

Fairhope Museum of History

Quarterly Board Meeting Minutes

January 4, 2017

Attendees: Sherry Sullivan, Jack Burrell, John Taratsas, Catherine King, Abby Dunlap, Wayne Brunson, Donnie Barrett and Jim Bates. The quarterly meeting was called to order at 4:03 p.m. Minutes from the October 2016 board meeting were distributed and approved.

Jim Bates presented the museum accession list covering the fourth quarter of 2016. All items were approved for acceptance.

Jim Bates presented the Q4 2016 museum visitor totals as follows:

- October - 1,691, November - 2,123, December - 1,334
- Total Q4 - 5,148 (Average 1,716/month - 82/day)
- 2016 visitor total was 21,157 up 4% from 2015.

Director Report:

- Director Barrett reported the completion of our new major exhibit, the Founding of Fairhope, which is being very well received.
- The Roundup Day movie released in November is on sale at the museum gift shop but sales have been sluggish. Sherry Sullivan recommended that we consider a Friday Art Walk to help promote the movie and bolster sales.
- The Roundup Day Picnic in November was a tremendous success with attendance easily meeting our expectations.
- We have procured new LED colored lights for the fountain through funding from the Friends of the Museum. We were able to save over \$1,000 buying them on-line compared to quotes received from local vendors. A work request has been submitted to the city's electric dept. for installation.
- Director Barrett announced a collection of Stewart the Picture Man photographs in a bound book that we will sell in our gift shop later this year.

Sherry Sullivan discussed the 200 Alabama Bicentennial and the role that the museum will play with events/lectures here in January, April, August and December.

Wayne Brunson shared an experience he had with some out of town museum visitors. They told Wayne that as a result of Fairhope's social media efforts, the Fairhope Museum of History was listed as one of the top *must-see* attractions here.

Jim Bates reminded the board that Curt Cochran will be leaving the area and his replacement on the board would be needed. Applications will be distributed to potential candidates and will be voted on at the April meeting.

The meeting adjourned at 4:25 p.m.

Jb