

NAPER SETTLEMENT MUSEUM BOARD MINUTES

Friday, August 19, 2019

Members present: Sally Pentecost, Kelly Douglas, David Wentz, Gregory Waite, John Koranda, Len Monson

Members absent: Steve Chirico, Paul Hinterlong

Staff present: Macarena Tamayo-Calabrese, Harriet Pistorio, Donna Sack, Kim Grazulis, Marcie Schatz

Community members present: Erin Hegarty

1. Call to Order:

Sally Pentecost called the meeting to order at 8:06 a.m. in the Mayor's Conference Room of the Municipal Center.

2. Minutes:

The minutes of the previous meeting of May 10, 2019 were approved by a motion from Len Monson. Motion carried.

3. Financials:

Harriet Pistorio presented the financials. Operating revenue is about \$10k over plan. Salaries and Benefits are still under plan, but a special events coordinator and Director of Learning Experiences were recently hired. Expenses overall are in line with what was planned. David Wentz asked about the variance in revenue vs. budget for gate admissions. Pistorio clarified that this number reflects "walk-in" museum guests on any given day, not special events, and Sack mentioned that it can vary wildly based on weather. Pistorio also reminded the Board that Naperville residents don't pay for admission, so their presence is not increasing revenue for gate admissions. The financials were approved by a motion from Len Monson, seconded by Kelly Douglas.

4. CEO Remarks and Updates:

Rena Tamayo-Calabrese gave an overview of new events at Naper Settlement, some of which took place in summer 2019 and some of which are projected for 2020 and beyond. Notably, a wine event similar to Wine Fest called Naperville Uncorked will be taking its place next summer and is organized by the same group that does Ale Fest. Tamayo-Calabrese recapped Naper Nights, which was overall a success despite one night being cancelled due to weather, and informed the Board that the descendants of Joseph Naper visited for the Naper Nights performances in August and a tour of the site. She reiterated that the decision to sunset Civil War Days was difficult but well-considered, and she gave some background on the 1940s weekend that will be held instead of Civil War Days in 2020. Donna Sack elaborated on the travelling WWII exhibit that will be on site next spring that ties into 1940s weekend. Kelly Douglas asked about how the event will be marketed and suggested local vendors who might want to get involved in programming. Tamayo-Calabrese also highlighted that with Civil War Days leaving, Naper Settlement members will be granted free admission to the History Speaks lectures starting in 2020 so that members' benefits continue to preserve their value.

5. Old Business

Tamayo-Calabrese stated overall Festa Italiana was a success, and that good feedback has been received. She mentioned that like all first-time programs, Naper Settlement and Star Events are evaluating how to improve the logistics and operations of the event.

Kelly Douglas offered the suggestion that a member of the marketing team come up with a standard response to negative social media comments, considering that Civil War Days and Chriskindlmarket have generated some bad publicity. Tamayo-Calabrese stated that a statement has been developed by Abbey

Bobzin.

Dave Wentz asked about Naperville Food Truck Fest. Naper Settlement staff shared that it was overwhelmingly popular, with almost 5,000 attendees total. Wentz raised suggestions to improve logistics. Pistorio added that there will be two food truck fests held in 2020, one in the spring and one in the fall, and community feedback will be taken into consideration for future events. Tamayo- Calabrese also talked about ongoing efforts to include as many Naperville-based trucks in future fests.

Tamayo- Calabrese recapped the original plan for the Never Settle Campaign, and shared that several hundred thousand dollars are expected by next spring to help fund these capital projects. Pentecost asked if any updates had been provided to the agricultural community lately, and Tamayo- Calabrese responded that she is hoping to organize an event for this community and would include more information in the invitation for that event.

Harriet Pistorio talked about the 50th Anniversary Chapel event that took place in July, which was a huge success. It was well-attended by almost 900 people, including the couples that were being celebrated as well as their families. Tamayo- Calabrese also mentioned the impact on surrounding restaurants and hotels, and thanked Sally Pentecost for speaking on behalf of the boards at the event. Grazulis distributed a packet containing a few emails from attendees expressing their gratitude as well as press on the event.

Donna Sack provided an overview of the information that has been collected on the Case Dairy Farm, highlighting what the Milk House from that property can add to Naperville's farming story. She clarified that the building targeted to be moved onto the Settlement grounds was indeed a milk house. She shared the annual operating cost for the new building and how it would be used for educational programming as part of the agricultural interpretive experience. Tamayo- Calabrese talked about key stakeholders and donors for the Agricultural Interpretive Center who had dairy farms. The timing for moving the building is being planned. Board approval is needed before other steps can be taken. Sack stated that the cost for relocation is being donated. The Board agreed to accept the donation of the milk house and relocate it to the grounds of Naper Settlement with a motion from Dave Wentz, seconded by Kelly Douglas.

6. New Business

Donna Sack shared that Naper Settlement has been selected as one out of 51 museums nationwide to participate in an American Alliance of Museums board diversity and inclusion program, a \$4 million project across the country to work with executive staff and boards to align with the communities they serve. Naper Settlement is one of a cohort of roughly 13 museums in the Chicagoland area that will be participating. There will be online and in-person training for board members and lots of opportunities for networking.

7. General Information

The attendance and demographic report was presented. No questions were asked about it. The next NSMB Board meeting is scheduled for October 25, 2019 in the Mayor's Conference Room.

Kelly Douglas asked about the Kroehler mansion owned by Little Friends. Tamayo- Calabrese stated that an official offer has not been made to Naper Settlement. She added that Naper Settlement is happy to research the building's history and share that research with interested parties. No efforts are underway to move the building, as cost is prohibitive.

8. Adjournment

The regular meeting was adjourned at 8:45 AM.

Submitted by: Kim Grazulis