BOARD MEMBERS PRESENT: Katy Lewis*, Michelle Bahe *, Katie March*, Rebecca Hunt*, Britt Scholnick*, Jessica Brunecky, (Brian Briggs* via phone)


CALL TO ORDER: The meeting was called to order at 9:47am by President Katy Lewis.
Roll call and greetings.

DISCUSSION OF MINUTES:
Rebecca Hunt moved that the minutes from the August Board meeting in Glenwood Springs, CO be approved. Michelle Bahe seconded. All in favor. The motion carried.

OFFICER’S REPORTS:

PRESIDENT: Katy Lewis reported: I have registered for AAM’s National Advocacy Day! I will be representing CWAM and advocating for museums in Washington D.C. in February 22-23, 2016. If you want Katy to take anything Advocacy related, let her know.

VICE-PRESIDENT: Katie March: No new report.

SECRETARY: Isabel Tovar reported: Please remember to update your contact information for Sarah Saxe to either sarah.saxe@greeleygov.com or sarahsaxe@gmail.com.

Everyone needs to review their contact information and provide emergency contact numbers! Please send to Isabel.

Thank you all for the quick discussions and decisions to support and promote the Greenwood Fund, CollectionSpace grants and the DAM hosted AAM webinar on December 9th. I hope these will all be great opportunities for our Colorado- Wyoming regional museums.

Following our budgeting discussion, I looked through our through our insurance policy. It says that we have a “social gatherings and meetings – on premises not owned or operated by the insured – not-for-profit only products – completed operations are subject to the general aggregate limit”. Our general aggregate limit appears to be $2,000,000.00. I am trying to verify that this is A. correct, and B. that there aren’t any hidden surprises in coverage (the classic “act of god” reasoning that some companies use to deny coverage). I will continue to follow-up as I get more information.
**TREASURER:** Michelle Bahe reported:

**Colorado-Wyoming Association of Museums**

Fiscal Year 2015-2016

November 13, 2015

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Colorado-Wyoming Association of Museums
Fiscal Year 2015-2016
November 13, 2015

Revenue:  

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Expenses:  

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<td><strong>Total Expenses:</strong></td>
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<td><strong>$2,739.25</strong></td>
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Balance Revenue vs. Expenses:  

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Respectfully Submitted: Michelle Bahe, Treasurer

Michelle paid taxes and registered in Colorado.  
Katy Lewis said average non-profit has 3-9 months of budget amount in savings, no more than 2 years.  
Brainstorming new sources of revenue at the next meeting – grants.
COMMITTEE REPORTS:

ADMINISTRATIVE TEAM LEADER: Katy Lewis reported: CWAM’s responsibility for Museums United Phase 2 is to create an online platform where state museum associations can communicate and collaborate. Currently, research is occurring on the best type of online platform to use.

NOMINATIONS: People and positions who will term out in 2016 at the Annual Meeting:
Katie March (eligible for re-nomination)
Cecil Sanderson (not eligible for re-nomination)
Nathan Doerr (not eligible for re-nomination)
Rebecca Hunt (eligible for re-nomination)

Perhaps Isabel can contact Evan for one of the Wyoming spots?
We will also need to keep in mind 2017 nominations (Secretary, Treasurer, Annual Meeting Team Lead)
Perhaps we can incentivize Board participation by writing letters to museums with regards to support of professional development, etc. Other ideas: cost of annual meeting registration is covered (but not food costs), or one non-travel meeting

HISTORIAN/ARCHIVIST: Ronda Frazier reported: I have had three requests for information over the last few months:
One was from a potential donor looking for a home for some old electronic equipment and farm tools. After receiving suggestions from board members, I directed her to contact the School of Mines Museum and also History Colorado assuming the tools were used in Colorado.

Next was an internal request from Britt, who came in to look for records documenting past attendance numbers at CWAM annual meetings.

The last was a request for information from the Grand Encampment Museum. They were trying to determine if they could officially say they are one of the top 5 or 10 oldest museums in Wyoming for their upcoming 50th anniversary. Once again with suggestions from board members, I directed her to the “Official Museum Directory” and to a specific article in “Annals of Wyoming” on the Wyoming Historical Society’s website.

Our board members are always quick to reply to my requests for help, and I really appreciate that. I am able to respond back to people who contact us in a very timely manner, and that makes us look good!

MEMBERSHIP CHAIR: Alison Salutz reported: The membership totals for the November 2015 report do not include two-year memberships due to the difficulty correlating the numbers in a consistent fashion.

June 2015: 282
August 2015: 283, as of August, we had 36 two-year memberships.
November 2015: 257

Alison thinks that some of the membership decline in terms of money (down from a high of $11,445 in Durango to $8,275 in Craig—although most years have hovered around $9,000) could be due to switching to e-reminders instead of paper reminders. She suggested a campaign to help members understand that this is our preferred method, as it allows CWAM to use membership dues as efficiently as possible. We do still accommodate organizations or individuals who do not have email addresses or specifically request paper reminders.

Compared to previous years, our student memberships have stayed relatively steady, and she would recommend focusing on institutions and individuals. Part of the campaign could also be a reminder that institutional members are limited to one annual meeting registration use.

Thirdly, we should ensure that members or potential members can clearly see their member benefits, especially highlighting the CO-OP benefits on the website.

I would suggest a small membership campaign running up to the 2016 Annual Meeting; I can coordinate with Alison, Rachel and Cindy to make sure all information online is accurate and then we can send out an email to all...
current members (and potentially past members if we still have contact information) to highlight benefits, limited institutional registration and CWAM’s “green” method of communication.

Talk to Cindy about marketing a membership push OR include membership in Annual Meeting. Sub-committee with Alison at the head to discuss what membership means to the organization?

Values versus benefits

**CWAM Membership Chair Report**
Respectfully submitted by Alison Salutz
November 16, 2015

**MEMBERSHIP TOTALS: NOVEMBER 2015**

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<th>Institutional</th>
<th>Corporate</th>
<th>Student/Volunteer</th>
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<td>32</td>
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<td>95</td>
<td>126</td>
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**MEMBERSHIP TOTALS: AUGUST 2015**

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<th>Institutional</th>
<th>Corporate</th>
<th>Student/Volunteer</th>
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<tr>
<td>Colorado</td>
<td>195</td>
<td>65</td>
<td>97</td>
<td>12</td>
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<tr>
<td>Total</td>
<td>283</td>
<td>95</td>
<td>126</td>
<td>16</td>
<td>30</td>
</tr>
</tbody>
</table>

**ANNUAL MEETING TEAM LEADER REPORT:** Britt Scholnick reported:
Britt is not going to be in attendance at the Annual Meeting – Jessica will be appointed as Annual Meeting Team Lead
Registration for Early Bird goes live Feb. 1st and closes March 31st, April 1st they increase to full amount
Tentative program Feb. 1st

2016 Casper Meeting Updates
Save the Dates have gone out
Session Proposal has gone out - due Jan. 22nd with notification on Jan. 29th
Cindy – e-blast with both (confirm) and the survey
Survey – has already been sent out via email and we will continue sharing with members and potential members and provide in person at the Casper Meeting, [http://cwamannualmeeting.questionpro.com](http://cwamannualmeeting.questionpro.com)
Katie talked about prelim survey results but this will not close until after the annual meeting
Britt will email Val, Anne, Rebecca, and Christie Cain re: students filling out survey
Rebecca mentioned that it puts pressure on CWAM to reach out to smaller areas during the year through programing, workshops, etc., not that this a bad thing
Where will the vendors be? And the breaks?
**LOCAL ARRANGEMENTS**: Rick Young, Michelle Bahe reported:

Budget has increased and we will need to up registration to $145 (Early Bird, member discount rate) and $175 (Early Bird non-member, member regular registration) and $205 (non-member, regular).

Have to choose a workshop and meal dropdown during registration.

Add e-mails (required) to e-blast, will need to add disclaimer.

Keynote options narrowed down to Craig Johnson

Plenary – Tom Rea (journalism) wyohistory.com: connections into the community

Annual Meeting team’s recommendation for 2017 hosting site is: Glenwood Springs (theme something along the lines of the intersection of entertainment and museums – Museum Hack for the keynote speaker?)

- **1st choice**: Hotel Colorado (No room block requirement)
  - Deveraux room for Business Lunch & speaker, vendor space, no charge for breakouts after event ($400 + $2,500 food and bev. min., 200 ppl)
  - Colorado Room ($300, 170 ppl)
  - Roosevelt Meeting Space ($200, 130 ppl)
  - A couple of smaller areas
  - Seemed willing to negotiate the prices and will waive f&b min. when meeting space

- **2nd choice**: Hotel Denver (with some session locations in walking distance). Very nice hotel with a great atrium space for vendors but some concerns with small number of rooms, esp. with 2 queens.
  - 75-80 ppl in large meeting room ($600)
  - 40-45 ppl in medium meeting room ($400)
  - Board meeting room ($200)
  - There was some discussion about negotiating a slightly higher room rate and having the meeting spaces included.
  - Brew Pub (160 ppl) for business lunch?

- **3rd choice**: Marriott Hotel with Community Center; Glenwood Adventure Company for shuttle
- Vaudeville for Banquet and Silent Auction (150 people with a silent auction space in the lobby, can use their own caterer, buyout with shorter show)
- Glenwood Springs Adventure Park (in lieu of Friday night BBQ)

**Motion to approve Glenwood Springs as 2017 Annual Meeting location**: Katie March, Second: Britt Scholnick. Michelle Bahe abstains, majority passes

Dates: AAM is May 7-10, 2017: St. Louis; CU Boulder Finals & graduation are May 7-13, others?

- **La Junta / Lamar** (other applicant and site visit)
  - Facility – Ojai Junior College but would be easiest if waited until after the first Sat. in May (graduation); would have transportation from hotel to central location for sessions/workshops
  - Koshare Indian Museum – space for evening reception but wonder about the sensitivity of having Boy Scouts performing traditional Koshare Indian dances
  - Chuckwagon cooking at City Park
  - Las Animas Museum – 130 person capacity in Bell Tower reception area with caterer/kitchen
  - Lamar is too far away to consider as a dual site
  - Could do Amache and Sand Creek visits but need busses
  - Hampton or Holiday Inn as possible conference hotel but did not visit

**Britt will contact La Junta to let them know of Board’s decision.**

Annual Meeting team’s recommendation for 2018 hosting site is Cheyenne, WY. – Board will vote in February
Annual Meeting Attendance and Membership Research

Past attendance numbers compiled from attendee lists* in archive:

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<td>32</td>
<td>15</td>
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*Britt has these with her if you are interested in looking at the individual years. Golden was a dual conference so 212 are the non-archivist attendees for CO, but regardless this was our most impressive and successful conference to date. The average attendance over these 8 conferences is 63% CO and 34% WY.

2014 membership numbers (332):
- CO – 230 (69%)
- WY – 84 (25%)
- Other – 18 (5%)

2015 membership numbers (302):
- CO – 207 (68%)
- WY – 81 (27%)
- Other – 14 (5%)

PROGRAM CHAIRS: Jessica Brunecky, Anne Amati: see above.

SCHOLARSHIPS: Meghan Vickers: No new report. Scholarships can be opened anytime now but needs to be closed by mid-March.

FUNDRAISING: Caitlin Mans: No new report. Britt and Jessica will touch base regarding vendors and sponsors.
SERVICES TEAM LEADER: Rebecca Hunt reported:

**COOPERATIVE PURCHASING:** Rachel DeShong. Rebecca reported: Rachel has started working with MPMA to set up the annual product lists for 2015-16. She has a great deal of enthusiasm and has corrected any of the difficulties we had last year with the co-op.

**EMK (CO/WY):** Sarah Saxe: Colorado/Wyoming EMK: The Colorado EMK was borrowed by the Longmont Museum from September 1st through Nov 14th and has since been returned to Sarah at the Greeley Museums. The Wyoming EMK was borrowed by the Hoofprints of the Past Museum from July 16th through September 16th, and was given to Michelle Bahe to be returned to Sarah at the next board meeting.

Note that Sarah’s new email is Sarah.Saxe@Greeleygov.com. And her new address:

Sarah Saxe, Curator of Collections
City of Greeley Museums
714 8th Street, Greeley, CO 80631
Office: (970) 350-9219
Fax: (970) 350-9570

**CWAM GRANTS:** Brooke Rohde and Anne Amati: Nothing to report.

**EMERGENCY PREPAREDNESS CHAIR:** Rebecca Hunt: The statewide EOS that we are partnering with is sponsoring a session at the Colorado Preservation Inc. conference in February. I will be on the panel. It has fortunately been a quiet disaster season.

**RESOURCE GUIDE:** Isabel Tovar: If we want to start working on another resource guide for education, outreach, etc, let me know. We can work from the Collections/Conservation/Registration template (if that is desired). I have not moved forward on this as it is not my field of expertise. Otherwise I plan on updating the existing Resource Guide to be ready for the 2016 Annual Meeting.

**PROFESSIONAL DEVELOPMENT TEAM LEADER:** Nathan Doerr reported:

**COLORADO & WYOMING WORKSHOPS:** Nathan Doerr reported: No considerable updates at this time. What time I’ve been able to put into professional development has been spent mainly looking at other state association workshop and professional development programs. Additionally, I’ve been working on determining what CWAM needs to learn from our membership in regard to the professional development opportunities that we offer, or can offer in the future. I’ve also been keeping my eyes out for regional and national online professional development opportunities, especially those that are free, to share with our membership.

**ACADEMIC LIAISON:** Valerie Maiers: I attended MPMA as part of their emerging professionals track and it was great. I think the students/those new to the field assess the sessions well. Maybe we can model a session or two on that idea? I presented at most of them so can speak to the content and delivery at the board meeting.

**MENTORING PROGRAM:** Bethany Williams reported: With the discussion at the last board meeting of broadening my mentoring role, I had intended to have a description of the new role drafted weeks ago, however time has just flown by. I plan to get a draft of that updated position to Nathan the beginning of next week, to be discussed at the board meeting.

Someone (?) will talk to Bethany about sponsorships for mentoring meetings at the Annual Meeting.

**FELLOWSHIP PROGRAM:** Caitlin Mans: As of right now, I do not have anything to report. I mainly have been trying to research so I can start to figure out our options. Hopefully I will have something together in a month or so.

**COMMUNICATIONS TEAM LEADER:** Cindy Hines reported:

**WEBSITE CHAIR:** Cindy Hines reported: After several emails and discussions, a new page has been added to the website. Other Grant Opportunities is a sub page of the Grants page and currently includes the Denver Foundation’s Greenwood Fund Grant and a mini grant from CollectionSpace. We have posted an average of six job opportunities each month for the past three months. Updated email forwarders for Rachel and Sarah and added Jessica. Our Bluehost account renewed for two years in October.
Cindy will talk to Anne and Brooke about when to update the website with the 2016 grant application.

Discussion regarding our policy on how to handle requests for links and posts on our website from non-CWAM members: If the posts are for the benefit of the membership? Could also be a revenue source? Cindy could write a proposal, could make these decisions on her own, through executive board – whatever she is comfortable with.

SOCIAL MEDIA/MARKETING: Brooke Gladstone reported: Facebook currently has 716 likes, 6 likes just in the last month. Our posts over the last month have included job postings, relevant news articles, museum blog posts, and upcoming information about the annual meeting. On average our posts reach 200-400 Facebook users, but we had two posts this past month that hit well over 1200. The posts about the annual meeting have also engaged several shares, likes, and clicks. I also created an event on Facebook for the annual meeting, I've noticed some have marked attending and been sharing the event. Please feel free to invite colleagues to the event and I'll keep that page updated with Annual Meeting announcements. Last, as our posts continue to increase in frequency, we are looking into a new protocol to have Facebook posts evenly dispersed. This will help keep the page active with less ebbs and flows. For those that occasionally post to our Facebook page, stay tuned for additional information as we finalize a system and share with the group.

General discussion:
Could we use more photos?
How to use social media (Twitter, Instagram) more effectively for Annual Meeting?

E-BLAST EDITOR: Kelly Rasmussen reported: e-blasts are not coming out weekly. Kelly indicated that she sends them out when she has new information to include. If that is okay with the board, then we need to change the information on the website which says that e-blasts come out weekly.

The Board discussed that it should be regular, even if it’s monthly or bi-weekly. Can we have set deadlines (with reminders) to encourage Board participation? How about bi-weekly with special editions e-blasts for things like annual meetings / advocacy day?

Eventbrite: It is time to set up our page for the next annual meeting.

ADVOCACY TEAM LEADER: Katie March reported: We spoke with DMNS about partnering again for CO Advocacy Day. We submitted a proposal and will hopefully hear back soon.

Idea of “Museum Fair”, where each institution can have a space to talk about their work. SCFD matters in 2016, Advocacy Day may be in January.

I also helped with the Annual Meeting evaluation writing and distribution. So far we have 43 respondents, so please keep sharing!

COLORADO STATE REP: Katie Heidsiek reported: The MPMA conference in Wichita was a big success. The conference was well attended and the booth got some good traffic. I would like to use the next year to figure out how we can optimize our booth at the conference in the future. We threw around some ideas last year but didn't have time to pull things together before the conference. I'm happy to take the lead on this and would love the names of anyone who's interested in participating. Next year's conference is in Oklahoma City. The good news is that airfare is quite reasonable between Denver and OKC.

On a personal note, many of you know that I was part of the recent layoffs at History Colorado. I attended the MPMA conference right after finding out and I want to extend a heartfelt thank you to all the CWAM members at the conference who were so sympathetic and supportive and really made a difference. The whole experience emphasized the value of CWAM and the wonderful people who are a part of it.

WYOMING STATE REP: Cecil Sanderson: no new report.

COLORADO LEGISLATIVE AND TOURISM CHAIR: Caitlin Barret reported: We have started planning/organizing for Museums Advocacy Day!
WYOMING LEGISLATIVE AND TOURISM CHAIR: Brian Briggs reported:
First, things have been going well on the advocacy short guide we talked about in August. Karmen and I finished the small revised version as the start to our Advocacy Prep packet.

Second Sheridan went very well. We had a good turnout and talked to a lot of people interested in Museum Advocacy. I collected release forms and video from four different segments in our approach to advocacy session (full house btw); I'm now editing for inclusion on the CWAM website/youtube and can email in release forms (who should I send them to?); I can bring originals next time now for CWAM records.

Third... I completed and had posted two eblast editions regarding Call to Advocacy. I intentionally skipped November but am currently preparing a larger edition for December (January/February will be followup in getting ready to advocate with additional opportunities). I am asking that we please make sure the December issue goes out promptly as requested; we had some issues with the last call to advocacy. I realize that we'd like to keep that once a month but am hoping in special circumstances we can still use that channel. In any case, I will have a new eblast Call to Advocacy for December that will include some current national advocacy elements, a short summary and inclusions from Sheridan, plus a brief push to get people prepping for CWAM Ad Day in WYO 2016!

Fourth, I've continued my talks with Regan at ColoLibraries and found out that they announced Leigh Jeremias formerly of History Colorado as their new digital connections coordinator. We are trying to work out a time to meet in person and digitally in the next couple weeks. We will be submitting an annual meeting proposal on the subject too. Fifth and final, I've been starting lists to coordinate contacts around the state will share at next meeting and we can discuss appropriate steps to continue to build network. All my best to everyone and thank everyone for braving the elements Nathan and I tried but we're blocked.
OLD BUSINESS
- Travel for Local Arrangements will follow same guidelines for travel as the State Reps. A proper budget will be submitting and discussed for approval by the Board. Next budget will have a line item for this.
- Peer assessor program. See Appendix I
  Can be divided into 2 separate issues:
  1) taking it on (needs to be budget neutral, funding goes away in 2017)
  2) spreading it into Wyoming (workshops for peer assessors – covered by grants). Fee structure and funding sources (feasibility study?) to be discussed at the next meeting in February or June. We have enough peer assessors that they could train the new peer assessors. Services Team Leader could appoint someone to take care of the project post-2017.

NEW BUSINESS
• P&P updates
• Local Arrangements / Annual Meeting
• Budget, funding sources, & grants – sustainability
  o Connecting to Collections
• Membership sub-committee meet beforehand for recommendations at Feb. meeting

Next Meeting
• February (26/27): CO. Isabel to host at the Denver Art Museum

Britt motioned to adjourn, Michelle seconded. All in favor.

ADJOURN: The meeting adjourned at 1:16 pm.

Notes were taken at the Board Meeting by Brittney Scholnick.

Respectfully Submitted,
Isabel Tovar, Secretary
Appendix I:

Peer-to-Peer Preservation Assessment Program
A Collaborative Partnership Between
Colorado Collection Connection and Colorado Wyoming Association of Museums

Colorado Connecting to Collections C2C, a two year initiative funded by the Institute of Museum and Library Services (IMLS) and sponsored by the Center for Colorado & the West at Auraria Library (CC&W), is now known as Colorado Collection Connection (CCC). We are interested in exploring a collaboration with Colorado Wyoming Association of Museums (CWAM) to continue the peer-to-peer preservation assessment program in Colorado.

During 2013-2014, C2C developed a peer-to-peer training program. Eleven individuals participated. Through training and shadowing provided by C2C grant funded consultants, the peers became qualified to conduct preservation assessment site-surveys. As a result, 33 institutions in Colorado received preservation site-assessments with follow-up recommendation reports.

Peer assessors participated in a recent survey to determine interest in continuing as peer-to-peer assessors. Their responses will serve as a guide to initiate a joint CCC – CWAM peer-to-peer preservation assessment program.

Following the survey results below is an outline suggesting roles for CCC and CWAM as we develop a collaborative partnership to continue the peer-to-peer preservation assessment program.

Review of survey completed by CCC Peer-to-Peer Assessors

Availability: Seven individuals are interested in continuing with the program. All would be available to conduct one assessment per quarter.
In summary, during 2016, we could expect to provide up to twenty-eight peer assessments in Colorado.

Geographic coverage: The majority of assessors are located in the Denver metro-area, two are in Pueblo, and one in La Junta. Five indicate they would travel anywhere in Colorado. Our La Junta assessor prefers to stay within a 100-mile radius and one of our metro assessors would like to stay within a 50-mile radius.
In summary, with coordination, we would be able to provide assessments anywhere in Colorado.

Type of institution: Assessors feel they are qualified for assessments at the following types of institutions.
Museums and historical societies: 90% indicated yes.
Libraries: 80% indicated yes.
Archives: 60% indicated yes.
In summary, with coordination, we would be able to provide assessments to all types of collection holding institutions in Colorado.

Assessment fee: The majority of assessors indicate they would conduct an assessment for $200. Two suggested mileage and lodging would be fair compensation.
In summary, using the above data, CCC and CWAM will develop an applicant fee schedule.

Suggested CCC – CWAM Responsibilities

CCC Responsibilities*

- Peer Assessment program promotion.
  - Website
  - Listservs (CCC’s and others)
  - Forum presentations

- Application form will be available on the CCC website
  - CCC staff will screen applications

- Coordinate applicants with peer assessors

Laramie, WY November 21, 2015 CWAM Board meeting
o CCC staff will match peer assessors with applicants’ geographic location and institution type

• Peer networking and continuing education
  o CCC will provide an avenue for networking between peer assessors.
  o CCC will organize on-going webinar training sessions for peer assessors.

**CWAM Responsibilities**

• Peer Assessment financial management.
  o CWAM and CCC will jointly determine fee structure based on feedback from Peer Assessors.
  o CWAM will oversee all financial management for collection of fees from applicant and disbursement of fees to peer assessors.

*CCC has funds available to provide staffing through December 31, 2017.*