

Ontario Museum of History & Art Board of Trustees  
Meeting Minutes  
April 26, 2022

**CALL TO ORDER**

President Chris Kueng called the Museum Board of Trustees meeting to order at 6:01 PM

**PLEDGE OF ALLEGIANCE**

Led by President Kueng

**ROLL CALL**

<b>PRESENT:</b>	President	Chris Kueng
	Board Members:	Rick Caughman, Jerry Weems, Randy del Turco
	Council Liaison	Debra Dorst-Porada
	Museum Associate Liaison	Leslie Sherwood-James
	Museum, Arts & Culture Director	Marissa Gonzalez-Kuchek
	Executive Director	Helen McAlary
	Senior Management Analyst	Lacey Rightmer
	Senior Administrative Assistant	Nelva Costello

**ABSENT:** Board Member Shannon Gerstheimer

**APPROVAL OF MINUTES**

Meeting Minutes of March 22, 2022 were approved by a 4-0 vote with a motion from Board Member Randy del Turco and second from Board Member Jerry Weems.

**PUBLIC COMMENT**

None

**CITY COUNCIL LIAISON DEBRA DORST-PORADA**

City Council Liaison Debra Dorst-Porada discussed an affordable housing complex being rehabilitated into workforce housing.

**STAFF REPORTS**

Executive Director Helen McAlary shared Lacey Rightmer's promotion to Senior Management Analyst and introduced Nelva Costello as the new Senior Administrative Assistant for Community Life & Culture Agency.

Director's Report

Museum, Arts, & Culture Director Marissa Gonzalez-Kuchek began her report introducing the programs. She went on to discuss the school tours of 3<sup>rd</sup> and 6<sup>th</sup> graders that have come through the museum from St. George's School, she also mentioned that this past weekend marks the return of the Art Carts, a craft like activity, inspired by earth day in the Armstrong Garden, as well as the

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another iteration of the series called the Emerging Artist Meetup on this Thursday evening, where Tamika Tonge from Workforce Development Office from San Bernardino County was invited, in this workshop artists can learn how to best market themselves, advance their career, etc. Additionally, Director Gonzalez-Kuchek shared that the Built on Water working group met, and the exhibit is anticipated to open January of 2023. The 2022 Ontario Invitational exhibit closed on April 16, and had almost 1,000 visitors while the exhibit was open.

The next exhibit will be the joint exhibit with Chaffey Community Museum of Art, Then & Now: The Legacy of Women Artists in the Pomona Valley, which opens on June 2, 2022. Invitations will be mailed out for the VIP reception taking place on June 11, from 2:30 to 4pm and the Community Reception will be immediately following from 4 to 7pm. Our exhibit will feature 8 artists in the Creating a New Legacy and Chaffey Community Museum of Art exhibit will include 10 artists in the Founding a Legacy exhibit. The Culture Fest will take place on Saturday May 21, 2022 from 3-7pm in the Museum courtyard, followed by the Art Walk from 6-9pm. The Museum will open at 3pm that day to accommodate the events. Culture Fest will include performances, food trucks, and artist vendors. Director Gonzalez-Kuchek concluded with sharing that the Museum staff attended California Association of Museum's conference, and provided an off-site storage update which includes delays due to a missing HVAC unit that is vital to preserving the Museum's collections.

#### Strategic Plan Update

Director Gonzalez-Kuchek reviewed the existing Strategic Plan and discussed what has been accomplished so far. She also shared that lighting on Museum sign was stolen and that she wants to be strategic about what they install next. Wifi and cameras are being installed. Board Member del Turco suggested a sign indicating that there are cameras recording the area. Conversation about the Museum Store's future. Museum Associate Liaison Sherwood-James shared that the museum associates are making progress on the store. President Kueng suggested stenciling a quote somewhere on the museum walls. President Kueng suggested keeping goals about this as ongoing as they will come up again, as opposed to checking them off. Director Gonzalez-Kuchek suggested doing an annual report of what was done to celebrate what was done each year. Board member del Turco suggested an annual fundraiser for the museum. Board Member Caughman suggested having a developer pay to install it on the museum grounds. Council Member Dorst-Porada shared that the museum is the best kept secret and how do we unbecome a secret, Council Member Dorst-Porada shared that a lot of the apartments in the area do not receive the Ontario Living Magazine. President Kueng asked when the annual report would be out, Director Gonzalez-Kuchek said potentially August. Director Gonzalez-Kuchek asked how we engage new audiences. President Kueng suggested using the Built on Water opening as a way to bring in new audiences and get them to want to come back. Director Gonzalez-Kuchek asked the Board to think about or if they have ideas of how they can participate in bringing in

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new audiences, or whether we should hire a consultant. Boardmember Caughman said that he had previously suggested a landing page for Built on Water as a marketing tool and that maybe something similar could be done to have a presence and keep people excited about what is coming. He also suggested looking at the Ontario Ranch community and demographics there and making sure we are speaking to them. Board Member del Turco suggested having a 25 hour/week person focused on social media. Council Member Dorst-Porada advised that social isn't the answer but it's a combination of the newspaper, Ontario Living Magazine, magazines, etc. Director Gonzalez-Kucek asked how the board impacts their sphere of influence and what the friends have to say. Board member Caughman suggested the NPR radio station for marketing a wider audience, and doing press releases. He shared that the joint exhibit brings in a lot of people and what we have to do is give people a connection to the museum – suggested marketing at colleges and high schools. He suggested a digital welcome basket about who we are, such as at Strum Brewery, and other invitations and special coupons. Council Member Dorst-Porada suggested sending something to everyone who sets up a new water bill. President Kueng asked how many people on the email list, Director Gonzalez-Kucek advised 3,000. President Kueng suggested this should be an ongoing conversation with the board about how they can jump in or provide suggestions. Director Gonzalez-Kucek added to consider how we get outside of the City with our marketing. Council Member Dorst-Porada advised she agrees but we also need to figure out how to handle our own community first, and that if we have this conversation again she'd like Dan Bell to attend. Board member del Turco said that Built on Water will attract people from all over and we should share the information out there. President Kueng shared that the local and state leaders should be informed about our exhibit. Board member del Turco added the exhibit is timely. President Kueng shared that we have been in a drought for years and that the exhibit could be eye opening and help people to think about what we are doing. He sees this as an opportunity to provide information and we have a duty to make sure people know about it and to inform people. Conversation ensued about world water issues. Director Gonzalez-Kucek advised a future agenda item should be to discuss the marketing plan for the exhibit to get feedback.

**OLD BUSINESS**

None.

**NEW BUSINESS**

None.

**MUSEUM ASSOCIATES COMMENTS**

Museum Associate Liaison Sherwood-James shared that a fundraiser is long-term goal. Museum associates are looking at a new software for memberships.

**MUSEUM BOARD OF TRUSTEES COMMENTS**

Board member Caughman appreciated Director Gonzalez-Kuceck's presentation and congratulated Lacey Rightner and Nelva Costello.

Board member Weems appreciated Director Gonzalez-Kuceck's presentation and congratulated Lacey Rightner and Nelva Costello. He shared his appreciation for the programs for emerging artist to learn how to market themselves.

Board member del Turco thanked for an update on the strategic plan and provided kudos to the growth of the museum and all that is going on. Important to take a minute to see where they've been and where they are going.

President Kueng congratulated Lacey Rightner and Nelva Costello and thanked them for their work. Advised that Director Gonzalez-Kuceck did a good job with the strategic plan presentation, that the Board is proud of their participation on the development and that he likes the idea of the annual report. He appreciated the professionalism of the reports. Thanked the board for their honest input.

**FUTURE AGENDA ITEMS**

**NEXT MEETING**

Tuesday May 24, 2022 at 6:00pm in Historic Council Chambers

**ADJOURNMENT**

Motion to adjourn the Board of Trustees Meeting was made by Board Member Caughman with a second by Board Member del Turco with a 4-0 vote. The meeting was adjourned at 7:19 PM

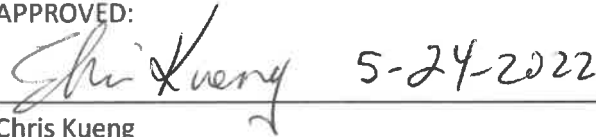
Submitted:



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Nelva Costello  
Senior Administrative Assistant

APPROVED:



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Chris Kueng  
President