

City of Naperville

*400 S. Eagle Street
Naperville, IL 60540*



Naperville

Meeting Minutes - Final

Friday, July 30, 2021

8:00 AM

CMO Conference Room #248

Naper Settlement Museum Board

A. CALL TO ORDER:

Mayor Steve Chirico called the meeting to order at 8:03 AM.

B. ROLL CALL:

Also Present: Kimberly Grazulis, Development Associate; Samantha Meyer, Administrative Specialist; Macarena (Rena) Tamayo-Calabrese, President & CEO; Donna Sack, VP & Chief Program Officer; Harriet Pistorio, COO; Brittany Tepper, Director of Marketing; Denise Cartina, PR & Social Media Team Leader; Jared Stahl, Marketing & Design Team Leader.

Present 6 - Steve Chirico, Bridget Kozlowski, Len Monson, Lee Quillinan, Julie Schremser, and Al Zucco

Absent 3 - Paul Hinterlong, John Koranda, and Greg Waite

C. PUBLIC FORUM:

There were no comments in the Public Forum.

D. OLD BUSINESS:**1** Receive an update on grants.

Macarena Tamayo-Calabrese summarized that we are still in the running for a capital grant from the Department of Commerce and Economic Opportunity (DCEO), as well as additional capital funding from the Illinois Department of Natural Resources (IDNR). Staff are in the process of applying for the Natural Endowment for the Humanities (NEH) Grant for \$704,000 to fund Innovation Gateway. Tamayo-Calabrese stated decisions for the IDNR Grant are expected in December 2021 or January 2022. The NEH Grant has a provision that the project cannot begin until July 1, 2022, so the timeline for construction on Innovation Gateway would be pushed until then if this grant was awarded.

2 Receive an update on capital projects including the ground-breaking ceremony on September 19, 2021 and the resolution for funding for the Benck Family Agricultural Interpretive Center.

Harriet Pistorio provided an overview of the ground-breaking event on September 19, 2021 for the Benck Family Agricultural Interpretive Center and the Herman & Anna Hageman Thresher Pavilion. Pistorio stated that 323 invitations have been sent out and around 150 donors and visitors are expected to attend. Construction will not start on these buildings until the beginning of October.

1 Receive a presentation from the Naper Settlement Marketing Team.

Brittany Tepper presented the marketing department's achievements and results from various Naper Settlement campaigns throughout 2019 and current campaign results from 2021. Tepper stated that Naper Settlement has introduced the Blackbaud system this year that allows guests to log in to their own account to get their member tickets, print them out, and have them ready to be scanned when attending events. Tepper stated that they are including more direct mail in their current marketing plan over radio advertisements. Jared Stahl discussed the banners and posters for current Naper Settlement campaigns that showcased our sponsors for each event this year. Denise Cartina presented Naper Settlement's current public relations and social media goals and analytics for 2021.

E. NEW BUSINESS:

1 Receive an update on programming and events which includes exhibits, camps, events and rentals.

Donna Sack explained that there is a 93% booking rate for exhibits and camps this year. Sack gave an overview on the programming of educational camps and programs that Learning Experiences has put together this year. Specifically, Naper Settlement's new program Homefront is being reimagined over a series of months in the future.

Harriet Pistorio discussed that events and rentals are going great for Naper Settlement. Attendance numbers are hitting projected targets and past renters are renewing their contracts to continue renting at Naper Settlement.

2 Receive and approve the minutes from the May 14, 2021 Naper Settlement Museum Board Meeting.

The minutes were approved with a motion by Al Zucco, seconded by Lee Quillinan. Motion carried 5-0.

Aye: 5 - Chirico, Kozlowski, Quillinan, Schremser, and Zucco

Absent: 3 - Hinterlong, Koranda, and Monson

3 Approve the financial report as of May 31, 2021.

Harriet Pistorio discussed the financial report as of May 2021. Pistorio stated it was a slow start to 2021 as far as revenue is concerned, given COVID closures and restrictions, with current bookings; Naper Settlement is under budget by \$1,500. Rental events and weddings bookings are expected to provide greater revenue in the coming months. Overall, Naper Settlement

is right on target for revenue for this year. Currently, expenses are below budget, but will increase later in the year due to the timing of events.

The financial report was approved with a motion by Al Zucco, seconded by Lee Quillinan. Motion carried 5-0.

Aye: 5 - Chirico, Kozlowski, Quillinan, Schremser, and Zucco

Absent: 3 - Hinterlong, Koranda, and Monson

4 Receive the attendance and demographic report through June 2021.

Harriet Pistorio stated that Naper Settlement is expected to make its attendance goal by the end of 2021 as events are scheduled in August, September, and October.

F. REPORTS:

G. ADJOURNMENT:

The meeting was adjourned at 8:59 AM with a motion by Al Zucco, seconded by Bridget Kozlowski. Motion carried 5-0.

Aye: 5 - Chirico, Kozlowski, Quillinan, Schremser, and Zucco

Absent: 3 - Hinterlong, Koranda, and Monson