

## Finance & Marketing Committee Minutes via Zoom

Monday, October 26, 1:00-2:00 p.m.

Attending: Jennifer Burnett (chair), Nathan Sanford, Roberto Quinones, Mary Handy (VMNH-F);  
ex officio Joe Keiper, Jonathan Martin, Ryan Barber. Absent: Barry Dorsey.

### 1. Welcome (Jennifer) Call to Order 10/26/2020 1:06PM

### 2. Review of FY21 1st quarter financials (Jennifer & Jonathan)

Jonathan

- Reviewed Balance Sheet
- Noted that elevator replacement will cost roughly \$67,000
- Zoom increased subscriptions costs to 325% over last year's number - Jonathan has applied for CAREs money to cover additional costs.
- Noted that the museum will receive education funding from the City of Martinsville

Joe

- Utilities costs down
- Community feedback has been good even with attendance being down with limited days of operation.
- VMNH - Expanded Homeschool to allow for attendance from NC and other surrounding states.
- Staff are planning for an October 2021 in-person Dragon Festival, pending the pandemic status.

Jonathan

- We are in the process of looking at options to spend down 01 funds if any funds remain at the end of FY21

### 3. Application of FY21 Advancement Plan (Ryan & Joe)

Ryan

- Offered to send anyone who does not have one a copy of the fY21 advancement plan.

#### a) Virtual programming marketing and monetization via philanthropic support

Ryan-

- Mention; *Ben In Nature*, *Tales of Ancient Life* and other virtual programming having a strong impact on outreach numbers.
- These programs being underwritten by grants and Corporate Partnerships.
- Online viewership has increased due to several initiatives both on Facebook and YouTube.
- VMNH decided not to charge up-front for programming via a paywall, but instead all open access to all content. This open access is very attractive to granting agencies and Corporate Partners, resulting in strong financial support..
- Open content should provide increased viewership from outside VA,NC

#### b) Identifying and targeting pandemic audiences: outreach and audience research

Ryan

- Funding opportunities for Boxley, Patterson Foundation, and Carter Bank & Trust

- Funding so far has gone to new equipment for virtual learning which includes new camera lenses.
- Staff are using online and in-person demographics and audience research to identify current audiences and further focus marketing outreach.
- Zip code data shows 50% of attendance coming from outside VA and NC. Before COVID this number was 2%-3% of visitation.

Joe

- In previous years attendance from outside VA and NC has been roughly 1,200. If this trend continues after COVID that number should top 3,000.

#### c) Reaching under-served audiences

Ryan

- Education as well as Jonathan have been working to secure translation for exhibits.
- In order to reach under-served audiences, staff are actively implementing and promoting the *Museums For All program*, which provides reduced admission for those taking part in the EBT program.
- Ryan further reiterated that through this program the Museum offers \$2 Adult and \$1 child admission rates for those who show their EBT card at the box office.
- We also work to secure need-based scholarships for a variety of education programs.
- Initial discussions are taking place re: the creation and presentation of bilingual exhibit information.

Mary

- Question - Since now anyone in the community with school aged children receives an EBT card what is the plan going forward.

Ryan

- The museum will not turn away anyone and will honor all discounts accordingly. Then stated that marketing will continue being directed to those citizens who had the EBT cards prior to the pandemic.

#### 4. Questions, discussion

Joe

- We are planning to ask the Martinsville City Council and the Henry County administrators to help advertise our current discounts to those citizens in need.

Roberto-

- Offer to find someone to translate the paragraph from the website on assistance in discounted admission prices. Noted that the strategic planning committee was interested in translating material to increase the experience for non-English speakers. had a discussion on expanding and deepening the demographic data of visitors and the addressable market from census and other sources for the development plan. They requested this be explored by staff to better outline efforts to target all audiences and underserved communities.

Jennifer

- Noted that she likes the website.

Joe

- Membership Drive Videos and Discovery Fund Letter to be published and sent out starting this week.

Ryan

- Confirmed that the website was ready to accept both membership enrollment and funds.

5. Adjournment (Jennifer)

Adjourned 10/26/2020 1:32PM