

# Museum Advisory Board January 17, 2023 5:30 – 6:30 p.m., Tongass Historical Museum

- 1. Call to Order/Land Acknowledgment
- 2. Roll Call
- 3. Communications
  - a. Welcome to new City Council representative, Abby Bradberry
  - b. Gratitude to Michele Zerbetz Scott for her service. Term ends 3/1/23
  - c. Strategic Planning Action report (p. 2)
  - d. Tongass Historical Society/City MOA draft update
  - e. Mission Moment: Facility Updates 2023 Capital Improvement Projects
- 4. Persons to be Heard
- 5. Consent Agenda
  - a. Approval of November 15, 2022 meeting minutes. (p. 9)
- 6. Old Business
  - a. Collections Storage
- 7. New Business
  - a. 2022 Successes and 2023 Priorities
- 8. Advisory Board Comments
- 9. Adjournment

Next Regular Meeting: March 21 at 5:30 p.m., Tongass Historical Museum Please send any agenda requests to Anita at least 10 business days prior to our meeting.

Ketchikan Museums collect, preserve, interpret and creatively share the history and culture of our region to serve, educate, engage and enrich our community.



## Museum Report: November - December 2022

#### **Public Hours:**

Winter hours of 1-5 p.m., Tuesday through Saturday. Please note that staff is available 8:00 a.m. -5:00 p.m., with some staff working Monday - Friday and others Tuesday - Saturday or in response to evening and weekend classes.

#### **Facilities**

The Tongass Historical Museum and the Totem Heritage Center safely house the collection and inspire our visitors to honor Ketchikan's history and heritage.

Goals	Objectives
Continue facility improvements	<ul> <li>Develop Facilities Plan</li> <li>2023 Capital Improvement Projects passed: THM Exterior Envelope Phase III (window/door design), THC gutters plus exterior condition report, THC skylight design, totem pole maintenance and additional security measures in 2023.</li> <li>Upgrade HVAC systems</li> </ul>
	Install Fire Suppression systems  THM: aligned with HVAC replacement Integrate technology where appropriate
	Identify and implement additional ADA improvements  • Interior glass doors removed near THC restrooms allowing easier access
	<ul> <li>Address vandalism and safety issues</li> <li>THM lower level door had issues during extreme cold weather. Issue resolved once weather warmed up.</li> </ul>
	Plan for future Capital Improvement Projects
Continue exterior improvements	<ul> <li>Create landscaping plan with public art</li> <li>THC backyard bridge complete. Landscaping in spring.</li> </ul>
Address collection	Provide suitable off-site collections storage
storage needs	<ul> <li>Monitoring large object storage at storage unit. Assessing other storage options.</li> </ul>
	Improve collections storage  • Rehousing new donations

#### **Collections Stewardship**

Collections are safe, organized and accessible. Collection stewardship procedures meet or exceed best practices as defined by the American Alliance of Museums.

Goals	Objectives
Strengthen	Build routine practices
stewardship	<ul> <li>Maintained regular collections meetings.</li> </ul>
of the	• 2023 Cruisin' the Fossil Coastline:
collection	<ul> <li>Processed 131 loaned items from 5 lenders.</li> </ul>
	2022 Loan totals:
	<ul> <li>Approximately 529 loans from 73 lenders for 5 displays.</li> </ul>
	Process new donations efficiently
	Acquisition Review Committee met twice and electronically.
	o 2022 Total accessions = 94 with approximately 2,895 individual items,
	including Native art, slides, mining equipment, COVID-19 materials,
	organizational archives, books, fishing-related items, salmon can labels,
	bottles, James & Lillian Leask Memorial Totem Pole.
	<ul> <li>2022 New donations received = 80.</li> </ul>
	<ul> <li>2022 Purchases made = 12 (Includes (19) publications, salmon can labels,</li> </ul>
	research, historic photograph, devils club necklace by Merle Hawkins,
	Robert Mills print, Debbie Head basket).
	Policy development
	<ul> <li>Collections planning with staff is ongoing.</li> </ul>
	Researching examples of Collections Management Policies.
	Catalog new donations and update existing records
	Created 990 new catalog records, mostly of History Afloat photographs and new
	loans.
	Renew THS MOA
	Pending City Council approval 1/19/2023.
	Refine collections
	Disaster planning
	<ul> <li>Disaster supply kits created for each facility. Staff training pending.</li> </ul>
	<ul> <li>IT created a digital backup of our computer network to be sent to the State</li> </ul>
	Museum in Juneau.
	Utilize volunteers and interns
	<ul> <li>Linda Hall continues to volunteer with collections projects.</li> </ul>
	Robert Odmark offered assistance identifying fishing themes in <i>History</i>
	Afloat photos.
Conduct	Develop and implement inventory strategies
inventory	
Increase	Digitize collection and share with public (Ex: Virtual Exhibit, PastPerfect online,
access to the	Artifact of the Month)
collection	Wrote 2 monthly Artifact of the Month articles for Ketchikan Daily News.
	Developed 2023 schedule.
	Provided content for newsletter, e-newsletters, and social media.
	Erika trained Ryan to develop content for virtual exhibits, launched <i>Taking</i> The formula of the formula
	Flight featuring Don Dawson's aviation research.

	Improve physical and intellectual access to collections	
	<ul> <li>Research requests and photo orders received = 27; 2022 total = 211.</li> </ul>	
	<ul> <li>Working on multiple large projects- Delores Churchill book project,</li> </ul>	
	PeaceHealth's 100 year celebration, Bush Pilot's Lounge, Ketchikan Police	
	Department, and other requests	
	Organize institutional records	
	Organizing old exhibit files	
Increase our	Oral Histories	
capacity as a	<ul> <li>Two oral history interviews accepted for collection; 2022 total = 6.</li> </ul>	
community	<ul> <li>Developing a plan for seeking permissions for oral histories pre-2019.</li> </ul>	
resource	Build education collection for hands-on use	
	Create research resources	
Provide care	Manage Ketchikan Museums, City of Ketchikan, and State collections	
for totem	Support restoration efforts	
poles	Be a resource for totem pole research	

## Programs

Provide meaningful museum experiences for diverse audiences, which honor stories, build connections, and inspire life-long learning.

Goals	Objectives
Celebrate THC's 50 <sup>th</sup>	Celebration and discussion of totem poles moving forward
anniversary (2026)	<ul> <li>Anniversary events considered in oral history interviewee selections</li> </ul>
Maintain the Native	Provide high-quality classes
Arts Studies	<ul> <li>Beg/Int Cedar Bark Weaving w/ Holly Churchill, Nov 2-16 (12 students)</li> </ul>
Program	Beg Chilkat Weaving w/ Dorica Jackson, Nov 28-Dec 10 (8 students)
	Develop new instructors
	<ul> <li>Contracted new shop class instructor, Steve Thomas (former Kayhi woodshop teacher)</li> </ul>
Develop school	Develop and implement framework for targeted school outreach (3 <sup>rd</sup> THC, 5 <sup>th</sup> THM,
outreach	9 <sup>th</sup> AK Studies, Nat'l History Day)
	<ul> <li>Hosted five of Eric Sivertsen's 7th-8th grade art classes at the Heritage Center (100 students)</li> </ul>
	Develop a HS Internship program targeting youth for future museum careers? (MCR)
Build Oral History	Implement Oral History (OH) program
Program	History Aloud continued on KRBD
Offer an excellent	Hire and train tour guides
visitor experience	Summer 2022 guides invited to apply for 2023 season. Recruitment to begin
visitor experience	in January.
	Provide a schedule of demonstrating artists

	Offer updated Exhibit Guide
	<ul> <li>Evaluating format for 2023</li> </ul>
Offer exhibit- responsive	Offer Museum Middays (1st Thursday, noon)  November MM with Post Commander Dan Jones and member Hunter Davis
programming	of the American Legion, and a packed house in December with artist/author Tom Crestodina for his new book "Working Boats". Videos available on the Ketchikan Museums' YouTube channel.
Initiate Volunteer	Develop Docent program
Program	
Offer responsive	Meet/Facilitate Community Requested Opportunities
community	Civic Clubs/Organization Speaking Engagements
programming	Create Opportunities to invite community members into our spaces
	<ul> <li>Coast Guard crew visited THC &amp; THM on 11/21/22 (4 participants)</li> </ul>
Provide	Host Museums Alaska Conference or other opportunities
professional-level	
programs	

## Outreach

Outreach efforts will increase the awareness and advocacy of Museum resources and will integrate new digital platforms.

Goals	Objectives
Continue to develop	Develop a style guide and templates
distinct branding	A carved panel for Deermount sign pending
	<ul> <li>Creating new totem pole signs for exterior totem poles</li> </ul>
Provide numerous	Develop user-friendly, content-rich website
platforms for	Updated Fall programming: MM, NASP
community	Utilize social media to engage varied audiences
engagement online	<ul> <li>Ketchikan Museums YouTube channel populated with current Museum</li> </ul>
	Midday videos
	Utilize video to document collections and programs
	Utilize website/Past Perfect to make Oral History Program more accessible
Produce marketing	Outline Visitor experience
materials targeted	<ul> <li>Staff debriefed about the 2022 season and made plans for 2023.</li> </ul>
to cruise ship	Partner with KVB, KDN and others to disseminate info about museums
passengers	<ul> <li>First season participating in KVB's Tourism Best Management Practices, a</li> </ul>
	voluntary compliance program
	Strategize "Guerrilla marketing"
Produce relevant	Produce annual report
publications	Completed in 2022 Winter newsletter
	Create and disseminate monthly email newsletter
	E-news sent out 1 <sup>st</sup> week of each month
	Create Exhibit guides/brochures
	<ul> <li>After THC brochures are used up in 2022, revise to match branding</li> </ul>

Promote events, programs and exhibits
<ul> <li>Ongoing via social media, monthly enews, monthly KTKN and KRBD reports</li> </ul>

## **Exhibitions**

Exhibitions engage diverse audiences with our authentic and unique history and heritage.

Goals	Objectives
Establish Exhibit	Develop consistent identity and messaging within exhibits and interpretation
Plan and Guiding	Exhibit Plan and Guiding Principles Doc
Principles	
Develop and	Evaluation of Core Exhibits
implement	<ul> <li>Implemented a mixed-methods evaluation including visitor observations,</li> </ul>
evaluation tools	interviews, and surveys.
	Evaluation of Featured Exhibits
	<ul> <li>Implemented a mixed-methods evaluation including visitor observations,</li> </ul>
	interviews, and surveys.
Seek ways to build	Exhibition maintenance
upon the successes	Improve Access to Cases
of Core Exhibits	Prioritize Light Levels
	<ul> <li>Awarded grant funds to upgrade to LED lights in THC lower level</li> </ul>
	Develop exhibit cleaning schedule
	Produce exhibit guide for THM – complete for 2022
	Complete THC Phase II and III
	Edits and redesign ongoing.
	Work with Programs to Develop Implement Program Tie-ins for Core Exhibits
Develop relevant	Featured Exhibit
Featured Exhibits	Sustaining Community: How We Gather and Why it Matters
and bring Traveling	• Exhibit Closing Reception Friday, January 20; last day January 21.
Exhibits to	Cruisin' the Fossil Coastline Opening Friday March 3
Ketchikan	Received all loans and condition reports completed
	Finalized graphics, layout and program plan
	THC NASP Instructor and Student exhibit case installed with new Virtual Exhibit
	THC Cube exhibit case objects taken off exhibit after years of display and allowed to rest. Case redesigned and reinstalled with new additions.
	<ul> <li>Traveling Exhibits</li> <li>Established partnership with the Ketchikan Public Library to host <i>Illustrating Alaska: Artists Making Children's Books</i>, a pop-up exhibit presented by the Alaska State Museum in March 2023.</li> <li>Working with photographer Karen Ande to display <i>Haida Rising</i> at the Totem Heritage Center in the summer of 2023. <i>Haida Rising</i> is a photography exhibit documenting Hydaburg's 2019 culture camp and dedication of a longhouse</li> </ul>

	Develop 3 year exhibition schedule
	2022 THM: Sustaining Community: How We Gather and Why it Matters
	2022 THC: Instructor Student Case, Cultural Identity Panels
	<ul> <li>2023 THM: Cruisin' the Fossil Coastline (Ray Troll Traveling Exhibit)</li> </ul>
	<ul> <li>2023 THC: Instructor Student Case, Side Gallery Panels, Pit Rail Cases, Canoe</li> </ul>
	2024 THM: The Working Waterfront
	<ul> <li>2024 THC: Instructor Student Case, Totem Pole Labels (interior)</li> </ul>
	Work with Programs to Develop Implement Program Tie-ins for Featured and
	Traveling Exhibits
	Featured Exhibit
	<ul> <li>Program tie-ins and interactives for Sustaining Community</li> </ul>
	<ul> <li>Questions posed to visitors reinforcing exhibit themes of sense of</li> </ul>
	place, creative expression and entertainment, responsibility, and
	resiliency.
	<ul> <li>Recording responses and information for the Wellness</li> </ul>
	Coalition to develop community responsive programming.
	<ul> <li>Developing program tie-ins and interactives for Cruisin' the Fossil Coastline</li> </ul>
	Traveling Exhibits
Increase online	Produce a Virtual Exhibit (VE) for Featured Exhibits Open 1st Friday of March, annually
presence by	- complete
developing engaging	Produce Virtual Exhibits
Virtual Exhibits	<ul> <li>On-going monthly additions made for Artifact of the Month.</li> </ul>
	Released Taking Flight: Ketchikan's Commercial Aviation History with Chuck
	Slagle and Don Dawson. Opening date: December 7, 2022 with new pages
	detailing the history of each aviation company, released weekly.
Facilitate	Develop Exterior Ethnobotany Trail Interpretive Panels at THC
interpretation	<ul> <li>Pilot project and mockups moved to spring/summer 2023.</li> </ul>
outside of the	Integrate Components of Featured and Traveling Exhibits in the Community
Museums – the	Participate as requested in opportunities to integrate historical interpretation into the
Community is an	community
extension of our	Salmon Walk: Reviewed 10% design from Corvus Design
exhibits	

## **Administrative**

The administrative team is responsible for strengthening organizational capacity and sustainability.

Goals	Objectives
Provide professional	Provide at least one training opportunity for each staff member annually.
development	<ul> <li>Assess 2023 opportunities.</li> </ul>
<b>Review and Refine</b>	Maintain most current materials, protocols, and standards, while properly archiving
files, protocols and	out-of-date items. (SB) COMPLETE
standards	Streamline Admin Procedures where possible. (SB) ONGOING

Facilitate effective	Staff is clear on roles and responsibilities.
communication	Weekly staff meetings and division meetings
between staff	
Facilitate	Grow partnerships needed to increase effectiveness
collaboration to	Historic Ketchikan on Colorful Characters sign production pending
grow opportunities	Working with Ketchikan Historic Commission on Historic Preservation
	Planning
Inspire a positive	Model open communication and build an effective team
workplace culture	
Provide effective	Facilitate and monitor goals and empower a team who is committed to those goals
leadership	<ul> <li>Meet regularly to review 2022 priorities and coordinate efforts.</li> </ul>
Provide for an	The composition, qualifications, and diversity of volunteers enable it to carry out the
effective Museum	museum's mission and goals.
Advisory Board	
Maintain good	Provide support as needed
standing with the	Renew MOA
Tongass Historical	<ul> <li>City lawyer reviewed, pending City Council approval 1/19/2023.</li> </ul>
Society	
Facilitate evaluation	Ensure we are meeting best practice guidelines
at all levels	Track and analyze participation metrics
	Reviewed monthly.
	Review strategic planning process and correct course as needed

## **Capital Development**

We will utilize additional funding opportunities for support beyond our municipal operational budget.

Goals	Objectives
Secure additional	Annually submit application for Collections Mgmt grant
funds for	<ul> <li>Awarded \$8,000 to upgrade the last of the incandescent lights in the THC</li> </ul>
opportunities	lower level to LED fixtures/bulbs.
beyond operations	Annually submit application for Grant-in-Aid
	Submit application(s) for Alaska Art Fund (formerly Art Acquisition Fund)
	Awarded \$3,000 for Janice Jackson's beaded hide collar (currently on exhibit)
	in the THC Instructor/Student Case)
	Ongoing work with artist Terry Leberman on THM stained glass panel design
	featuring Ketchikan Creek. Delayed because of material shortages.
	KIC Esther Shea Cultural Studies scholarships for NASP students
	<ul> <li>Working with Cameron at KIC who provides class scholarships.</li> </ul>
	Review grant opportunities

Attendance for Nov - Dec 2022

Total THC visitors: 288

Total THM visitors: 600

Year-to-date: 67,313 (for comparison: pre-pandemic level was 68,000)

Virtual:

- Ketchikan Museums website: 1287 visitors (13,065 for 2022)
- Virtual Exhibits: 1,449 users (4,721 for 2022)
- o Past Perfect Online (selections from the collection): 355 users (1,994 for 2022)
- o Facebook: there is no accurate way to track analytics at this time.
- o Instagram: 585 likes or comments (2,901 for 2022)
- You Tube: 738 views (11,399 for 2022)
- Google Searches/Google Map interactions in 2022: 44,876 THC: 17,862 THM

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## Museum Advisory Board Meeting Minutes \*UNAPPROVED DRAFT\* Date: 11-15-2022

#### 1. Call to Order

The meeting was called to order at 5:37 p.m. at the Tongass Historical Museum.

#### 2. Roll Call

#### **Advisory Board Members Present:**

(excused) Michele Zerbetz Scott, Chair

(X) Chet Hugo, Vice Chair

(excused) Laurie Pool, Secretary

(absent) Christian Dalton

(x) Teri Hoyt

(x) Abby Bradberry, City Council

(X) Carrie Starkey

(excused) Austin Otos, Borough Assembly

(X) Gloria Burns, THC Adv. Cmte rep.

(X) Alex Kramarczuk

(X) Jeanne Sande

(X) Alma Parker

#### **Museum Staff Present:**

Anita Maxwell, Director

Stacy Brainard, Administrative Secretary

#### 3. Communications

#### a. Director's Report

Anita gave a kudos to all staff for stepping up during the summer season. The museum was not able to fill all of the seven budgeted Seasonal Tour Guide positions so staff filled in when needed. Summer visitors increased in comparison with the summer of 2019, the last full season. Anita also reported that Christine Mander has been hired as the Program Assistant. This position has been vacant for 2.5 years. Marni Rickelmann and Erika Jayne Christian have been picking up the extra job duties during this time. Lastly, the 2023 budget has been submitted to the City Council and includes increasing the Museum Attendant position from a .7 to a .75 FTE. This small increase of 104 hours a year will allow for the position to qualify for insurance benefits and help as the cruise season extends.

#### b. Welcome to Alma Parker and Austin Otos

Chet Hugo welcomed new member Alma Parker to the board.

#### c. Mission Moment: Salmon Walk

Anita presented an updated Salmon Walk Overview and highlighted key areas of the project. Fish designs from Nathan Jackson, Ray Troll, and the late Marvin Oliver will highlight 21 locations throughout the walk. Information along the way will include the natural history, culture, history and art. This project is moving forward due to a \$160,000 sponsorship by Royal Caribbean Group. The completion date is scheduled for May 2023. Anita commented that Marble Construction has been very willing to jump in with installing the panels and fish. Corvis Design in Juneau is working with Sarah Asper-Smith to design the interpretative panels. Gloria Burns talked about the future potential of a "salmon brick road". She indicated that funding could come from the Rasmussen Foundation grants and money designated for infrastructure upgrades. She would also like to see a "welcome to the creek" ceremony held annually to welcome the salmon back to the creek. Carrie Starkey commented that she is excited to see this project.

Jeanne Sande joined the meeting at 5:58 p.m.

Chet asked what the Board could do to support this project. Anita indicated that the Board may be asked to review draft interpretive panels to see if there are questions or anything they see that may be missing. Gloria commented that it would be nice to include QR codes that would link to additional information such as recipes from various cultures, the ability to hear stories in other languages, and more detailed information than what is provided on the panel. Anita reported that North Creative is designing the web site, which is something that can be added to over time.

#### 4. Persons to be Heard

None

#### 5. Consent Agenda

#### a. Approval of September 20, 2022 regular meeting minutes

Teri Hoyt moved to approve the meeting minutes, seconded by Gloria Burns, motion carried unanimously.

#### 6. Old Business

#### a. Tongass Historical Society/City MOA draft

Anita followed up on the status the updated Memo of Agreement with the Tongass Historical Society for the Museum to maintain THS' collection. Just about 50% of the collection stored at the Museums belongs to THS and is covered under an MOA from 1990. The draft update is supported by THS and is now at the attorney level for review. It has an expiration date of 2027 and includes a termination clause stating that if the Tongass Historical Society is inactive for 12 months, their collection becomes Museum property in accordance with THS's Articles of Incorporation. In addition, if the Tongass Historical Society chooses to terminate the contract, there is an extended time period to return all items to them due to the deaccessioning process. Anita anticipates the contract to be signed by both parties by the end of the year.

#### 7. New Business

#### a. Addressing collection storage needs

At the September Museum Advisory Board meeting members were given a tour of the collections storage area. It is anticipated to reach maximum storage capacity in the next three to five years. Anita asked the board members to brainstorm of ideas for offsite storage. This storage must be climate controlled with heat and must be dry. Teri asked about the green building across from the Museum on Creek Street. Chet commented that building is condemned and would probably not work for the Museum's needs. Gloria commented that Ketchikan Indian Community has purchased land across from the airport to build storage for the items they are receiving through repatriation. She thought this might be a joint venture with the City of Ketchikan to build a multi-agency unit. Jeanne listed a few properties on Tongass Ave that may be available. Anita indicated that we really don't want to take a space that could be used for potential other businesses who need a public storefront. She commented that a

unit in the Mary Frances might be a good location. Gloria thought that the space in the bottom of the Redman Hall might be a good temporary location while a permanent location is developed. Carrie asked if there was any current property owned by the City that may work. Chet commented that he is well versed on the available properties and none of them would work for the Museum's needs. He asked Anita to send out a list of criteria, such as square footage, and to have Board members send any ideas to her.

#### 8. Advisory Board Comments:

Jeanne commented that she is enjoying seeing the articles in the Daily News that the Museum contributes to. She also commented that she missed the September meeting and the tour of the storage area. Anita invited her to come by anytime and she will give her a tour.

Gloria loves the Salmon Walk and is excited about the possibilities. She commented that this is the start of something powerful in our community.

Teri loves the oral history program and is excited about the Salmon Walk idea. She commented that it might be worth reaching out to the public to see about available storage space and the possibility of a donation of space. Carrie is also excited about the Salmon Walk. She is someone who always stops and reads the signs along the side of the road so she is happy to see more of that in our community. She also commented that she really enjoyed the Totem Heritage Center Open House. She was able to bring her mother, who was visiting.

Alma thanked the Museum for the invitation to be a speaker at Museum Midday in October. She also liked the possibility of a QR code on the Salmon Walk interpretive signs to allow for additional information.

Alex commented that it is good to see the Salmon Walk developing.

Chet asked if it would be possible to include other fish related content on the Salmon Walk interpretive panels like crab, shrimp, and halibut.

Chet also asked if the Museum Advisory Board would include a land acknowledgement at the beginning of their meetings. The Board all agreed this was a good idea. Gloria commented that the Board could go one step further and include a statement at the end of the land acknowledgement that would say something like "We acknowledge we are on the traditional lands of the TaantaKwaan and SanyaKwaan who have been here from time immemorial and to be the people who are now tasked to take care of this space". She indicated that this is not only acknowledging the first people of this area but being in this space and taking on this responsibility to recognize and honor this land. It allows people to feel more of a personal connection and more inclusive. The Board was in agreement that this should definitely be included.

#### 9. Adjournment

The meeting adjourned at 6:33 p.m.

The next regularly scheduled meeting of the Museum Advisory Board is January 17, 2023, 5:30 – 6:30 p.m., location TBD

Respectfully prepared by Stacy Brainard

All Museum Advisory Board meeting are recorded. If you would like access to these recordings, please contact Stacy Brainard, Administrative Secretary at 225-5600 or <a href="mailto:stacyb@ktn-ak.us">stacyb@ktn-ak.us</a>



## Members of the Ketchikan Historical Commission

invite you to a No-Host gathering Tuesday, January 24, 2023 5pm-7pm Uncharted Alaska Distillery, 319 Main Street, Ketchikan

> Reconnect with Ketchikan's history, archeology and historicpreservation-related board members and professionals. Please bring a snack to share, and join us at the old downtown Fire Station!

Background Photo Courtesy of the Library of Congress, Carpenter Collection, Image ppmsc 01794 http://hdl.loc.gov/loc.pnp/ppmsc.01794. Ball Ground Under Water at High Tide, 1916

BALL GROUND AT KEICHIKAN