

City of Ontario
Ontario Museum of History & Art
Board of Trustees
Virtual Meeting - Zoom
June 24, 2020, 5:00 PM

Minutes

1. Call Meeting to Order: President Chris Kueng called the meeting to order.
2. Pledge of Allegiance.
3. Roll Call: Board members present were Chris Kueng, Rick Caughman, Randy del Turco and Ada Lopez. City Council Liaison Debra Dorst-Porada, Museum Director John Worden, Curator of Collections Michelle Sifuentes, Curator of Exhibition Leslie Matamoros.

Absent: Joe Caskey and MA Liaison Leslie Sherwood-James

Additional: City Manager, Scott Ochoa
4. Approval of Minutes
 - Minutes of June 9, 2020 were approved on a motion by Rick Caughman and seconded by Randy del Turco.
5. Public Comment – None
6. City Council Liaison – Thanked staff for putting together the budget.
7. Staff Report – Director’s Report
 - J. Worden reported on the planned opening of the Museum July 2. He presented a draft of the Strategic Plan that is scheduled for adoption at the next board meeting on June 30, 2020. The current Strategic Plan has been the key to our success, and we have accomplished much by actively using it. The Director provided a brief overview of the plan; the current plan covers fiscal year 16/17 to fiscal year 20/21. The three areas of focus are Enhancing the Physical Environment, Engaging Diverse Communities, and Presenting a Dynamic Experience. The COVID-19 pandemic and budget cuts have led to the Museum to be more creative and think outside the box. For the updated Strategic Plan, two new areas of focus have been added: Achieve Accreditation and Develop Additional Resources.
 - Board Comments: Appreciate how Accreditation was pulled out and made a focus area. This is a living document and any information gathered from workshops and additional feedback can be added after adoption.

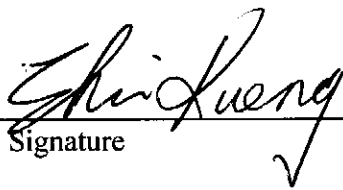
8. Old Business – Update on Strategic Planning Website – Presentation by Board Member Caughman
 - R. Caughman presented a sample of a landing page he created for the Museum.
 - The Board and Staff have all realized the necessity to provide access to the community that does not require the public to physically visit the Museum. It is important to consider the virtual aspect in a Post-COVID time, both for people unable to visit the museum, and to enrich the experience of people who do visit the museum.
 - R. Caughman recommended that the Museum take the exhibits (current and future) and create a landing page that is exhibit centric, it promotes the exhibit. This page would have its own URL and the City would host it.
 - The idea is to provide a virtual window into the Museum focusing on exhibits. It is doable, inexpensive and can be done now. This page can be used as a marketing tool.
 - Board Comments: The Board likes the concept and the user friendliness of the page. It takes the Museum to the next level. Would like to see schools and teachers use the website as a learning resource.
 - City Manager's Comments: The City Manager fostered discussion about the concept from different perspectives and recommended further exploration of the concept.
 - The Director will arrange for further presentation and discussion of the concept with appropriate City staff, including the Director of CLC and the Communications team.

9. New Business: Strategic Planning Discussion Timeline
 - The Strategic Plan is scheduled for adoption at the next Board Meeting on June 30, 2020

10. Museum Associates/Liaison Comments – None

11. Museum Board of Trustees Comments
 - Ada Lopez – Excited to see all the hard work that has been done on the Strategic Plan. Excited to hear that the Museum will be reopening on July 2nd and looks forward to visiting the Museum and seeing everyone in person at the next board meeting.
 - Rick Caughman – Thanked everyone for being here and listen to him about the landing page. Great report from J. Worden, look forward to everything we have done. Staff is doing an excellent job. Thanked fellow Board members
 - Randy del Turco – Thanked staff for their work. We are continuing to make progress. What we do gets us closer and closer to Accreditation. Thanked City Manager for being on the meeting and providing input.
 - Chris Kueng – Thank you to staff. Thank you to City Manager for being here, adding his viewpoint and insight and encouraging the Museum to continue its efforts to make the Museum a centerpiece for the community. Thank you to J. Worden for presenting the Strategic Plan and adding the two new focus areas.

12. Future Agenda Items – The Strategic Plan will be on the next Board meeting agenda. City Manager Ochoa suggested the Board takes a couple of field trips to other municipal museums & libraries and see what they are doing compared to us. Board likes this idea and staff will see when this could be done.
13. Next Meeting:
 - Special Board Meeting: June 30, 2020 4PM – In Person
14. Motion to Adjourn by Randy del Turco, seconded by Rick Caughman, 6:24 PM.


Signature

6-30-2020