

Final: Friends of the Chalet meeting at 6:30 PM on March 14, 2024, in the Board Room at the New Glarus Village Hall

Attending: Mary Statz, Sandy Blum, Dawn Johnson, Ruth Elmer, Steve Donovan

February minutes were approved as read, with a motion by Mary Statz, seconded by Dawn Johnson. The treasurer's report was approved with a motion by Ruth Elmer, seconded by Mary Statz.

Old business: As mentioned before, our six new signs are in. Two have been spotted!

Our "Flute Player and Dog" tapestry is back from restoration. Much improved!

Joe Cockroft is working on our outdoor benches. As mentioned before, our window box liners are here, but it's a bit early to install them. Larry Stuessy has mentioned possibly doing the landscaping on the south side.

We need to verify that we are on the Square, prior to kicking off the season. So far, we have Sandy, Mary, Dawn & Ruth.

We potentially have 3 young people who have expressed interest in our summer internship.

New business: We did not get nominated for "Best of Madison," this year, but will start out earlier next year.

Our spring cleanup days will be Saturday, April 6, 9AM-12PM and with a second day, if needed, on Saturday, April 13. This includes inside the museum, the yard and the storm windows. Everyone is welcome.

Sandy Blum plans to attend a volunteer summit on Saturday, April 13.

We plan to be open 10AM-3PM on both May 18th and 19th as that is Euchre Tournament weekend and "Open Doors" for the Green County Leaders.

A motion was made by Mary Statz, seconded by Sandy Blum to donate \$300 towards the restoration of the New Glarus Hotel. Passed.

Our next piece to be restored will be the iron chest in the dining room, per advice from Chuck Bauer. We have received one, not in person, estimate and are considering our options.

Mary will begin working on the guide schedule. Please submit your availability to her, soon. At this point, we are staffed for the Madison group on April 16th. We also have a group requesting Friday, June 28th.

Marketing: WEKZ has not yet provided pricing for advertising, so nothing was confirmed. We are considering the WPR newsletter, but no radio ads this year. We discussed options, brought forth by Lily Blum, for Facebook advertising, including boosting our posts & Wine Walk advertising.

Post Boosts

# of posts	Amt	Total
15	20	300

Ad Days	AMT	Total	
45	3	135	Wine Walk Mid Sept-Oct start when Eventbrite
14	3	42	Video Ad for private tours Mid July, start in June
28	3	84	Text Ad private tour Sept & Nov, add Oct.

Ads Recruitment

14	2.5	35	Lead AdMay, Late March, April
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Steve Donovan, with his students, has offered to put together a video ad for our private tours. A motion was made by Dawn Johnson, seconded by Ruth Elmer to accept five of the listed items, or \$750 worth of advertising. Passed.

The meeting was adjourned at 7:48 PM with a motion by Ruth Elmer, seconded by Mary Statz.

Final: Friends of the Chalet meeting, Thursday, February 8 at 6:30 PM in the Board Room at the New Glarus Village Hall

Attending: Sandy Blum, Dawn Johnson, Ruth Elmer, Steve Donovan, Mary Statz, Mary Dibble, Joanne Landry, Jane Fahey, Mary Usher

Jane Fahey and Mary Usher presented the Friends with a substantial gift of memorial money, honoring their mother, Katie Elmer, a proponent & former guide at the Chalet of the Golden Fleece. We are so appreciative!

November 2023 minutes and our current treasurer's report were approved with a motion by Mary Statz which was seconded by Joanne Landry.

Old business: Our signs are here, paid for by a combination of monies from Jane Martinson, Faun Phillipson and the Friends. They look great and will be placed throughout the Village in the coming weeks.

Our flower boxes are here. We hope to have them installed by late April to mid-May. The raised landscaping on the south side of the museum is still there. If not removed, could we have a barrier placed and new mulch?

Three of our prints from the guest bedroom are now in Chicago for restoration. The Flute Player and Dog tapestry is in Mineral Point having been cleaned and now is being repaired.

Sandy will follow up with the Village on the status of our bench repair by Larry Klassy.

New business: Sandy Blum and Mary Statz met with Carol Hassemer, Kelly Ruschman and Larry Klassy of the Swiss Historical Village to discuss joint marketing activities. Under discussion were an email blast, a \$15 joint ticket between the two museums, and items or discounted admissions to either museum placed in a Swiss basket at the WPR auction. We need to advertise any change in hours or opening dates, as we work with the Swiss Historical Village.

New business: Joanne Landry attended the Chamber of Commerce Gala. We looked over the “New Glarus Destination Management Plan 2024” and had a brief discussion.

Mary Dibble offered to bring information from the Chalet of the Golden Fleece when she attends the next meeting of the Small History Museum Organization.

A motion was made by Ruth Elmer, seconded by Dawn Johnson & passed to increase the stipend for our new intern to \$500. This entails working 40 hours/month from June-October.

We plan to resume tours for local businesspeople by mid-April.

Marketing: We decided against advertising through WPR this year, although may provide an ad in the newsletter. - Discussed paying for boosting Facebook Posts and or ads. As in 2023, we will stay with WEKZ. They do a great job, plus match our payment! We will be featured in the 2024 Green County Tourism issue. Mary Statz will replenish our brochures throughout the village. Per the Historical Village, Wednesday is the busiest weekday in New Glarus so we agreed to be open from noon to 3 pm for the season.

The meeting was adjourned at 7:49 PM with a motion by Mary Statz, which was seconded by Joanne Landry.