

CUERO HERITAGE MUSEUM BOARD MEETING

12:00 – 1:30 PM, Cuero Heritage Museum

Tuesday, October 02, 2018

Call to Order: The meeting was called to order by Chairman Guy Dolan. Those present were members Jessie Mathis, the Reverend A. L. Taylor, Joe Reuss, Cynthia Lawyer, Wayne Adickes Peggy Ledbetter, Eric Basaldua, Gerald Zengerle, consultants Liz Heiser and Steve Waldrop and museum manager Amber Fitts.

Minutes: Joe moved we accept the September minutes as written. Wayne seconded the motion and it passed

Financial Report: The city has not provided a financial statement for this month.

New Board Members: Guy reported that he has talked with two people who have an interest in becoming board members. They are Samantha Davis with the Cuero Development Corporation, and Emily Weatherly, marketing director for Cuero Regional Hospital. Wayne voiced concern that a conflict of interest may hinder Ms. Davis' appointment due to the museums applying for grants with the CDC. Other people suggested were A.J. Simpson, owner of The Emporium boutique and Dr. Barry Wineinger, retired. Gerald moved that we check into the conflict regarding Ms. Davis, and invite Ms. Weatherly and Dr. Wineinger to the next meeting. Wayne seconded the motion and it passed.

History Book on Cuero: Wayne explained again what Arcadia Publishing expected with regard to the writing of a history book about Cuero. Rev. Taylor asked about hiring someone to do the groundwork. Gerald mentioned that local people needed to be involved. There was a discussion about where to get the information for a book, which primarily would be photos with captions. Amber brought up the fact that it may take more time to do than would be practical. Peggy mentioned that the Cuero Record has done a similar book which was very popular. It was decided to postpone discussion of this item until a later date.

Fundraising and Promotional Ideas: -Amber suggested that we get a well-known person or celebrity to make an appearance at the museum. We then could sell tickets for meeting him/her, taking pictures, getting autographs. This was discussed and it was decided that we probably couldn't get a big enough name to make it work.

-Guy suggested a farm-to-table meal event such as the City did earlier this year. Joe suggested to have a meal of some kind and ask local "celebrities" such as the mayor, city council members, or judges to be the waiters. This idea sparked interest with the board and it was agreed to pursue this further.

-To promote our web page, Amber suggested launching a video contest. Contestants would video the museums in a creative way, put their video on YouTube, and the winning video would be part of our web page, with perhaps a cash prize. This idea was of much interest to the board and Amber agreed to write up some guidelines for the contest and bring them to the next meeting.

-Amber mentioned that one of our docents asked to dress in period costumes every once in a while during special tours, etc. This was approved by the board as long as budget permits.

-Wayne suggested we think about doing wildflower tours. This had been done by another organization which disbanded. He said people call and ask about tours quite often.

Cuero Heritage Museum:

World War I Presentation Update: Steve reported that the program is on schedule and he will have a preview for the program committee next week at the actual venue. Posters for the event have been printed and some were handed out to board members to distribute around town, in schools and throughout the county. Rev. Taylor agreed to give a prayer at the memorial by the library. Steve reported that there is a possibility the National Guard would send an Honor Guard

to greet attendees and hand out programs. This is the first time a program will be used and Steve had a mock-up of one that will be printed. Wayne said he would arrange for the Cuero Record to interview Steve in the near future.

Howerton Painting Raffle Update: Amber reported that \$400 - \$450 has been raised. She will contact the Record for another mention.

Current Exhibit: The mechanical bank exhibit is now on display.

Kleberg Family and the King Ranch: Wayne reported that someone from the Chisholm Trail Museum has already contacted the Kleberg family but it was not clear what was asked or accomplished.

Cuero Artists for Future Exhibits: It was suggested that we look into the following Cuero artists: Don Markovsky, Bill Smolick, Freeman Schultz, Maurice Battles, Martha Gibson (photographer). Amber said the next exhibit will be a donation of miniatures and after that we could do another art exhibit.

Amber reported that a new reamer cabinet has been installed in the upstairs reamer exhibit room.

Pharmacy & Medical Museum of Texas:

Upstairs Reno: Amber reported that a few things have been moved into the dental room. The chair is still not in; waiting for cooler weather.

Canopy Repair: The canopy repair is underway. There was more damage than expected but the work is going well.

Rat Infestation: Wayne reported that the docents have trapped seven rats so far. The pest control people have put poison out twice, but the rats keep coming. Wayne thinks they are travelling from the abandoned building next door.

New Business: None

Old Business: None

The meeting was adjourned at 1:30 p.m.

Respectfully Submitted,
Cynthia Lawyer
Secretary