

CUERO HERITAGE MUSEUM COMMITTEE MEETING

12:00 – 1:30 PM, Cuero Public Library

Tuesday, January 8, 2019

Call to Order: The meeting was called to order by Chairman Guy Dolan. Those present were members Joe Reuss, Wayne Adickes, Eric Basaldua, Candy Henderson, Joe L. Sheppard, Peggy Ledbetter, Emily Weatherly, Samantha Bayfus, Gerald Zengerle, and museum manager Amber Fitts.

Minutes: Wayne motioned that we accept the November minutes with one correction. Eric seconded the motion and it passed.

Financial Report: Guy explained that it was an unofficial copy due to data not being all entered because of the holidays. It was noted that we have spent nearly 1/3 of the budget.

New Board Members and Vote for Vice Chair: Gerald nominated Joe L Sheppard as vice chair, it was second by Wayne and the motion passed. Guy asked if we could find a couple of board members to add diversity.

Christmas in Downtown Visitor Totals: The Cuero Heritage Museum had a total of 46 visitors and the Pharmacy & Medical Museum had 176 visitors. The totals were affected by the weather and the football game being rescheduled.

Christ Exhibit Totals: The visitor totals for the Christ Exhibit have been good 233. There has been good Facebook advertising for the exhibit. We have been boosting the post at \$100. Also the post had a lot of shares by religious organizations and churches. Samantha explained how the Facebook boosting works and how we can aim it to certain areas. Wayne stated that we get a lot of day trippers coming through. Joe committed we get a lot of out of state visitors and that sometimes visitors do not sign the guestbook. Wayne assured that the docents are good about getting visitors to sign the book. Also, the silent auction is up to \$180.

History Book on Cuero: Emily received 2 quotes from publishing companies. Pediment Publishing was the best bet of the two. Guy said maybe we could get some sponsorships for the book. Emily will email quotes to the board members due to her printer having issues. The Pediment book quality is amazing. We could also do pre sales for the 150-year anniversary. The focus of the book should be about the founders of Cuero.

Fund Raising and Promotional Ideas: Guy stated that the principal told him that two other school organizations are interested in doing the UIL meal so Guy is waiting to hear back from the principal. The meal would bring in half the cost of the ticket in profit. We should ask the Yoakum Museum how they do their fundraising meal. Amber talked about museum sponsorship of the Gobbler Booster Club since we have a Gobbler Exhibit and it would be a good way to connect to the community. The board agreed that it should be looked into. Emily stated that the Cuero Record is running a Congratulations Gobblers in the Cuero Record and we should look into getting an ad.

Membership Ideas: We received the information on NARM and will be filling out forms for membership soon.

Logo Ideas for Both Museums: Craig is still working on logos. Emily has someone that does logos as well.

Cuero Heritage Museum:

Next Rotating Exhibit: Clara Prater's Miniatures: Amber has not been able to make contact with Clara. We have come up with a backup exhibit should Amber not be able to make contact quick with Clara. Terry Ford has agreed to let us display his mountain man collection.

Kleberg Family and the King Ranch: Joe said that we are still waiting to have a meeting with all parties that need to be involved around the county. Guy said maybe we could do the Kleberg's this year for the documentary instead of the normal Veterans day program and use it to promote the big event. Wayne said it might be a few years until Steve could get all the information. Joe L. said we could do the program on D Day this year while there is still information available. The historical commission could partner with Steve for the information gathering. The board agreed on the D Day idea.

Cuero Artist for Future Exhibits: Gerald stated that he is going to look into Mr. Smolik's artwork. Peggy mentioned her uncle Freeman Schultz. Guy said there is a lady that does glass fusion.

Pharmacy & Medical Museum of Texas:

Upstairs Reno and Canopy Repair: We are waiting on City to move items upstairs. We will find out if big items can be moved with the awing repair not being complete since we are still waiting on JT to finish.

New Business: Eric stated that we are still waiting on approval for t-shirts.

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

Respectfully Submitted,
Amber Fitts
Museum Manager