



MUSEUM ASSOCIATION OF DOUGLAS COUNTY ANNUAL MEETING

March 30, 2021



Welcome

Members & Guests

of the Museum Association

of Douglas County



Introduction of 2021/2022 Officers:

Hannah Myers– President

Ainslie Heilich– Vice President

Linda Brewer– Secretary

Danielle Kusman– Treasurer



Introduction of 2021/2022 Trustees:

Devin Black

Donna Kidwell

Richard Kidwell

Chuck Knox

Judy Landeck

Marci Shoemaker

Bruce Wood



Introduction of the Museum District Trustees

Kent Elam – President

Janet Butler – Secretary

Kim Higgins – Treasurer

Larry Bushu – Trustee

Kim McGee - Trustee



2020 Financial Report

By Treasurer Devin Black

2020 Income

DONATIONS	4685.24	36.83
DUES	5353.60	42.08
FUNDRAISERS	0.00	0.00
GRANTS	1000.00	7.86
INTEREST	15.18	0.12
MERCHANDISE	327.00	2.57
MISC INCOME	304.40	2.39
SPONSORS	1037.50	8.15
INCOME TOTAL	12722.92	100.00

2020 Expenses

ADVERTISING	\$ 468.90	% 3.52
ARCHIVAL	806.88	6.06
DUES/FEES/MISC	928.61	6.98
EQUIPMENT/SOFTWARE	297.76	2.23
EXHIBITS	802.13	6.02
FUNDRAISER/EVENTS	1663.80	12.50
HOUSEKEEPING/OFFICE	992.60	7.46
MERCHANDISE	545.93	4.10
POSTAGE	833.97	6.27
SPECIAL PROJECTS	5000.00	37.56
TAXES/TAX PREPARATION	970.00	7.29
EXPENSE TOTAL	13310.58	100.00

Special Project: Mural

2020 Financial Summary

INCOME	\$ 12,722.92
EXPENSE	<u>-13,310.58</u>
NET LOSS	\$ 587.66
RESERVE	\$11,445.45

5 YEAR PROFIT/LOSS COMPARISON

	2020	2019	2018	2017	2016
INCOME	12,723	26,208	31,071	48,648	32,105
RESERVE/OP	24,474	25,202	15,022	29,331	30,592
EXPENSES	13,311	25,584	44,170	67,290	69,486
PROFIT/ (LOSS)	(588)	623	1,923	10,689	(6,789)

2018 – Grants: \$1,000 City of Tuscola, \$1,000 Arcola Foundation, \$400 Lyondell

2017 – Grants: \$1,000 Arcola Foundation; \$698 Tuscola Tourism; \$341.33 Daughters of the American Revolution

Donations: \$20,000 Anonymous Donor

2016 – Grants: \$675.50 Daughters of the American Revolution; \$250 Tuscola Tourism

Sale: Dali Lithographs \$1,223.75

Cash Assets by Account

12/31/2020

Cash Assets	
Checking Account	\$ 13,028.25
Savings – Reserve	11,445.45
TOTAL	\$ 24,473.70



Executive Director Report

By Executive Director Anna Miller



Year in Review

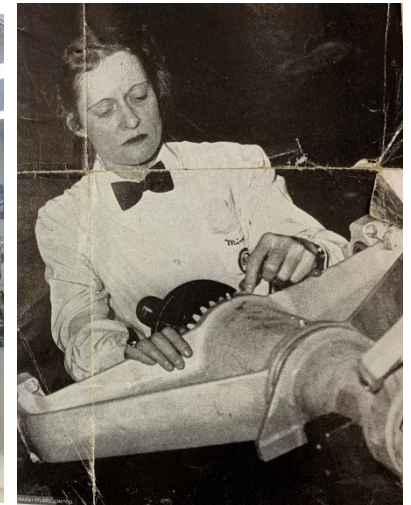
Program/events:

- Motorcycle Exhibit
- Photo contest
- Virtual– Ulysses S. Grant
- Painting the Mural
- COVID-19 closures



Year in Review

- **Collections:** Catalog, storage improvements, digital collections
- **Exhibits:** 100th Anniversary of Women's Right to Vote, Women of Douglas County, Progress Industries & Ag, & more





Year in Review

- Douglas Co. historical Museum District - Working together for positive change & growth
- Working through the challenges of COVID closures & restrictions





Museum Statistics

Year	Visitors to the Museum logged in our guestbook
2014	1139
2015	1762
2016	1815
2017	2167
2018	2064
2019	1836
2020	466 (COVID Closures)

Year	New Memberships
2014	21
2015	24
2016	29
2017	22
2018	19
2019	6
2020	4

Volunteer Thank You!

*Judy Lovell
Kathleen Dyer
Jane Berbaum
Elaine Bryant
Sharon Corum
Joyce Alexander
Judy Landeck
Linda Brewer
Bruce Wood*



Board Members of the Museum Association and the Museum District
Event Volunteers, muralists & and all that have helped along the way!





What's Coming Up?

- **Programs & Events** – Mural completion, Scavenger Hunt, Road Scholars programs to return this Fall, cemetery tours
- **Museum District:** Continued growth
- **Plans & Funding:** Flooring (lighting project complete)
- **Collaboration:** More collaborative efforts with other organizations (non-profits, city entities)
- **Exhibits:** New built-ins/ exhibit improvements, motorcycle exhibit to return winter
- **Educational:** Planning for more kits, programs, talks & tours



2020 to 2021 President Report

By President Hannah Myers

Douglas County Museum Association

Year in Review

- The challenges posed by the Coronavirus (COVID-19) pandemic forced us to get creative with ways to better engage the public
- While we couldn't "host" our typical programs and events, we still managed to pull off a rather colorful activity
- One could even say, "the biggest" ;)

Our Mural

- Took place; 10/17 through 11/5
- Ainslie Heilich – designer extraordinaire
- Board members
- Countless volunteers

The Impact

- Physical visibility
- Sense of ownership for those involved
- Interactive
- Increased social media presence
 - Number of likes on page, UP
 - Number of followers, UP
 - Because of that, we are “reaching” new audience
- The museum building now boasts the title of the “County’s Largest Mural”

Mural Ta-Dah, April 24th

- Final Beauty Pass
- Band
- Plaque Ceremony
- Antique cars/bike
- Few food trucks
- Half-off memberships 4/24 – End of May



Added New Merchandise

- Postcards
- Women's Suffrage Totes
- Mugs
- Tour Booklets (courtesy of Tuscola Tourism)

Established New Relationships

EIU

Area teachers

Area businesses

Organizations

Also.....We Are ZOOMIN



Looking ahead....

- Keep this momentum going.....
- Boost memberships
 - All
 - Specifically younger families
- Looking at diversifying our events
 - Open table discussions
 - Art/Floral/Jewelry

Re-focus on Exhibits

- Granting more funds to be used towards exhibits
- Faux “rooms”
 - Interchangeable

Membership Point System

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” – Margaret Mead

Membership Point System

- Personal Accountability
- Demonstrate to Public our commitment to this organization
- 1000pts/Year = 10 hours/year
 - 100 pts - 1 hour
 - 50 pts – 30 mins
 - Tasks that are already being done
- Annual Meeting next year, we'll be able to share with you all the total number of commitment hours behind our board.
 - Recognize board/volunteer with “most hours”



Questions?



Closing Remarks

By 2020/2021 President Hannah Myers