

DuPage County Historical Museum Foundation Meeting
Agenda -Wednesday February 12, 2020 4:00 p.m.
DuPage County Historical Museum

PUBLIC NOTICE

- I. Call To Order
- II. Consent Items
 - A. Approval of Minutes from January 15, 2019
- III. Staff Reports
 - A. Museum Staff Reports
 - B. Development Report
- IV. Subcommittee & Events Reports
 - A. Mad Fore Plaid Mini Golf
 - B. Casino Night
 - C. Oktoberfest
 - D. Communication & Membership
 - E. Board Recruitment
- V. Unfinished Business
- VI. New Business
 - A. Foundation Giving Circle Review
- VII. Wheaton Park Board / DuPage County Partnership
 - A. General Building and Utilities -(Podkowa)
- VIII. Date and Time of Foundation Board Future Meeting
March 11, 2020 4:00 p.m.
- IX. Adjournment

Persons with disabilities requiring reasonable accommodation to participate in this meeting should contact the park district's ADA Compliance Officer, Michael Benard, at the park district's Administrative Office, 102 E. Wesley Street, Wheaton, IL Monday through Friday from 8:30 am until 4:30 pm at least 48 hours prior to the meeting. Requests for a qualified ASL interpreter require five (5) working days advance notice. Telephone number 630.510-4944; fax number 630.665.5880; email dsiciliano@wheatonparks.org



DuPage County Historical Museum Foundation
Meeting Minutes
January 15, 2020

I. Call to Order- 4:00 By Mike Benard

Directors Present:

Samantha Bauman

Mike Benard

Melody Coleman

Emily Doyle

Marty Keller

Troy Rodman

Directors Absent:

Bob Jacobsen

David Thiel

Don Puchalski

Staff Present

Michelle Podkowa, Museum Manager

Carey Moreland, M & D Coordinator

Dan Novak, Special Facilities Supt

Donna Siciliano, Executive Assistant

Staff Absent

II. Consent Items

Approval of Minutes from December 5, 2019

Approval of Payables and Acceptance of Finance Reports for November & December 2019

Marty Keller moved to approve the consent items as presented. Seconded by Troy Rodman. Motion carried by voice vote.



III. Staff Reports

a. Museum Staff Report

Michelle stated that we made just under \$10,000 for Santa Express. We did six trips this year but typically do four. Metra decides how many trips they will give us. We have ten scout programs scheduled, three birthday parties in January and three rentals scheduled for the year already. Staff is working on the annual report. Museum staff is partnering with Wheaton College on an Introduction to History course. Staff will be doing multiple projects with the professor with thirty students.

b. Development Report

Carey stated that the early bird discount for Casino Night goes through Friday. We have \$6,500 in sponsorship and 150 people signed up for Mad Fore Plaid. She asked that everyone reach out to their networks as we still have two or three sponsorships to sell. The silent auction will be a combination package with the library board. Carey asked that board members either bring a craft beer or give Samantha \$20-\$30 and her husband will buy the liquor.

IV. Subcommittee Reports

A. Casino Night (Staff/Committee)

See Development Report

B. Fall Event: Octoberfest

Carey said that First Trust and Gilberts Sausage were both agreeable to combining the fall events and holding it at the Central Athletic Complex.

C. Communication & Membership (Keller/Rodman)

Carey stated that we will keep the membership as is for 2020 since anyone who donated \$50.00 + to the year-end appeal got a complimentary membership it wouldn't be fair to change it now. Carey thought that we should look at levels of donations and create benefits under those levels. She said that we can suggest them into a higher bracket. It would be a household account and not and not just the person who donated. Some of the benefits she outlined included having donor names on electronic signage, discounts with promo codes, free rentals. Children's memberships will stay as they are. She would like to start the first level at a \$250 donation with the new program. Carey will provide a detailed report on this at either the February or March meeting.



D. Board Recruitment
No report

V. Unfinished Business
None

VI. New business

Review of compensation market analysis for Marketing and Development Coordinator Mike Benard stated that the Cosley Zoo Foundation and the DuPage Museum Foundation each cover 50% of the salary costs of this position. The Wheaton Park District covers the costs of the benefits for this position including life insurance, health insurance and retirement. Benard distributed the results of a recently conducted market analysis for the position. The analysis provided a recommendation for a minimum, midpoint and maximum salary range for the position. The staff member in this position is currently compensated at a level close the minimum. Through two adjustments, in January of 2020 and 2021, her pay will be adjusted to closer to the midpoint. Melody stated that she was pleased that the park district did an analysis of her position. She asked how this affects the budget. Mike responded that the 2020 budget is sufficient to cover the first adjustment.

VII. Wheaton Park Board/DuPage County Partnership

A. General Building and Utilities

Mike stated that the \$75,000 grant from the state of Illinois for the HVAC system should be coming soon.

The County owns the slate roof tile that was bought prior to the plan changing to asphalt shingles. The quarry that it was originally purchased from recently agreed to buy the roof tile back. The \$70,000-\$80,000 that the County will receive from this sale will be spent on Museum capital needs.

VIII. Next Board Meeting: February 12, 2020

IX. Adjournment

Marty Keller moved to adjourn the meeting at 4:45 p.m. Seconded by Troy Rodman. Motion carried by voice vote.

TO: Mike Benard, Executive Director
FROM: Andy Bendy, Director of Special Facilities
RE: January 2020 Board Report

Historical Museum- Michelle Podkowa, Manager & Educator; Zach Bishop, Curator

Collections and Exhibits

- Curator began inventorying Stage Storage as part of the full collection inventory.
- Staff continued working on labels for the Museum's four new exhibits for 2020. The first exhibit, *Healing DuPage*, opens on April 10.
- Staff held a collections committee meeting on January 14.
- Staff conducted an oral history interview with the first female mayor of Warrenville on January 15, as part of research for the upcoming *Ballots of Power* exhibit.
- Curator trained a new volunteer to conduct oral history interviews on January 22.
- Curator uninstalled the *Read All About It!* exhibit that closed in January 26

Education, Outreach, and Events

- Staff hosted three birthday parties this month for a collective total of 46 children.
- Staff hosted five Scout programs this month for a collective total of 41 scouts.
- 27 people attended the *Politics, Printing Presses & Ink by the Pound* lecture by Bob Goldsborough on January 16.
- Staff gave an architectural walking tour to 30 Wheaton College students on January 30.

Marketing and Foundation

- Staff is coordinating marketing materials and developing a marketing plan for 2020 events and exhibits.
- Marketing requested eblast to promote February events and programs
- Staff decided to focus more heavily on the Museum's Facebook and Instagram platforms for social media marketing.
- Marketing created posters for the Museum's 2020 Brown Bag series, train dates, and Voices of DuPage events.
- Staff designed a hole for and assisted with the Foundation's joint Mad Fore Plaid mini golf fundraiser with the Wheaton Public Library on January 31.

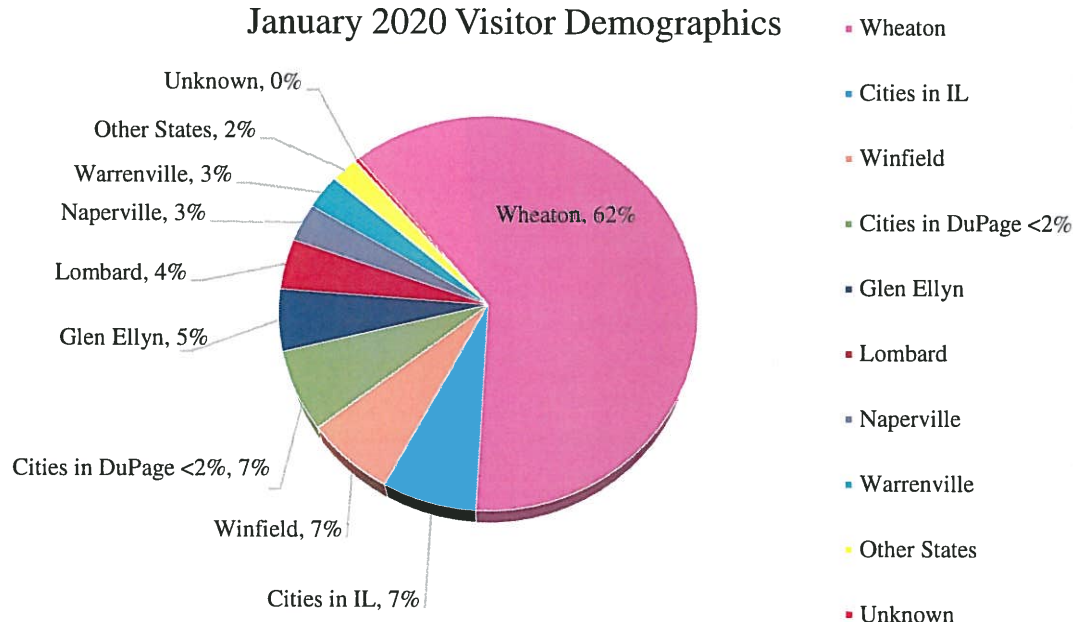
Administration, Rentals, Building, Training and Safety

- The Museum hosted a League of Women's Voters meeting on January 6. The Museum is partnering with LWV for programming in the fall.
- Staff began designing and compiling information for the 2019 Annual Report.
- Manager and Curator worked on policies for the StEPs program.
- Manager led an all-staff meeting and training on January 14.
- The Museum hosted a private rental on January 26 for 100 people.
- Staff met with Lauren Zomparelli to introduce her to the Museum and discuss the beer and wine packages that Arrowhead offers to Museum renters.

Foundation Follow Up

- Work continues on a survey of Coverlet research from the past.
- Staff is advertising the Museum ties to Frida Kahlo in the special passport program that the community is doing.

January 2020 Visitor Demographics



Other Cities in DuPage under 2% include: Aurora, Bloomingdale, Carol Stream, Hinsdale, Lisle, Oak Brook, Roselle, St. Charles, & West Chicago.

Other Cities in Illinois Include: Arlington Heights, Batavia, Bolingbrook, Brookfield, Chicago, Frankfort, Harvard, Harwood Heights, Hillside, Libertyville, McHenry, Melrose Park, Oswego, Schaumburg, & St. Charles.

Other States include: Columbia, MO; Greer, SC; Huntersville, NC; Middleton, WI; Mikado, MI; & New York, NY.

Total Visitors for January 2018: 306 (compared to 473 in January 2019)

Total Visitors for: 306 (compared to 473 in January 2019)¹

Shop Sales January: \$106 (compared to \$55.25 in January 2019)

Annual Shop sales: \$106 (compared to \$55.25 in January 2019)

Donations in January: \$360.75 (compared to \$517.00 in January 2019)

Total Donations: \$360.75 (compared to \$517.00 in January 2019)

¹ Construction on Wesley Street began in September 2018 and continued through October into the early part of November, this did deter some visitors. In 2019, construction continued, beginning in March. In July 2019, the front entrance to the Museum was inaccessible for most of the month into August. This resulted in a dramatic decline in visitors. In general, construction in downtown Wheaton has affected many patrons from even visiting the area at all. We expect this to continue as Main Street is completed in 2020.

DuPage County Historical Museum Foundation – Development Report for February 2020 Board Meeting
Submitted by Carey Moreland 2/6/2020

Fundraising Events:

Casino Night

- Confirmed for March 14, 2020
- \$7,000 in sponsorship secured
- 49 tickets sold of 175

Night at the Museum Children's Party

- Confirmed Friday, April 17, 2020
- Movie: Fievel Goes West
- Tickets go on sale in mid-February: \$12 per person and free for Explorers Club members

Shakespeare in the Park

- August 27-29, 2020
- The Museum foundation board will staff the concession stand and receive concession profits.

October Fest – October 3, 2020

- Both First Trust and Gilberts Craft Sausage are on board with combining the events in a similar manner to the Cosley Zoo Run and Taste of Wheaton.

Mad Fore Plaid Mini Golf Tournament

- Held on Friday, January 31 at the Wheaton Public Library with a sell-out crowd of 200 people.
- Initial net revenue projections are estimated at approximately \$6,500 per organization.
- In discussions with the library regarding the possibility of making this an annual event.

Additional Development Activities:

Membership

- Total active members: 40
 - Explorers Club: 21 members
 - Basic: 11 members
 - Gold: 1 member
 - Premium: 3 members
 - Platinum: 4 member

- Staff is proposing changes to the current membership program as well as the creation of new donor giving circle. Proposed changes are attached for review and discussion.

Annual Appeal

- Total year-end donations (as of 1/5/2020): \$2,515.



Donor Giving Circle

The DuPage County Historical Museum is proposing a new donor giving circle with levels and benefits to encourage new and increased donor giving. The following draft proposal includes new donor circle levels and benefits, as well as changes to the existing membership program levels and benefits. Changes to membership benefits were necessary since some of those benefits were moved under the donor giving circle program.

Charts detailing the new donor giving circle, current member benefits and proposed member benefits are attached.

Donor Giving Circle Overview:

- The donor giving circle will include a variety of giving levels and accompanying benefits.
- Donor giving will be calculated on a quarterly basis. For example: total giving between 4/1/2019 and 4/1/2020; 7/1/2019 to 7/1/2020; 10/1/2019 to 10/1/2020; 1/1/2020 to 1/1/2021.
- Letters and donation envelopes will be mailed to all donors on a quarterly basis with itemized giving for the time period listed, current giving circle benefits, and donation amount needed to reach the next giving level and its benefits.
- Gifts & purchases included in gift totals include:
 - ◊ Annual appeal donations
 - ◊ Newsletter donations
 - ◊ Ticket purchases to Foundation events: Mad Fore Plaid; Casino Night and Night at the Museum
 - ◊ Event and exhibit sponsorships
 - ◊ Membership dues
 - ◊ Donations made at events (i.e. a Raise the Paddle donation)
 - ◊ In-kind event donations
- Not included in gift totals:
 - ◊ Artifact donations
 - ◊ Silent auction purchases
 - ◊ 50/50 raffle or similar purchases

Membership Change Overview

- Remove Gold Level. We have only had one person at this level and removing a level makes the benefits between levels more distinct after previous benefits are removed to become part of the donor giving circle.
- Change Premium Level annual fee from \$79 to \$99 to make the pricing more mid-range between the Basic and Platinum levels.

DCHM Foundation Giving Circle Levels & Benefits

	Bronze	Silver	Gold	Platinum	Diamond
Total Annual Support [†]	\$250+	\$500+	\$1,000+	\$2,500+	\$5,000+
Rental Discount		10%	25%	25%	50%
Birthday & Camp Discount	25%	25%	25%	50%	50%
Complimentary Research [*]		2 hours	4 hours	8 hours	16 hours
Recognition on Museum Signage			Included	Included	Included
Private Brown Bag Lunch ^{**}			Up to 6 people	Up to 12 people	Up to 24 people
Private Curator Experience ^{***}				Up to 6 people	Up to 12 people
Speakers Bureau Presentation ^{****}					Up to 30 people

***Complimentary Research:** Museum staff will professionally research your topic of interest related to DuPage County history and provide a written summary and resource list. Typical research requests require two to three weeks from the date of request.

****Private Brown Bag Lunch Benefit:** Donor to select from a list of Brown Bag Lunch topics. Staff to facilitate discussion at Museum on mutually agreed upon date. Donor and guests to provide lunch. *Exclusive Giving Circle benefit.*

*****Private Curator Experience:** Donor and guests to receive a private guided Museum tour, including an exclusive display or rarely-seen artifacts and an in-depth discussion of current exhibits. Includes boxed lunch (Approx. \$8 per person to be paid from Foundation budget). *Exclusive Giving Circle benefit.*

******Speakers Bureau Presentation:** Museum staff to provide an off-site presentation at donor's place of work, home, school or meeting location. Donor to select from list of topics. Presentation to be given on mutually agreed upon date.

[†]Donor levels and benefits are calculated and mailed to donors on a quarterly basis.

DCHM Membership Levels & Benefits—Proposed

	Basic	Premium	Platinum	Explorers Club
Members Covered	One Adult	Two Adults & Children	Two Adults & Children	One Child per Membership
Annual Fee	\$49	\$99	\$179	\$20 First Child, \$10 each additional child
Free or Discounted Admission to 300+ Historical Museums & Historical Sites	Included	Included	Included	Included
Museum Newsletter Subscription	Included	Included	Included	Included
Free or Discounted Admission to Select Museum Events	Included	Included	Included	Included
Museum Gift Shop Discount	10%	10%	10%	10%
Birthday & Camp Discounts (Excludes LEGO camps)		10%	10%	10%
Membership Gift		Included	Included	Included
Casino Night Member Pricing			10% Off Individual & Group Tickets	
Extended Train Saturday Hours (March, June, September & December)				Included
Santa Express Pre-Sale Access				Included
Free Admission to the Night at the Museum Children's Party				Included

DCHM Membership Levels & Benefits—Current

	Basic	Premium	Gold	Platinum	Explorers Club
Members Covered	One Adult	Two Adults & Children	Two Adults & Children	Two Adults & Children	One Child per Membership
Annual Fee	\$49	\$99	\$119	\$179	\$20 First Child, \$10 each additional
Free or Discounted Admission to 300+ Historical Museums & Historical Sites	Included	Included	Included	Included	Included
Invitation to Museum Events	Included	Included	Included	Included	Included
Free or Discounted Admission to Select Museum Events	Included	Included	Included	Included	Included
Research Services		1 Hour	2 Hours	4 Hours	
Birthday & Camp Discounts (Excludes LEGO camps)		Included	Included	Included	Included
Membership Gift					Included
Museum Rental				2 Hour	
Name on Electronic Signage			Included	Included	
Casino Night Member Pricing			Included	Included	
Extended Train Saturday Hours (March, June, September & December)					Included
Santa Express Pre-Sale Access					Included
Free Admission to the Night at the Museum Children's Party					Included