

Historical Commission

Agenda

Wednesday, March 15, 2023
Library Meeting Room
951 Spruce Street
6:30 PM

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- *You can call in to: +1 386 347 5053 or 888 788 0099 (Toll Free)*
- *Webinar ID Number: 839 6300 6112*
- *You can log in via your computer. Please visit the City's website [here](http://www.louisvilleco.gov/histcmsn) to link to the meeting: www.louisvilleco.gov/histcmsn.*

The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at bridgetb@louisvilleco.gov.

- I. Call to order
- II. Roll call
- III. Approval of agenda
- IV. Approval of minutes for the Jan. 18, 2023 regular meeting – see *attached draft*
- V. Public comments on Items Not on the Agenda

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303 335-4536 or MeredythM@LouisvilleCO.gov. A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

- VI. Updates on Museum – Bridget and Sharon
 - A. Budget updates
 - B. Museum buildings and campus
- VII. Introduction of Summer King, Museum Associate – Outreach Services, to talk about her work for the Museum
- VIII. Report on the Museum’s digital statistics for 2022 and what they show about the Museum’s outreach (Summer King) – *see attached presentation*
- IX. Report from Sharon Nemechek, Director of Cultural Services
- X. Report from Bridget Bacon, Museum Services Supervisor
 - A. Museum Services Supervisor’s written report – *see attached memo*
 - B. Updates on Museum operations & projects
 - i. Museum’s Work Plan for 2023 - *see attached*
 - ii. “First Fridays” are continuing at the Museum and Library
 - C. Approval of Deeds of Gifts from donors
 - D. Advice sought on donations of other artifacts being offered
- XI. Discussion and approval of the Commission’s Work Plan for 2023 – *see attached draft*
- XII. Chair’s Report
- XIII. Commission comments & discussion items for next meeting (May 17, 2023)
- XIV. Adjourn

Historical Commission

Meeting Minutes

Wednesday, January 18, 2023

Electronic Meeting

6:30 PM

- I. **Call to order:** Commission Member John Honan called the meeting to order at 6:31 PM
- II. **Roll call:**
Commission Members Present: Shelly Angell, Jonathan Ferris, John Honan, and Scott McElroy
Commission Members Absent: Paula Elrod and Joe Teasdale
City Representatives Present:
Bridget Bacon, Museum Services Supervisor
Sharon Nemechek, Director of Cultural Services
Gigi Yang, Museum Associate – Collections & Exhibits
- III. **Approval of agenda:** Members approved the agenda, vote 4 to 0
- IV. **Approval of minutes for the Sept. 21, 2022 regular meeting; Dec. 7, 2022 special meeting; and Dec. 28, 2022 special meeting:**
Members approved all three minutes, vote 4 to 0, with the correction that the Dec. 28, 2022 minutes should state the name Janet Russell instead of Janet Nelson.
- V. **Public comments on Items Not on the Agenda:** None
- VI. **Approval of Designation of Places for Posting of Notice of 2023 Public Meetings:** The list of places for posting of notice of 2023 Historical Commission public meetings, pursuant to Louisville’s Open Government Laws was approved, vote 4 to 0
- VII. **Approval of 2023 Meeting Dates & Location:** The Commission approved the 2023 meeting dates and location, vote 4 to 0

City of Louisville

Cultural Services 951 Spruce Street Louisville CO 80027
303.335.4848 (phone) www.LouisvilleCO.gov

- VIII. Distribution of 2023 Open Government & Ethics Pamphlet:** all Commission members received copies of the Open Government & Ethics Pamphlet
- IX. Updates on Museum – Bridget and Sharon:**
- A. Budget updates:** As of the start of 2023, the Museum began to take in the annual membership dues instead of those funds going to the Foundation. This was part of the plan for the Museum to more fully manage the membership program. Bridget and Sharon stated that last year, they added requests for funds from the City in 2023 that the Foundation once supplied because of membership dues now going to the City.
 - B. Museum buildings and campus:** Bridget and Sharon met with the project manager from History Colorado for the Trott-Downer Cabins Planning Grant to use the funds to perform tests and create plans for what work needs to be done on the Cabins
- X. Report from Sharon Nemechek, Director of Cultural Services:** No additional report
- XI. Introduction of Gigi Yang, Museum Associate – Collections & Exhibits, to talk about her work for the Museum:** Gigi introduced herself to the Commission, talked about her background, and reported on her duties. Gigi’s work focuses on the collections, particularly with respect to working with donors to accept artifact donations and with respect to collections care and organization; she develops new front window exhibits for the Museum four times a year; and she manages the Museum’s website (including the content on the History at Home webpage). In addition to collections and exhibits management, she gives tours and works on public programs.
- XII. Report from Bridget Bacon, Museum Services Supervisor:**
- A. Museum Services Supervisor’s written report:** Nothing to add to the written report
 - B. Updates on Museum operations & projects:** The talk given by Jason Hogstad, based on his last Historian article, had to be rescheduled due to weather. Bridget also reported that the Museum staff is going to do strategic planning to develop a work plan for 2023.
 - C. Approval of Deeds of Gifts from donors:**

The Commission members approved the deeds by vote of 4 to 0, for the following donations:

 1. Stephen Smith – photos and other items relating to the donor’s father, Donald Smith (1931-2021), who grew up in Louisville.
 2. Diane Marino, on behalf of the VFW Post 1771 & VFW Auxiliary – the Veterans of Foreign War flag from the now-closed Louisville VFW Post.

3. Dave Wyman – documents from the Louisville VFW Post and Tri-City Elks Lodge.

4. Clair Beckmann – two photos showing scenes of the World’s Best Spaghetti Sauce Contest that the Chamber of Commerce Sponsored in the late 1980s and early 1990s; 1984 flyer for First National Bank showing the donor when she started working there.

5. Theresa Haley – yard sign encouraging mask-wearing in 2020-2021 during the pandemic.

6. Jean Morgan – vintage “greaseless” iron skillet.

7. Tom Gormley – two hardback copies of his book entitled “Inferno! And the Miracles of the Colorado Marshall Fire” (one for the Permanent Collection and one for the Reference Collection).

8. Dave Nosler – large map showing the locations of destroyed and damaged homes due to the Marshall Fire. The map was created for use during the Builders Expo held in February 2022 to connect community members with builders.

9. Chris Melvin – scanned images from a photo album that belonged to Roger Delforge.

10. Cyndi Dionigi-Huffman – photos showing the Dionigi, Winkler, and Bosko families and other items.

D. Advice sought on donations of other artifacts being offered:

No advice sought

XIII. Chair’s Report: No report

XIV. Pioneer Award – Discussion of process for the presentation of the 2022 and 2023 Pioneer Awards (anticipated to be presented on Jan. 26, 2023 at the annual Chamber of Commerce event): Shelly informed the recipients of receiving the award and the upcoming banquet. Scott has been working on the write-ups for the upcoming Historian, and the Foundation is getting the Chamber of Commerce tickets for the recipients and John.

XV. Election of officers (Chair, Vice Chair, and Secretary) for 2023 (Officers assume duties upon election):

A. Call for nominations and/or self-nominations: The slate of officers elected for 2023 were: John Honan Chairperson, Scott McElroy Vice Chairperson, and Jonathan Ferris Secretary. These appointments were approved, vote 4 to 0 on all appointments.

XVI. Commission comments & discussion items for next meeting (Mar. 15, 2023): None

XVII. Adjourn: The Commission meeting adjourned at 7:16 PM. The next meeting is scheduled for March 15, 2023

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the page, framing the central white area where the text is placed.

Louisville Historical Museum

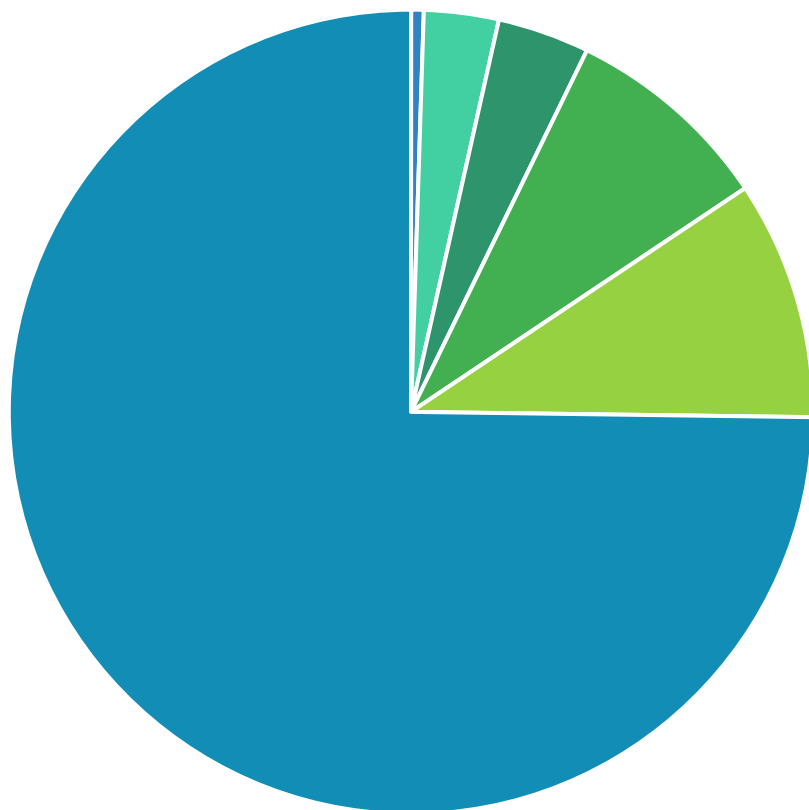
Digital Visitor Report 2022

Digital Presence Overview

- ▶ **Scope:** The Museum has a vibrant and growing digital media presence. In 2022, the Museum utilized a searchable website, a monthly E-Newsletter, YouTube, and Instagram. The Museum is reaching different audiences with our different platforms.
- ▶ **Goals:** The goal of the Museum's digital presence is to inform and educate those interested in history, both in Louisville, and outside of it, as well as share compelling stories about the community and keep residents updated on Museum programming. Showcasing Museum material (historic images/objects) is another way to engage with visitors remotely.

Engagement by Reach

Total = 141,476!



Platform Totals

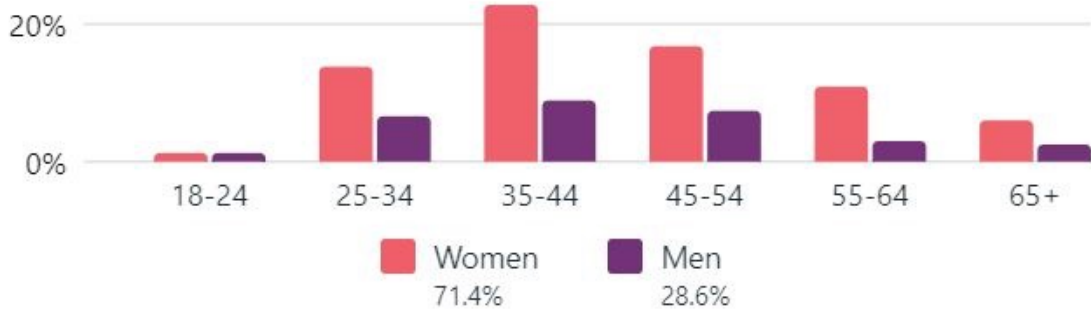
DPLA	13
(Marshall Fire)	2,036
Past Perfect	4,249
Mailchimp	5,230
Youtube	11,884
Website	13,583
Instagram	105,810

Instagram Who and Where?

Instagram followers ⓘ

879















Age & gender ⓘ



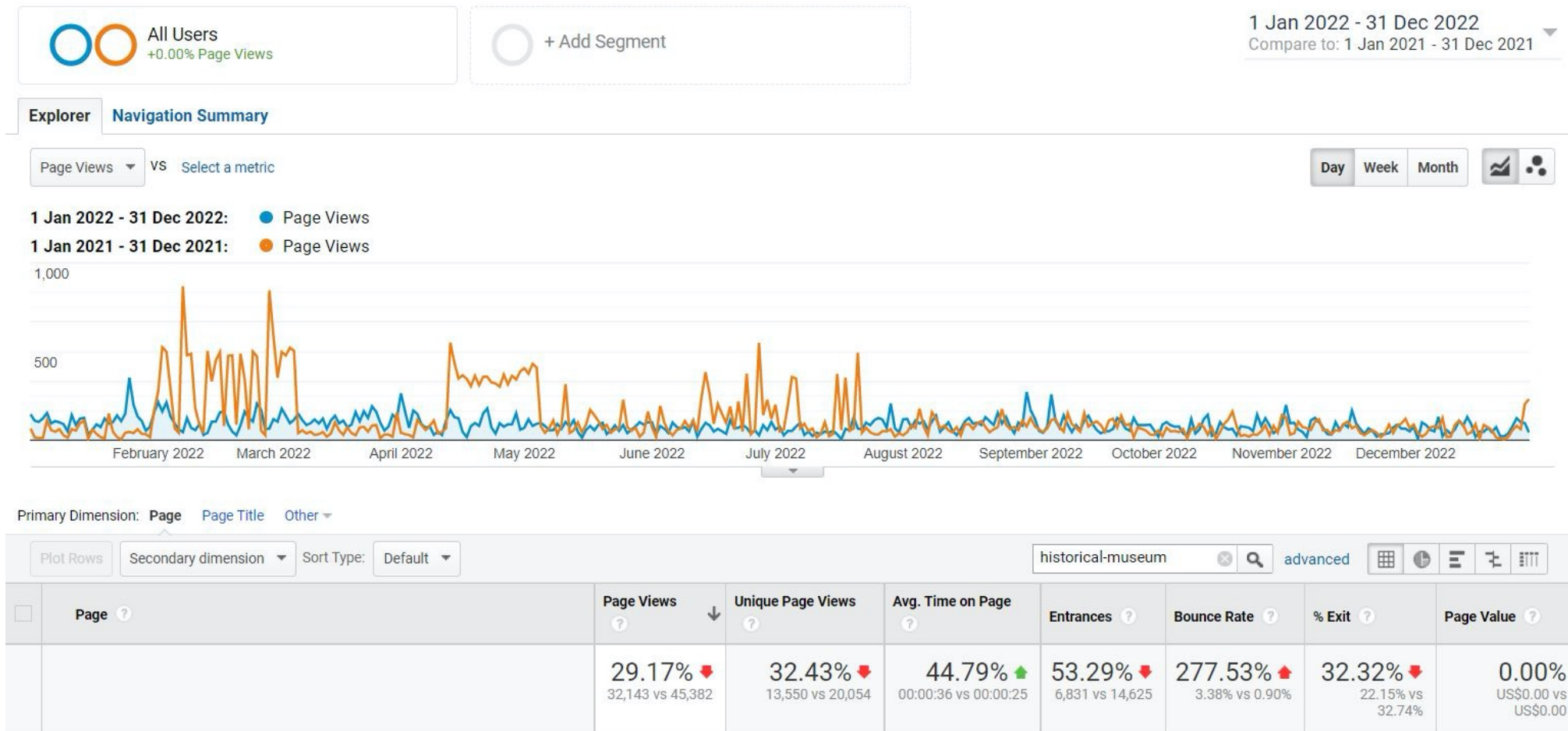
Top cities













What do people like?

Posts table			LIKES	COMMENTS	REACH
DATE	MESSAGE				
 louisvillemuseum Jan 11, 18:01	 <p>Join us in honoring the Superior Historical Museum. As two communities that live and work closely together, Louisville and Superior share many things, including an interwoven regional history. The Marshall Fire has brought to light many of the ways our communities are connected and support each other. The Louisville Historical Museum and Superior Historical Museum often share resources, work...</p>		106	1	661
 louisvillemuseum Dec 03, 00:33	 <p>We're open! The museum is handing out historic treat bags until we run out and the buildings are open until 8:30 for Parade of Lights!</p>		83	3	404
 louisvillemuseum Sep 02, 14:03	 <p>The Louisville Historical Museum is proud to share our first exhibit in the Louisville Library Gallery, "Louisville's Signs of the Times." An invite has been mailed to all paying Museum members for a special appreciation night and opening reception for this exhibit in the Library meeting room on September 7. Members in attendance receive a free gift while supplies last! Not a member? It's not too late to...</p>		77	2	521
 louisvillemuseum Jan 22, 18:28	 <p>Did you catch this Museum project on the news last night? Click the link in our bio to see the video and read the full article from Fox 31 about how you can help residents who lost their family photos in the Marshall Fire. Want to help? If you have a photo that could bring comfort to someone who lost their photo memories in the Marshall Fire, please upload it to the Louisville Historical Museum's Flickr...</p>		76	0	635
 louisvillemuseum Nov 27, 17:01	 <p>The Museum will participate in the Art Walk and Parade of Lights on Friday, December 2 with its Open House from 5 to 8:30 PM. The Museum (1001 Main St.) will give away treat bags for children again this year, while supplies last! This continues the Louisville holiday tradition of handing out sacks of treats to children. For decades, from the 1920s to the 1980s, Louisville community organizations...</p>		67	1	551
 louisvillemuseum Sep 05, 14:04	 <p>Happy Labor Day! Labor day has traditionally been a huge celebration for Louisville. We have a long history of labor and labor rights, and in some years the Governor of Colorado would come out to Louisville on Labor Day to march in Louisville's parade. This photo shows the Centaurus High School Marching Band marching past the Historical Museum in the early 1990s. This photo was donated to the Museum...</p>		66	0	478
 louisvillemuseum Jan 06, 14:02	 <p>We love you, Louisville. #80027strong This postcard from the early 2010s features many recognizable Louisville places and characteristics. #beapartofthestory #louisvilleco #visitlouisvilleco #year2000 #newyear #colorado #coloradohistory #history #museum #postcard #future #forwardthinking #new #celebrate #freshstart #explore #city #town #hometown #downtown #local #lovelocal #community #together</p>		63	2	402

Website - 13,550 Unique Page Views



Website Usage by Page

Page ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?
	32,143 % of Total: 0.93% (3,445,238)	13,550 % of Total: 0.85% (1,599,918)	00:00:36 Avg for View: 00:00:34 (7.28%)
1. /exploring-louisville/historical-museum 	9,984 (31.06%)	3,877 (28.61%)	00:00:24
2. /exploring-louisville/historical-museum/marshall-fire-preserving-your-memories 	2,582 (8.03%)	1,152 (8.50%)	00:00:36
3. /exploring-louisville/historical-museum/experience/marshall-fire-share-a-story 	1,927 (6.00%)	884 (6.52%)	00:00:38
4. /exploring-louisville/historical-museum/visit/plan-your-visit 	1,482 (4.61%)	655 (4.83%)	00:00:42
5. /exploring-louisville/historical-museum/experience/history-at-home 	1,251 (3.89%)	428 (3.16%)	00:00:50
6. /exploring-louisville/historical-museum/discover/louisville-historian-back-issues 	881 (2.74%)	393 (2.90%)	00:01:22
7. /exploring-louisville/historical-museum/visit/calendar 	823 (2.56%)	335 (2.47%)	00:00:11
8. /exploring-louisville/historical-museum/get-involved/membership 	661 (2.06%)	288 (2.13%)	00:00:48
9. /exploring-louisville/historical-museum/discover/historic-buildings-and-sites 	634 (1.97%)	269 (1.99%)	00:00:53
10. /exploring-louisville/historical-museum/visit 	557 (1.73%)	227 (1.68%)	00:00:06

YouTube

Channel analytics

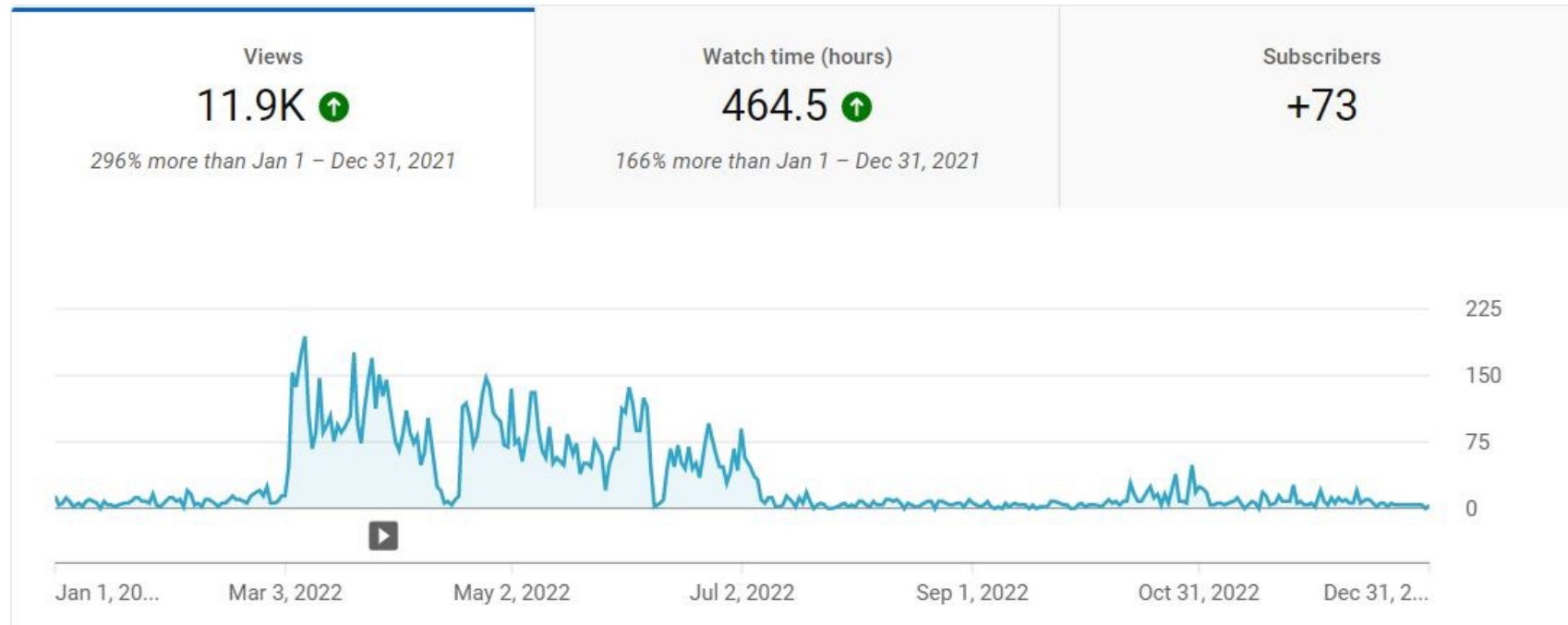
Overview

Content

Audience






Research

Your videos got 11,859 views in 2022

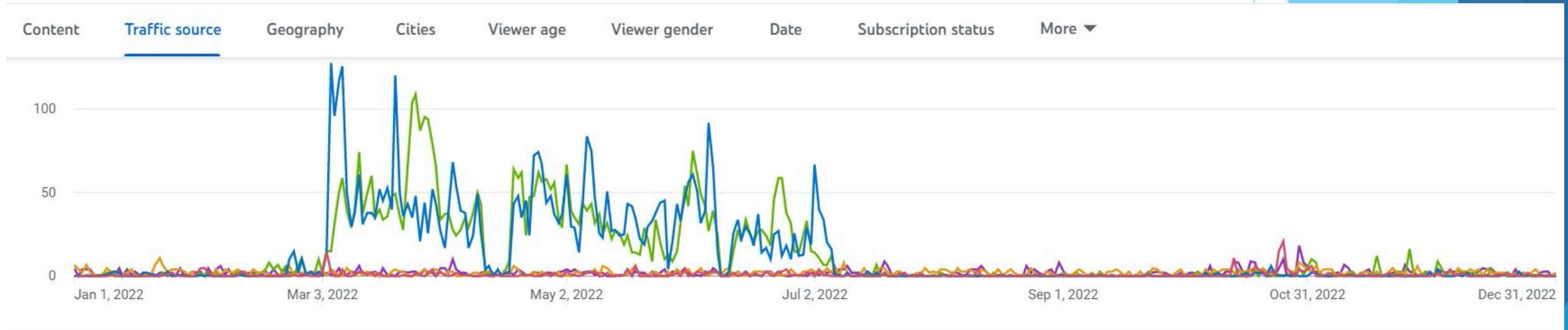


Most Popular Videos

Your top content in this period

Content	Average view duration	Views
1  Sources and Silences: The KKK in Louisville, Colorado Feb 1, 2021	2:01 (21.7%)	9,886
2  Louisville in the 1970s and 1980s - Part One: Main Street Buildi... Jun 24, 2020	1:34 (23.9%)	332
3  Louisville in the 1970s and 1980s: Part 2 - Front St. and Pine St. Jul 29, 2020	1:21 (26.1%)	249
4  Louisville's Beginnings: Where Were the Mines? May 12, 2020	1:53 (59.2%)	148
5  The Interurban Train Wreck of 1920 Sep 2, 2020	2:31 (11.9%)	138

How do people find our videos?



Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate ▲
<input type="checkbox"/> Total	11,859	464.5	2:20	147,944	5.6%
<input checked="" type="checkbox"/> Browse features ⓘ	4,781 40.3%	174.0 37.5%	2:11	60,942	5.5%
<input checked="" type="checkbox"/> Suggested videos	4,673 39.4%	148.7 32.0%	1:54	60,869	6.5%
<input checked="" type="checkbox"/> YouTube search	821 6.9%	37.0 8.0%	2:42	19,071	3.7%
<input checked="" type="checkbox"/> External	739 6.2%	34.0 7.3%	2:45	–	–
<input checked="" type="checkbox"/> Direct or unknown	319 2.7%	26.3 5.7%	4:56	–	–

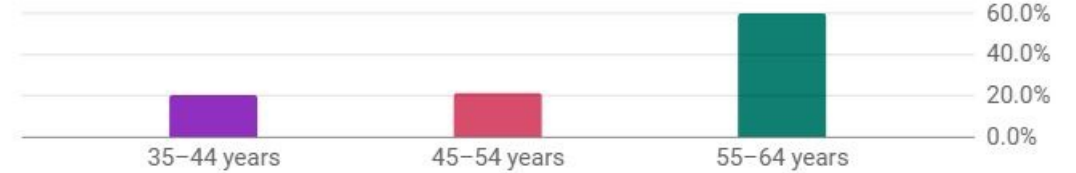
YouTube - Who?

Views by: Viewer gender ▼



Viewer gender ↓	Views	Average view duration
Female	18.2%	2:04
Male	81.8%	2:21
User-specified	—	—

Views by: Viewer age ▼



Viewer age ↓	Views	Average view duration
13-17 years	—	—
18-24 years	—	—
25-34 years	—	—
35-44 years	19.6%	5:29
45-54 years	20.5%	4:19
55-64 years	59.8%	3:17
65+ years	—	—

YouTube - Where?

Geography > United States (+)	Views ↓	Watch time (hours)
<input type="checkbox"/> Total	6,996	306.9
<input type="checkbox"/> California	205 2.9%	8.4 2.7%
<input type="checkbox"/> Texas	180 2.6%	9.4 3.1%
<input type="checkbox"/> New York	68 1.0%	3.6 1.2%
<input type="checkbox"/> Georgia	60 0.9%	3.0 1.0%
<input type="checkbox"/> Colorado	59 0.8%	2.8 0.9%
<input type="checkbox"/> Florida	35 0.5%	1.8 0.6%
<input type="checkbox"/> Illinois	22 0.3%	1.0 0.3%
<input type="checkbox"/> North Carolina	20 0.3%	0.9 0.3%

E-News Engagement - 5,230 Opens 2022

Average open rate around 58%

Industry Average is 22%

Email marketing engagement

Your subscribers, broken down by how often they open and click your emails.

45% **Often**
Your percentage of subscribers who are highly engaged and often open and click your emails.

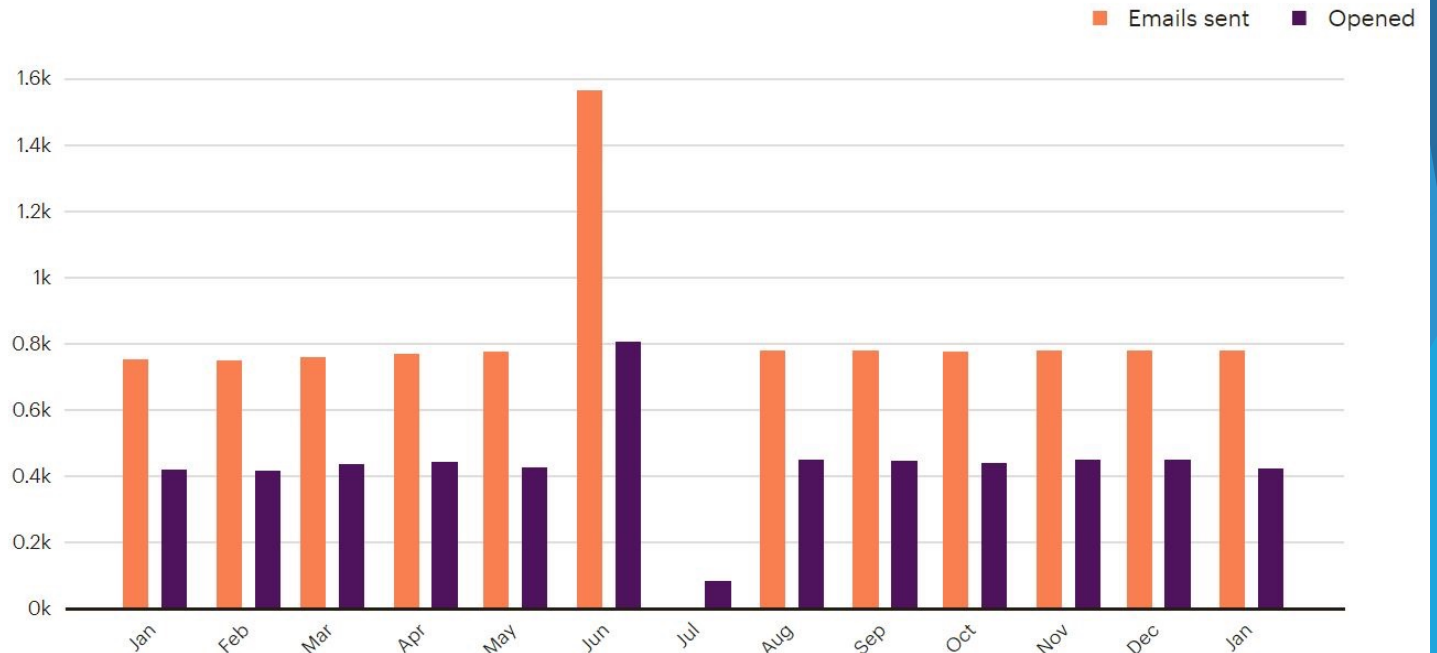
15% **Sometimes**
Your percentage of subscribers who are moderately engaged and sometimes open and click your emails.

38% **Rarely**
Your percentage of subscribers who are not very engaged and rarely open and click your emails.

Engagement

Metric: **Emails sent** Metric: **Opened**

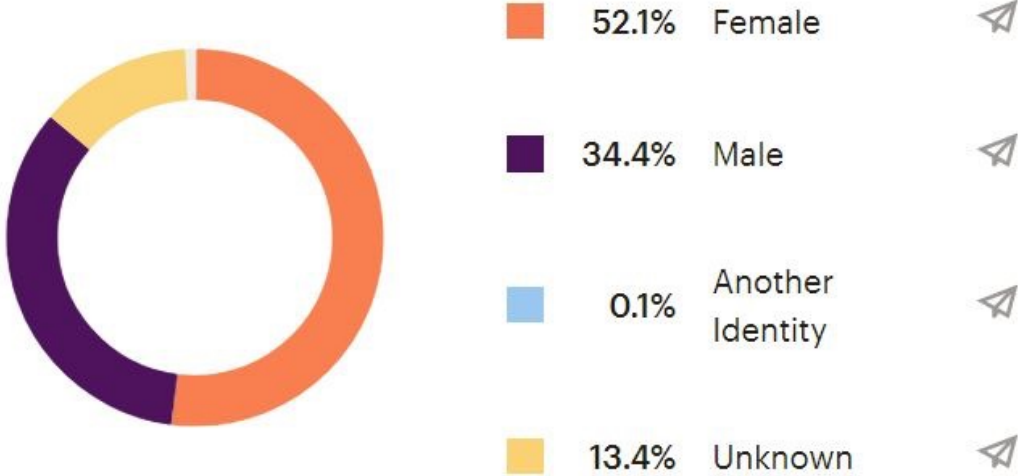
Export



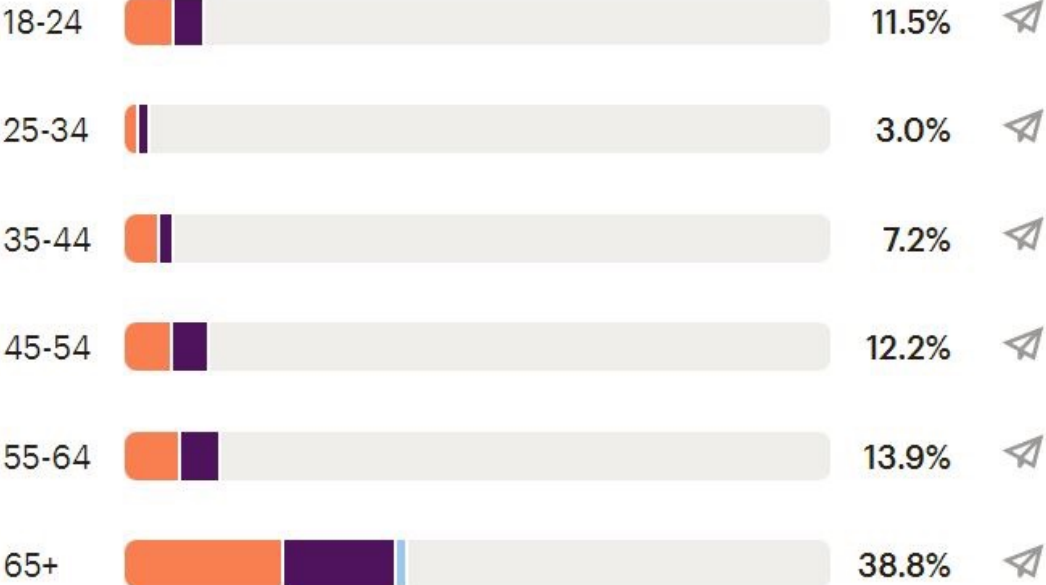
E-News - Who?

Your contacts broken down by their predicted gender and age.

Gender



Age Range



Past Perfect - 4,249 Searches

Number of Searches

Search Type	Number of Searches
Keyword Search	2823
Advanced Search	131
Random Images	1028
Objects Catalog	0
Photo Catalog	208
Archive Catalog	30
Library Catalog	0
People	0
Exhibits	0

Goals for 2023

- ▶ Instagram: Use Instagram about 2/3 to showcase historic photos and objects, and 1/3 to post updates about events. Post regularly to keep people engaged 3+ times per week.
- ▶ Increase collaboration and feedback while working inside the City's communication policy by posting polls and questions.
- ▶ Post showcasing the grounds and inviting people in every few months.
- ▶ YouTube: Consider drafting and posting some short YouTube content (>3min) Bite size stories about objects, topics, or people.
- ▶ E-Newsletter: Increase subscribers by bringing clipboard signup to events and programs.
- ▶ Feature more of the collection by including "Historic Photo Feature" in each E-Newsletter to give a preview of a photo that will be posted on Instagram that month



Memorandum

To: Historical Commission
From: Bridget Bacon, Museum Services Supervisor
Date: March 7, 2023
Re: Museum Services Supervisor's Report

I'm sorry to report that Virginia Caranci passed away last month. Among other things that she did for Louisville, she was instrumental in getting Coal Creek Golf Course, Avista Hospital, and Monarch High School to become part of the Louisville community. She was also the person most responsible for the establishment of the Louisville Historical Museum in the 1980s. She served on the Historical Commission for 30 years, from when the Commission was first created in 1979 until 2009, and served as Chair for many of those years. When the City of Louisville first established the Commission, it made the Commission also responsible for historic preservation, so Virginia worked to bring attention to Louisville's historic buildings. In 1983, she went to City Council to ask the City to purchase the newly-available Main Street property for a Museum campus, then she worked with the other members of the Historical Commission to actually start the museum from scratch. For the Commission in those early years, this meant restoring the buildings, accepting artifacts and photos from donors for the collection, giving tours to visitors, fundraising, and starting the membership program and the *Louisville Historian* quarterly publication. I am grateful to Virginia for her vision and hard work, and I'm happy that she got to see how much the Louisville community today values its history and supports its museum that she helped to start. Our sympathy goes to her family, including her daughter, Shelley Angell, who carries on Virginia's service by being a member of the Historical Commission herself.

The Caranci family designated the Museum to receive donations in memory of Virginia. These donations will be listed in the next issue of the *Louisville Historian*.

The City has asked for work plans from boards and commissions, so this is an item on the agenda that wasn't mentioned at the last Commission meeting. We have included a draft 2023 work plan for the Commission to review and discuss.

Recently elected new members of the Louisville History Foundation are Gordon Madonna (a former Commission member), Cory Nickerson (one of the Museum's business members), and Jane Coyle.

Thank you to John Honan for presenting the Pioneer Award to Debbie Krueger and Janet Russell in January, and to the Foundation for covering the expenses!

- **Engage Community**

The Museum enhances our vibrant community.

- **Programming** – Offer Museum tours, programs, and walking tours for residents and visitors to learn about Louisville history.
 - Offer six walking tours per year
 - Offer program series, including those during the First Fridays
 - Organize special programs, including those during Louisville History Month
 - Update the Visitor Policy for the Louisville Historical Commission to approve
- **Volunteers** – Create a broader, more connected community of volunteers.
 - Offer quarterly training or team building activities
 - Update the Volunteers Policy for the Louisville Historical Commission to approve
- **Education** – Demonstrate to our residents that history is relevant and that museums are places for fun community engagement for all ages.
 - Reach out to local elementary school teachers and principals
 - Review and refresh school tour content and experience
- **Outreach** – Increase communication about Museum activities to the community.
 - Actively invite more diverse visitors and event attendees
 - Continue to build Instagram presence
 - Develop digital goals for 2023
- **Exhibits** – Develop temporary and permanent exhibits to share Louisville history and promote the Museum's identity and mission.
 - Develop online exhibits based off of other Museum programming
 - Provide a larger historical context for interpretation of Louisville history through exhibit labels & signage.
- **Membership** – Maintain and increase community support through membership
 - Successfully transition to the Museum's management of program
 - Organize an annual members-only, in-person event
 - Engage members and others through the *Louisville Historian* publication

- **Collect, Preserve, and Share the History of Louisville**

The Museum brings the diverse history of Louisville to our residents and visitors.

- **Campus** - Care for the Museum campus as a part of the collection.
 - Complete the reinterpretation of the Tomeo House
- **Collections** – Care for and use collections items to tell the community's stories.
 - Reorganize the collections storage to increase accessibility
 - Develop a plan for providing public access to the Marshall Fire Story Project
- **Be a Part of the Story** –
 - Seek out stories from all Louisville residents, past and present, with a goal to telling a more diverse history of the city and its people
 - Look for opportunities to expand the story of Louisville through previously unexplored facets of our history

- **Refine and Promote the Vision for the Future of the Museum Buildings**

The Museum respects the past while planning for the future.

- **Work to preserve and share the Trott-Downer Cabins as an addition to the Museum**
 - Support the work of consultant providing expertise on the Cabin's structural integrity and interiors
- **Begin Planning for a New Master Plan in 2024-25**
 - Review the current Master Plan developed in 2016-2017

2023 Louisville Historical Commission Work Plan

Project	Issue	Critical Success Factor	Council Work Plan	Completion Date
Evaluate and Revise the Museum Visitor Policy	This policy was last updated and adopted by the Commission in 2016. In collaboration with staff Commission members will evaluate and revise with a focus on equity, diversity, inclusion and accessibility.	Quality Programs and Amenities	#5 EDI	9/20/2023
Evaluate and Revise the Museum Volunteer Policy	This policy was last updated and adopted by the Commission in 2016. Staff will work with HR on City-wide processes. Commission will evaluate Museum policy to align and will revise with a focus on equity, diversity, inclusion and accessibility.	Healthy Workforce	#5 EDI	11/15/2023
Review the Pioneer Award procedures	The Pioneer Award criteria and timeline should be reviewed and revised as needed.	Engaged Community	N/A	7/19/2023