

City of Naperville

*400 S. Eagle Street
Naperville, IL 60540*



Naperville

Meeting Minutes - Final

Friday, February 7, 2020

8:00 AM

CMO Conference Room #248

Naper Settlement Museum Board

A. CALL TO ORDER:

The Honorable Paul Hinterlong called the meeting to order at 8:04 a.m.

B. ROLL CALL:

Cecelia Curtis, Student Representative, present via conference line.
Staff present: Harriet Pistorio, Chief Operating Officer; Donna Sack, Vice President & Chief Program Officer; Rena Tamayo- Calabrese, President and CEO; Kimberly Grazulis, Administrative Specialist; Brittany Tepper, Marketing Director; Jeanne Schultz Angel, Director of Learning Experiences; Marcie Schatz, Deputy City Manager & Staff Liaison to NSMB

Present 10 - Steve Chirico, Kelly Douglas, Paul Hinterlong, Len Monson, Greg Waite, David Wentz, Erin Lochtefeld, Cecelia Curtis, Bridget Kozlowski, and Al Zucco

Absent 4 - John Koranda, Connor Chapman, Michelle Zheng, and Bhoomi Sharma

1. Welcome Bridget Kozlowski and Al Zucco

Meeting attendees introduced themselves to the two new Naper Settlement Museum Board members, Al Zucco and Bridget Kozlowski.

C. PUBLIC FORUM:

No comments were made.

D. OLD BUSINESS:**1. Receive the 2020 Exhibit Schedule**

Attachments: [ManufVictory Workshop Flyer.pdf](#)

Donna Sack gave an overview of the *Manufacturing Victory* exhibit that will be opening on March 5. It is a traveling exhibit from the National World War II Museum in New Orleans. Naperville's connection to WWII, especially the Kroehler manufacturing story, will be layered in. There will also be a poster exhibit from the Smithsonian which will talk about Japanese internment and companion information about the interred Japanese workers who were assigned to the mushroom and asparagus farm in Naperville. The *Manufacturing Victory* exhibit has been extended one week so that it will run through Memorial Day. The Homefront Weekend will take place in May and will tie in programming to this exhibit. Dave Wentz asked if victory gardens will be a part of the exhibit. Sack confirmed that a local group will be planting 12 small victory gardens as art products that will be auctioned off during Homefront 1940s weekend.

The other exhibit at Naper Settlement this year is *Women: Waves of Change* which will open in the summer.

2. Receive an update on grants

For the benefit of new board members, Sack gave an overview of the three federal grants Naper Settlement is currently working on and stated that the Unvarnished and Museums Empowered grants are both on track. She discussed an upcoming trip that she, Harriet Pistorio, and Rena Calabrese will be taking to visit some museums in Washington, D.C., including President Lincoln's cottage.

3. Receive an update on Naper Settlement CIP projects: card readers and site-wide cameras

Harriet Pistorio informed the Board that Naper Settlement staff are working with City Procurement to install site-wide cameras for the exterior of the property, with about 98% coverage. Card readers will also be updated in 72 locations, including staff offices and several exterior gates. Tamayo- Calabrese explained that staff were excited to have these additional security measures in place. Dave Wentz asked about the retired police vehicle on the property and if it had anything to do with security; Sack explained that the museum has recently started collecting vehicles. That police cruiser was among the first two vehicles acquired. Scripts with additional information on the vehicles is being developed for volunteer interpreters. Sack clarified that the car was part of the Naperville Heritage Society's 50th Anniversary exhibit but may soon be relocated.

E. NEW BUSINESS:**1. Receive a report on the HERstory campaign for 2020 and related events**

Attachments: [HERstory Presentation.pdf](#)
[Herstory Postcard Calendar 1.31.2020.pdf](#)

Brittany Tepper, Marketing Director for Naper Settlement, introduced herself and shared an overview of the HERstory campaign, which is celebrating the 100th anniversary of women's suffrage. There are two pieces to this project: telling women's stories in our exhibits, events, and programming and collecting stories of local women and girls through online nominations. Jeanne Schultz Angel gave an overview of the programming associated with HERstory, which started in January and will continue throughout the year. Highlights include the monthly History Speaks lecture series, the debut of a new room in the mansion about Caroline Martin Mitchell and her gift, Homefront Weekend, and the exhibit *Women: Waves of Change*. Schultz Angel stressed how timely the focus on women and their stories is, as many museums around the country are also celebrating the anniversary of the 19th amendment. There will be some programming at the end of August in conjunction with the League

of Women Voters to celebrate that anniversary. Douglas asked if voter registration will be incorporated into these events as some high schoolers have been actively trying to make sure all 18-year-old students are registered; Sack said that there will be voter registration available at these events

Mayor Chirico praised staff on the exciting and appropriate theme for the year.

Councilman Hinterlong asked if any programming would be continuing through Election Day. Sack assured him that the themed History Speaks lectures will run all year, and that the *Women Waves of Change* exhibit would be extended through December.

Tepper shared the HERstory tie-ins with major events during the summer and fall, including Naper Nights, Oktoberfest, and All Hallows Eve, and outlined the onsite social media experiences that will be featured. Tepper shared photos of HERstory branding throughout the museum grounds and planned efforts to market the campaign in the wider community.

2. Receive information on the initiative to tell Caroline's story and associated changes to the mansion

Sack stated that the main change to the mansion is taking place in a room that was called the "chandelier room" that was crying out for change. That room is going to be used to tell Caroline Martin Mitchell's story and her role as the first major philanthropist in the city of Naperville. Parts of this story have been sampled in tours and programs, and audiences have been very engaged. Douglas suggested that the museum collect donations in that room.

F. REPORTS:

1. Approve the minutes from the October 25, 2019 meeting

Attachments: [MeetingMinutes31-Jan-2020-03-27-47.pdf](#)

Al Zucco suggested that the minutes be amended to include attendance. Staff assured the Board that they could submit an updated version.

The minutes of the October 25, 2019 meeting were approved with one change: to add attendance information in the roll call section. The motion was made by Dave Wentz, seconded by Al Zucco.

Aye: 8 - Chirico, Douglas, Hinterlong, Monson, Waite, Wentz, Lochtefeld, Curtis, Kozlowski, and Zucco

Absent: 1 - Koranda, Chapman, Zheng, and Sharma

2. Receive the following reports:

1. Attendance and demographics report

2. Financials as of November 30, 2019

Attachments: [financials for Feb 2020 meeting.pdf](#)
[CY19_Attendance_Master.pdf](#)

Attendance and demographics report:

Harriet Pistorio shared the report with the Board. A discussion was had about attendance tracking and projecting overall over the last few years, especially regarding events and grounds rentals. In particular, Mayor Chirico asked about how the departure of Christkindlmarket affected the projections vs. actuals. Donna Sack clarified that without Christkindlmarket, the projected attendance for 2019 was just over 134k, and actual attendance was about 132k.

Douglas brought up the negative press that surrounded Yuletide Festival and asked staff to be more proactive in responding to bad PR around social media platforms and asked about programming plans for the 2020 holiday season. At this time, Naper Settlement is not planning to hold a holiday event this year. Mayor Chirico echoed Douglas's sentiments that even though Yuletide wasn't put on by Naper Settlement, its poor reputation did not reflect well on the museum. A discussion was had about the marketing team's role in monitoring and responding to posts on social media about all events going on at the museum, including rentals.

Financials as of November 30, 2019:

Pistorio informed the Board that revenue was on target as of the end of November. There were some significant savings in salary and benefits. Overall, not all of the money allocated was spent.

The financials were approved with a motion by Kelly Meyer Douglas, seconded by Paul Hinterlong.

Aye: 8 - Chirico, Douglas, Hinterlong, Monson, Waite, Wentz, Lochtefeld, Curtis, Kozlowski, and Zucco

Absent: 1 - Koranda, Chapman, Zheng, and Sharma

G. ADJOURNMENT:

The meeting was adjourned at 8:52 AM with a motion by Councilman Paul Hinterlong, seconded by Al Zucco.

Aye: 8 - Chirico, Douglas, Hinterlong, Monson, Waite, Wentz, Lochtefeld, Curtis, Kozlowski, and Zucco

Absent: 1 - Koranda, Chapman, Zheng, and Sharma