

CUERO HERITAGE MUSEUM COMMITTEE MEETING

12:00 – 1:00 PM, Cuero Heritage Museum

Tuesday, May 01, 2018

Call to Order: The meeting was called to order by Chairman Wayne Adickes. Those present were members Cynthia Lawyer, Doyle Cruz, Joe L. Sheppard, Jessie Mathis, Sherry Esse, Guy Dolan, Jim Stokes, Cliff Weber, Eric Basaldua, Peggy Ledbetter, consultant Steve Waldrop and Museum Manager Amber Fitts.

Joe L moved to approve the April minutes. Doyle seconded the motion and it passed.

Financials: No report available from the city at this time.

Museum Stores: Wayne reported that the Pharmacy Store, which depends primarily on donations for its inventory, is bringing in about \$600 a month. A boon to the store has been several donations from one of Wayne's friends who donated several of her collections. Those mentioned were "smoker" ash trays and egg timers, which have sold very well.

Fundraising: Wayne reported that he attended a Cuero Development Corp. presentation at which the speaker was Gary Moses. Mr. Moses is well-known in the area as a fundraising consultant, and offered to help the museums in any of our fundraising efforts.

Museum Attendance for 2017: Wayne reported the following figures regarding attendance: There were 3,147 visitors to the museums from 35 states as well as the District of Columbia and Puerto Rico. Seventy-nine percent of all visitors were from out of town, with 196 cities and communities represented (other than Cuero) from across Texas. Cuero visitors numbered 622 and Victoria 600. It was reported that Cuero is becoming a major stop for day tours. It was mentioned that PMMT was getting the bulk of the visitors due to its location downtown, and this raised the question about way-finding signs for CHM and why funding hasn't come through for them. Sherry explained how funding for this through the city would work. Doyle asked about using the billboards on each highway into town. Sherry explained that the expense would be beyond our budget. Guy suggested having ads put in free publications such as the Hochheim Prairie paper. In conclusion, Wayne reported that attendance is steadily growing for both museums.

Cuero Heritage Museum:

World War I Presentation Update: Steve reported that he was making good progress and was ready to write the script. He explained that the presentation would be honoring the 45 men from DeWitt County who died during WWI. This program is slated for November 2018 which is the hundredth anniversary of the end of that war. The committee will meet today after the board meeting.

Exhibits: The Geisha Girl porcelain display has been taken down and packed away. Amber is in the midst of setting up the Polly Howerton and Martha Sawyers art displays and expects them to be completed within two weeks. Cliff has an art piece done by Ms. Howerton and offered to loan it to the exhibit.

After the art exhibit, the next exhibit will be mechanical banks. CHM owns over 100 mechanical banks which were on display several years ago and were very well received.

Pharmacy & Medical Museum of Texas:

Iron Lung Reception: Wayne reported that the Iron Lung reception date had to be changed in order to accommodate the president of TIRR Memorial Herman. The new reception date is June 14 from 4 to 6 p.m. Wayne mentioned that at least six people from TIRR hoped to attend.

Display enhancements: Wayne gave a shout-out to the docents of PMMT for their initiative in enhancing and updating the cabinet displays. He encouraged members to drop by and see how beautifully they are done.

Second Floor Reno: Amber reported that much progress has been made on the second floor. Several of the floors are completed, the electrical outlets are done, the lighting is completed and the big over-staircase fan is working. The bathroom has been painted, just need plumbing for a toilet. Wayne reported that the museum in Nordheim, TX, has offered to give PMMT all the artifacts in their dentist office, including a dentist chair.

Old Business: Joe L reported that he approached The Reverend A. L. Taylor of Little Zion Baptist Church about being a board member. Peggy motioned that he make the offer to Rev. Taylor, Cliff seconded the motion and it passed. Joe L will try to bring Rev. Taylor to the next meeting and Wayne and Amber will put his name on the agenda for the next City Council meeting.

New Business: There was no other new business.

The meeting was adjourned at 1:00 p.m.

Respectfully Submitted,
Cynthia Lawyer
Secretary