

Notes for Strategic Planning Meeting – March 20, 2019

Goals: Review income, discuss opportunities to remove items not “value added” and opportunities to add to existing events or add events

Attending: Loren, Jared, Anne, Ray, Yvonne, Mike, Kurt Del, Larry, Mary, Kathryn, Erin and Lila

Facilitated by Pat Hannan

Agenda:

Income Data Review

- Interest from investments are rolled back into the investment but could be drawn off to help reduce the gaps between expenses and income; some of the interest / growth could be drawn off to support ongoing costs.

Trends

- The 2018 income is lower than 2016, 2017 by \$2,000 - \$3,000

Three minute round robin per member for idea generation on this topic:

- Draw off interest income from investments to the tune of about 5% or \$25,000
- Capitalize on Bar-B-Que fundraiser
 - Sell more items
 - Offer commission to other organizations that could sell tickets for the event
 - Create a cost analysis of what we actually make per ticket
- Sell bricks – create a nature pathway, dog walk?
- Bring in more speakers and writers with local interest
- Hire professionals to manage capital campaign (example Camp Fontanelle)
- Market needs to county officials early to increase funding
- Put paypal on the website – think NET fundraising
- Conduct a Gala, food, speaker, auction items (example Chamber, Catholic schools)
- Put signage on the highway to bring people off the highway to our doors (example Minden)
- Target message on front page
- Get more information to our long term members about projects
- Be specific about our use of donations and projects
- Research crowd source funding
- Expand lunch and listen to include evenings
- Bake sale during music fest may not be an option
- Can we do a music fest?
- Advertising in the Nebraska Travel Guide
- Find niche market to advertise
- Create a “draw” to bring more people to the doors and expand guests
- Partner with the library or other like-minded organization that serves learning
- Create a focus that reflects the 5 famous sons
 - Arts

- Science event
- Music
- Sports
- Old Movie Night?
- Broaden base and increase community awareness of the museum purpose, goals and events
 - Concern – need younger base of workers to man events
 - Use Night at Museum to expand community involvement including focus on individual communities – example upcoming features of Mead and Ithaca
 - Create an outreach committee
 - Increase kids learning history (schools do not utilize us as they did in the past)

April 8 & 9 is the Nebraska Historical Society Conference in Nebraska City. Erin will network and bring back ideas.

Next Steps:

This might be the time to form committees and vet out the projects and what we can do and ideas to bring more income in and awareness to the museum.

Respectfully submitted,

Pat Hannan

Questions, additions, corrections? Quilterpatray@gmail.com