, and put those stories together. But it's definitely worthwhile.

Schorr: That's great. That's very helpful. I don't want to jump ahead, but as we get to agenda number nine shortly, I think some of the results of the "USA Today" survey really qualifies what you're saying as well. So I think that, as I said, is really interesting and helpful. Would somebody else like to add their experience?

Timm: Hi, this is Mary Beth Timm from Lost City Museum, and I have with me Tracey Sprague on the line. She's curator of exhibits, and has taken over our social media postings. Tracey?

Sprague: Hello. I think I've seen similar things that Sarah has just mentioned. I don't, unfortunately, have the information in regards to our increase in followers because our computer just decided to stop working. But I do know there has been an increase in followers on all of our social media platforms. The three mainly used is Instagram, Facebook, and Twitter. We also have been taking more of a storytelling approach, and also trying to pull things from the archives to get people engaged that way, and it seems to be working. I think our most popular posts are ones we do, like, on this day kind of history posts, or just photos and such from the archives as well. Those definitely have been very popular.

Schorr: All right, thank you. Who else do we have on the phone that could share?

Freedman: This is Myron. Ours is used primarily for posting events, so we do that on a fairly regular basis. We get a fair number of people who say they're coming and

that kind of thing--not always, but sometimes we do. And it's a bit of a barometer for how the turnout will be. I don't think it's a very--certainly not an accurate one. But that's how we use it, mainly, just to get the word out about events. And then we do some posting of events afterwards, just to show what happened. And there is some Instagram--I mean Twitter going on, but usually that's done by Guy Clifton.

Schorr: All right. Thank you, Myron. No, that makes a lot of sense. In my businesses, I often find as well that posting events gives you an idea. It's certainly not an accurate RSVP, but you do get some idea whether the event will be well-attended, or for some reason it won't be. Did the other museums' strategies resonate with you as well? Is there any way to enhance your engagement by using some of these tactics, the storytelling and on this day in history, is that something that can be added to your channels?

Freedman: This is Myron. Yeah, I like those ideas. It's just, yeah, finding some time to put those together and get them posted. But I think those are excellent ideas.

Schorr: Yeah. Great, great, well--and maybe as we continue to share these ideas, hopefully continue to just give pointers and inspire new thoughts and [inaudible] but hopefully over time we can really help the museums with some consistency. I think the support amongst the museums is great. Maybe one day there's a resource that can help all the museums. We'll see if we get there. Okay, did I miss anybody? Any of the other museums represented?

Timmons: Hey, Seth, this is--I'm sorry, this is Anthony Timmons, for the record. May I actually ask a question, or will we come to that a little bit later?

Schorr: Yeah. Oh, no, ask away. Thank you, Anthony.

Timmons: Sure. Anthony Timmons again, for the record. My question is have any museums actually tried using social media as a demand-driven vehicle? I don't know really if we can do this or not, but it might be something to explore. But anything such as come in out of the heat, mention this Facebook post and save a dollar today, or anything like that? Again, it might be something to explore a little bit later for discounts and that sort of thing, but have any tried using anything where mentioning Gold Star discounts or anything else related to opportunities for people to come and directly visit on a particular day?

Hulme: Hi, Anthony. Yes, we encourage people to come in and post about some things, because as you know, as always, we're a bit of an exception because we can't control the pricing in terms of the entrance fee. So that hasn't worked for us. What we have done is highlighted some of the products in our store, and that--we have seen a direct correlation between displaying a turquoise necklace or for Father's Day, for example, we also highlighted certain things that people could come in and purchase. And of course, they get their discount in the museum

store. And again, we have seen a direct correlation between sales in the store and things that we have put on Facebook. So we have that, but I know Lost City does do a fabulous Monday post, Mary Beth.

Timm: Mary Beth Timm, for the record. Yes, Tracey Sprague has taken over doing a discount item--a weekly discount item on Mondays for the store, and it's at 15 percent off. This has not increased the sale of those items as far as we can tell, or increased foot traffic within the museum.

Timmons: Perfect. Anthony Timmons again, for the record. Thank you for the feedback. Committee, maybe something we look at down the road? I don't know if we could promote the Gold Star benefits or something like that, or I don't know-- just a discussion item, maybe to make it more demand-driven down the road, to see if we can actually tie social media to actionable results that we're getting in the museum, such as visitation.

Schorr: This is Seth Schorr. Thank you, Anthony, I think that's a fantastic idea. And you know, one of the things that I'm hoping to explore as we continue to have these committee meetings is as a committee, if we can come up with a discount or promotion that we can effectively promote across all the museums, that doesn't put a burden on the museum, is maybe something we can look at for the greatest level of exposure. And while offering a discount on a Monday I think is a great idea, if something that limited isn't seeing a response, maybe we do something on a slightly larger scale. A summer promotion or a month-long promotion that is seen across all of the museums, something that everybody displays on their various social media channels, and to see if that has a positive impact.

I realize that that may take some coordinating, and I certainly don't want to suggest something that's overly complicated, and certainly keeping it simple is going to set us up for success and not cause any headaches. But something that I would like to discuss during one of these meetings, and seeing if we can try something, and seeing where it goes.

Female: Yes.

Allison: This is Bryan Allison, for the record. I really like these ideas, too. Because I like trying to track something so that we can show a cause and effect. Peter, are there any--do those need to be approved by the board, or is there flexibility to do one-off promotions like we're discussing?

Barton: For the record, Peter Barton. That would require a policy change. Right now, it's pretty limited. That authority rests with the board, but there is--we could adjust that policy to empower these kind of admission discounts. Certainly the store discounts that don't impact general fund revenues can be done without a lot

of bureaucratic red tape, but the general fund portion of it, by statute, is within the board's purview.

Allison: Okay. Well, I mean, knowing that, that could be something, Seth, that maybe we can bring back to the board and get something written into those policies when we review them, so that we--the directors have some more flexibility on the admission pricing.

Schorr: Seth Schorr, for the record. I think that is excellent. Bryan, thank you for bringing that up and asking that question, and I will definitely put that on the list to bring up at our board meeting next month. And yeah, I think giving flexibility is incredibly important. I think we do have some wiggle room with the stores. Certainly that's something we can leverage, although I realize everybody's store is quite different. But certainly a discount on pricing is going to be both consistent and impactful. So let's definitely bring that up at the next meeting and see if a policy change is something that can be done without too much of a challenge. Okay. Did we miss anybody?

Hulme: This is Sarah Hulme from Nevada State Museum, Las Vegas. Just a quick question--in terms of the role that Travel Nevada plays in promoting museums, I know that that is partially their role, and their role is very broad. They can't, if necessary, to focus every single day [inaudible] for the museums. But some more reposting of the posts that we do would be really appreciated. They don't really pick up on what we're doing in individual museums, and [inaudible] they might not want to select every one of them and repost, they do have a following that some of our posts, I'm sure, they would be interested in. But I never see that activity. I never see them retweeting our posts--our tweets, or posting things on Facebook that we've done. And I just didn't know what their policy was and whether they even track what we're doing.

Schorr: Seth Schorr, for the record. Thank you, Sarah, that's a great idea, especially retweeting. You can really never have too many tweets, and even Facebook posts. So I can help to facilitate that conversation, bring up that suggestion, and find out from Travel Nevada what some of the hurdles are in getting that accomplished, or how we can make that easy for them to do. One thing that comes to mind is when we find that a post on the specific museum level is already being well-received and shared, maybe that's something that we can proactively send Travel Nevada and ask them to retweet. I don't know that they're going to be able to necessarily monitor it.

But I don't want to speculate, so I think that that's a conversation that we need to have. And even amongst the people on this phone--I realize that the following isn't as large, but even amongst the different museums, I think getting in the habit of supporting each other and retweeting and reposting is a great idea. So I would suggest that the people on the phone--I hope everybody on the phone is following each other, both to be supportive and always click that like button,

which of course helps with engagement, to repost when possible. And of course, to monitor for inspiration and ideas.

Well, these are all fantastic recommendations, suggestions. I feel like we have a couple of action items, which is great, so thank you for that. I will take on the responsibility of a handful of these action items, to make sure that they move forward and don't die on this call. Before we move on to number six, I just want to make sure there's no other questions or feedback on item five.

Anybody--any suggestions around some of the other channels, like Yelp or Trip Advisor? I know back in January we did spend some time looking at Trip Advisor in particular, and some of the museums were really up there on the list of best museums or best attractions to visit in Nevada. I do think that that's something that's incredibly important.

I do know, you know, as I visit new states and I'm looking for something to do with my family or kids, going to Yelp or Trip Advisor is something that I use quite a bit. So I want to make sure that those channels aren't ignored. There's less to be done on a daily basis, but if anybody has some experience or if anybody has any experience in how they deal with Yelp or Trip Advisor comments, both negative or positive, that might be helpful to the rest of the committee.

Timm: This is Mary Beth Timm from Lost City Museum. We have Yelp and Trip Advisor statuses, but we do not manage them. We don't look at their outputs or--we just make sure our information is accurate. And we don't have a lot of visitor engagement on those forums.

Schorr: Okay.

Hulme: We--

Schorr: Anybody else?

Hulme: Yes, Sarah Hulme from Las Vegas. From a Yelp perspective, we don't. You actually--you have to pay to be on Yelp the last time that I dealt with them, so we don't interact on that one. Trip Advisor, we've actually spent a lot of time trying to change the name. It still had the old historical society down here on that. So we've been in touch with them and have just achieved that. So I think that will start to pick things up, now that the name is much more actually aligned with what people actually recognize now. We'll start to pick up on that one. So I could have a report for the next meeting.

Schorr: Seth Schorr, for the record. I think that would be great. And maybe what we can do--it sounds like everybody is comfortable with Facebook and Twitter and Instagram, and quite frankly, it's probably because we all use those channels

personally. But Yelp and Trip Advisor is important, and what I'd ask is we'll plan another meeting in a few months, and maybe if you can give that some thought ahead of time and see what works and what doesn't work, and any questions that you have.

I think it's completely acceptable if we come to the next meeting with less solutions and more questions. That's fine, and I want to support the museums with--you know, try to get them answers. And I might be able to get some--you know, an outside consultant to at least do a quick analysis of what we're doing on those channels, and I have some research that may be able to look into it. So if we can--we can table that discussion for now, but I would ask if you can--and I'll remind everybody before our next meeting--if we can give those channels a look. I do think they're important, and I think if we can refine them, we will be happy with the results.

So with that, if there's no other questions, I will move on to item number six, the status of wifi in the museum. I know this was one of the catalysts to put this committee together, and we helped--the Nevada State Museum of Las Vegas was already on the path of obtaining wifi, and I know that that--we heard in our last board meeting that there have been some--you know, there hasn't been a perfect solution. Maybe if we can start with what's been going on in the Nevada State Museum with wifi and continue to discuss how we can install and add wifi to the other museums as well. Don't all jump in at once.

Hulme: Sarah from Las Vegas. We've actually--as you know, we've had wifi for very nearly two years now in the museum, and so we've been able to get some year-on-year comparisons in terms of usage. The usage has actually slightly dropped, which actually took us all by surprise. What we believe that to be--and we're going to carry on monitoring it--but what we believe is that because so many phone packages now come with unlimited use of data, that in fact people aren't as likely to search for a wifi network, necessarily, and are beginning to use their own phones for that. But that is very much an assumption, and I really don't have any facts to back that up. That's just a possibility of why.

But in terms of usage, yeah, no, you can see them all over the museum using their phones, all of the time. We did--we need to be more proactive in encouraging people to check in, whether that's with FourSquare, and you check in there, or even on our Facebook posts as well. We're beginning to pick some of that up as well, where they check in on Facebook. But we need to be better at encouraging that activity so that you've got real, live action happening at the time they're there in the museum.

Schorr: Sarah, thank you. Seth Schorr, for the record. Sarah, thank you for both of those items. So first of all, I can't believe it's been two years. I don't know where the time flies. But it's interesting that the usage has dropped, and certainly maybe people are using their phones' data package is a part of that



reason. You know, if I recall, two years ago, when we were exploring adding wifi to the museum, it was, I think really a response to two things. One [inaudible] giving guests the option of accessing the wifi was a part of the expectation of the guests, but it was also to open the possibility of other technology.

So I recall we were at the Lost City Museum, and we were looking at some AR technology. We've had discussions in our board meetings about over time, implementing--you know, whether to use iPads or other devices to supplement the museum experience. All--most of those technologies need connectivity. But I think we didn't want to really get too excited or even explore the possibility of implementing these other technologies if we don't have the basic wifi to connect to. So I just want to make sure I throw that out there, that the guests using them was certainly only one of the issues.

The second item you brought up I think is a great one. I think it's actually a little more relevant to the last--to our social media strategy. But it's an example where if, as a committee, we come up with a--as you look at museum-wide promotions and best practices, having a check-in, whether it's a promotion or just reminding people to check in, is something that we can do across all the museums. And maybe we can come up with a graphic or a creative or a poster that we can create and send to all the museums to hang at their--at the entrances. So that is the type of best practice that I'm glad you brought up there, and I'd like to consider implementing across all of the museums, or at least offering that as an option.

Back to wifi--anybody else on the phone have any input on the current status through wifi, lack of wifi, what their needs are, and how we can help?

Timm: This is Mary Beth Timm from Lost City Museum. We've looked into it. We hit a roadblock a little while back with the IT department. I think they--it had to do with permissions, with getting a quote, and then whether or not that quote was actually procured, and I haven't been able to look back into that. We just changed over to Office 365, and it's been really disruptive for our computer systems.

Schorr: Seth Schorr, for the record. Thank you, Mary Beth. So I do know in our last meeting you gave that update, and if you can provide any information that we can help to get that quote and see if the museum board can offer any help, whether that's supplementing costs, or--and I do know your museum in particular, if I recall, you don't have great cell coverage. I could be making that up, but I thought I recalled you telling us that. So I just want to make sure we're here to help you in any way we can.

Timm: Mary Beth Timm--thank you.

Schorr: Okay. Myron or anybody else on the call have any input or feedback on wifi?

Freedman: This is Myron Freedman. Well, you know, we're--we will welcome it when IT comes around to help us put it in gear. One thing that we really miss right now is the ability to ring up sales in other parts of the museum, at least where the coin press gallery is. If we were able to have wifi, as I understand it, we would be able to then tap into the POS system, and we could do that over by the coin press, and that would have a big impact on conducting sales actually by the press, rather than sending them the five-minute walk back to the store, and then the five-minute walk back to the coin press gallery. So that's one thing we've got our eye on there.

Schorr: Seth Schorr, for the record. Myron, I love it when we can actually show an ROI on our new expense. So I think that's a great thing to bring up. What it sounds like is for our next committee meeting we need to get IT on the phone. So I will take that as my third action item--to make sure that we get IT on the phone for our next meeting, and maybe before then I'll reach out to you to try to organize some of the information, and get a state of the union as to where each of you are with wifi.

But I think it's something important, and I will continue to try to push it. Additionally--and then Myron, if you could send me any information on your point-of-sale systems concurrently, let's make sure that is a POS that can leverage--

Female: How can you not know [inaudible]?

Schorr: --the wifi as we add it, and create something new.

Freedman: Yeah, absolutely. I will do that.

Barton: [Inaudible].

Female: For the railroads, and [inaudible] as opposed to [inaudible].

[Peter Barton and woman speaking undertone as phone meeting proceeds, to 00:31:08]

Hulme: Seth, it's Sarah at Las Vegas. Yes, that was definitely on my list, Myron, as well, in terms of point-of-sale technology. Of course, we've got wifi, but what we don't have is the hardware. We need an iPad in order to go to the events room or be able to do sales in the events room. That would definitely significantly increase the revenues generated by the store. So for example, the book signings--we have no way of--you know, you've got the events room with the author there signing the books, and then we have no way for somebody to pay for that book in the room. We're forcing everyone to leave the room where

he's just been talking, go to the store, buy the book in the store, and then return for the author to sign it. And so we definitely lose sales that way. Also what we have to do is turn all of the revenue over to our friends group, because our friends group have the ability to take credit cards on their iPhones.

Barton: Did you say Boulder City?

Female: Yeah.

Hulme: And so therefore can be mobile in terms of taking revenue. But we can't.

Female: Which we have [inaudible] Boulder City [inaudible].

Hulme: So definitely we can even put some numbers, some real numbers together in terms of the hundreds, probably actually into the thousands of dollars of revenue a year we lose in book signings.

Barton: I noted that. This is Peter Barton, for the record. Let me just jump in and on the retail pro side of things, they do have equipment, and their software will handle remote sales. We actually bought two of the units, or the capability to do remote sales at Carson City Railroad and at Boulder City Railroad, and neither of those museums elected to attempt to use it. And yes, wifi is an issue for that. But certainly retail pro has the capacity to do that.

We can, if a museum's interested in pursuing that, if management would let us know, we can take a look with--and connect their retail manager with retail pro. We can get updated quotes on equipment, and we can--certainly at Las Vegas, we could do that pretty simply, because they already have wifi in the system. But we did explore it during the procurement of the retail pro system, bought it for two. Maybe if Railroad's not using it and the equipment is still viable, we could just transfer it to Las Vegas and let them try it out.

Hulme: Peter, this is Sarah Hulme from Las Vegas. We would love to do that, and be a test site for that, definitely.

Barton: Okay.

Schorr: Seth Schorr, for the record. All right, love it when a plan comes together. So it sounds like we can maybe even transfer some equipment with no added costs, and that's great. So thank you, Peter. Good, okay, we can--and please let us know how that goes, so if it is helpful and we do see an increase in sales, we can certainly strongly encourage to do that at other museums where [inaudible]. Okay. Well, is there any other information, questions, comments, asks, suggestions on item number six regarding wifi?

Okay. If not, we'll move on to number seven. This is something that has been on the agenda since our meeting in January. I don't have an update. I think there was a thought or idea to do a--distribute a questionnaire. I feel like we're doing that organically on these calls, so I'm okay moving on, unless anybody has any comments on item number seven.

Okay, thank you. And really, I think that's--my same comment for item number eight. So if not, then I know item number nine--I know Peter, you added this, and I had a chance to review the campaign results. Is this something that you would like to review?

Barton: For the record, Peter Barton. I'll just go over a little bit of this. This is the result of a Travel Nevada initiative that was tied to some advertising that was done in the "Reno Gazette Journal" earlier this year, specifically as it relates to the transcontinental railroad's 150th anniversary, and then in a broader context. And it was tied to a wrap that was put onto the "Reno Gazette Journal," kind of a museum brochure in a wrap that was put out there on Mother's Day. And we met with "USA Today's" folks on the results of this campaign. When I say "we," I'm including the marketing folks at Travel Nevada.

And everyone seemed--and this is not my forte, but looking at these results, the Travel Nevada team at least was pretty pleased and thought this was pretty much within the expectations, if not above expectations, for the number of impressions, the click, and then the click-through rates. Everyone seemed pretty positive about this. We ran a second campaign through the "Las Vegas Review-Journal." We've requested a similar summary review of the results from that effort. And some of this was limited to kind of regional marketing, and then it went beyond regional to national, with the transcontinental piece.

So I can try to answer questions about this. This is not my area of expertise, but I think it's reasonably self-explanatory, if you go through it page-by-page and you look at the various campaigns. Article one and then article two, and what they sort of--what they talked about--the Reno Rodeo Centennial was one of the initiatives--and what the results were from that, as well as the Mint 150. I have, and just--

Schorr: Okay.

Barton: --as a--go ahead, I'm sorry.

Schorr: No, no, Peter--no, please, please.

Barton: So as a follow up to this, we've been meeting with the marketing manager at Travel Nevada to look at what are we going to do in the current fiscal year. As you may recall, last year there was a substantial sum of money that was set aside to market museums. I believe it was at or very close to a half-million dollars. A

considerable amount of that went into building some new websites for Mint 150, for the transcontinental railroad effort, for--we shipped and wrapped museum brochures in two national travel publications during the early summer.

We reached out in these newspaper wraps in these two ad campaigns, north and south, to utilize those resources, and we did a considerable amount of marketing through "Nevada Magazine." There was an eight-page spread in each of the "Nevada Magazine" publications last year that was designed to feature arts and culture. The intent was to spotlight state museums. That didn't turn out quite as expected. There were a number of non-state museums that benefited from those eight-page spreads, and there's ongoing high-level discussions between the magazine and the director at Travel Nevada as to how that's going to be reshaped in the future.

All of this to say that in the current fiscal year, we don't have \$500,000 available to us, though I've not been able to get a straight answer yet on exactly what the set-aside is for museums. My impression is it's somewhere closer to three to 400,000. We know that we will continue to promote Mint 150 as a cornerstone of marketing this year. I believe the set-aside--Myron, if I recall our conversation--is about 50,000 over the course of the next several months to continue to market Mint 150. On a much, much lower scale, we'll continue to market for the rest of the calendar year the transcontinental railroad events.

Travel Nevada is planning to deploy a professional photographer in the coming months to each of the seven museums, to develop additional and new photo assets. That would include staging, with models, or actors, if you will. Certain photographic shots, they'll do some video shooting, to bank new assets to be used to market museums and to support the development of a new print brochure. I'm not wild about the print route, because--and Mary Beth, I think you've statistically given us some good data that the board will see in September. I just saw it yesterday in your board report on your discovery of who's coming, and how they're hearing of museums, and not surprisingly, the print brochure is pretty low on that scale.

So we know there'll be print brochures, we know Mint 150, transcontinental railroad, Travel Nevada's in discussions with the "USA Today" network and others concerning continued digital marketing efforts. But I don't have anything that's a solid plan in that regard yet. We are meeting, I believe, today or tomorrow with Travel Nevada's marketing manager to have a conversation about how some of these funds will be deployed, and how they'll be split up with the Nevada Arts Council and the Nevada Indian Commission, all of those entities being part of the same family.

So you know, my goal is to get a solid--or something on paper that says this is a marketing plan, and this is how we'll deploy assets, and this is what our goal is for each of these. We're not quite there yet, but these conversations continue.

And I would just note--and Seth, I will raise with the marketing manager the need or the desire to do retweets and reposts. They have social media folks right in Travel Nevada. Why they're not doing that, I'm not sure. It could just be an awareness, so they need to be prompted by management to do that. But I'll certainly raise that this week. And I think going forward, clearly we've missed the boat here by not having Guy Clifton on the phone when we discuss these marketing efforts. So I think that's what I've got for the moment.

Schorr: Seth Schorr, for the record. Thank you, Peter, that was incredibly thorough and helpful. And thank you for asking the marketing manager about the retweets and the reposts. I think as Peter suggested, this is a very easy read, and I do encourage everyone to read over this report. I'll read the three bullet points in terms of the [inaudible] recommendations. Bullet point one: "Because our hyper-local stories resonated so well with the community, we suggest more articles and stories about meaningful neutral topics like the men in the rodeo." Number two: "To elevate the efficacy of our personal storytelling, we recommend video content capturing the magic of these events. And item number three: "We recommend creating a more niche audience for each piece of content on social."

So as I mentioned earlier, I think those comments and suggestions and recommendations do resonate with what we heard earlier from the various directors in terms of what's been working and how to continue to get user engagement. So do suggest that you read this report. We'll continue to explore how we can take these recommendations, work with Travel Nevada, make sure Guy's on the phone next time, and just over time continue to help each other to leverage all these forms of marketing. Any other questions or comments related to this topic?

Freedman: This is Myron. I have in the past talked with Travel Nevada about boosting, and what I was told is to make sure that they have information well in advance. And so at least maybe six weeks or so, because they have such a heavy schedule of posting that they need to be able to integrate it, and have an understanding of what's coming up. So a word to the wise to send them whatever--what you have coming up quite a ways in advance, and hopefully they can help you with that.

Schorr: Seth Schorr. Thank you, Myron, that does make sense. One other thing that also I would suggest to be proactive is if as you create a post or a tweet and you actually mention Travel Nevada, their social media manager will be notified of that. So do the @TravelNevada, he may then see it, and hopefully then proactively retweet or reshare. So I think there are some tricks in terms of hashtags, hyperlinks, and whatnot can be in the tweets that hopefully will then be reshared.

Allison: This is Bryan Allison, for the record. I just had two--three quick comments. One, to reflect on what Peter was talking about, I saw the wrap that they did

with the "Review-Journal." It was in the Sunday paper, and it was really impressive, if you didn't see it. It looked great, really jumped out. So I think that really did reach a lot of awareness. The second is these are very good click-through rates. You know, .3 is a good click-through rate. It's a pretty high click-through rate. And then the third, Peter, is when you're talking to them-- and again, this is just my opinion--by bundling everything together through "USA Today" and through print, you might not be achieving as much efficiency with the dollars as you could if you were going more direct with digital. Again, that's just my opinion as a member of this committee.

Barton: Mm-hmm.

Allison: But there are ways to reach these audiences without having to spend as much in other places, if it went more direct. Just my two cents.

Barton: Okay, appreciate that.

Schorr: Thanks, Bryan, that's very helpful. All right, Seth Schorr. Any other comments from committee members on either item number nine, or anything else, before we move on to the next topic and close the meeting? Okay. Item number 10 is to set the calendar for the next meeting. If that's okay, we'll handle that over email and discuss our next [inaudible] meeting. We will do our best to pick a time that everybody can participate, so we'll work on that together in the near future. And item number 11, any public comment or discussion?

Barton: I would just add--Peter Barton here--not as a member of the public, but just for FYI. When we talk about technology and museums, we just came head-on with a frustration this week. We're probably going to be moving the venue for the upcoming September meeting away from the Railroad Museum in Carson to either the Paul Laxalt building or the state museum. Talk about technology and the lack of it in museums, the telephone system at the Railroad Museum here in Carson is so antiquated--in fact, I think it's just one step above a telegraph key--that we can't connect for conference call capability down there.

So as a result, in order to allow the public to access the meeting, we're going to probably have to move the venue. So yeah, we have technology issues that are broad. Historical society has had chronic issues with phone lines that are external to the building. Fortunately, that's I guess going to resolve itself when the facility moves to new quarters, but it's--you know, I just want a working phone system before we even get to wifi. But anyhow, it is a frustration we deal with every day.

Schorr: Seth Schorr, for the record. Thank you, Peter. How can this committee and the board help to resolve that particular issue?

Barton: You know, I think, Seth, about all you can do is just get on the record during a meeting that we encourage the state to consider these technology issues, and how they create inefficiencies for the public and for staff and for the state. These are projects that are generally funded through the state, through enterprise information, technology, services, or whatever they call themselves. And you know, we just keep running into requesting the authority through budget increases to fix these problems, and are consistently told no. So I think it's getting it on the record and just kind of becoming a thorn in the side, if you will.

Schorr: All right, Seth Schorr, for the record. I will make sure to bring that up at our next board meeting, and hopefully, if we continue to push, we will eventually see a response. All right, well, thank you, everybody, for your time today. I was hoping to keep this under an hour, and it looks like we're just going to make that mark. But I do feel that everybody's participation and comments was incredibly helpful, and it met my expectations. I hope it was helpful to you as well. We will discuss our next meeting. There are a handful of action items which I'll make sure are followed up on. I don't think we have any public comments, so if it's okay, we will officially adjourn the meeting.