

**Tontitown Historical Museum (THM) Report  
for COW Meeting - 02-17-15**

The THM February board meeting was held on 02/02/15.

- 1. New Museum Sign** - To date the Museum has received \$1,660 in donations in memory of Sunny Hinshaw. In December the board voted to use the money for a new museum sign with a special dedication to Sunny included in the design. Preliminary discussions have started on the wants and needs of the new sign. Some of the initial ideas are that the new THM sign complement the Harry Sbanotto Park sign, be illuminated and have the ability to promote museum events. When we are ready to ask for bids on the new sign, we will have a very good idea of what is needed.
  
- 2. Arkansas Museum Association** - The annual AMA 2015 annual conference is March 31 - April 2, and board member Michael Hartman submitted our 2014 Grape Festival exhibit, "Gowns and Crowns: A Retrospective of Tontitown Grape Festival Queen Concordia" for award consideration. Our very own Becky Howard will be a session presenter at the conference being held in Helena-West Helena, AR.
  
- 3. Rack Cards and Brochures** - During February and March we will work with graphic designer Liz Lester to develop two marketing pieces, a rack card and an updated brochure, as defined in our Arkansas Humanities Council and Department of Arkansas Heritage grant. After reviewing several rack card styles, our card needs eye-catching graphics and pictures so it is more visible when placed in the rack and stands out from a distance. Rack cards are placed all over northwest Arkansas and at Visitor Centers around the state.
  
- 4. Online Video** - A THM first! Jana Mayfield and Becky Howard created and uploaded an informative video to Facebook. In the video Becky shows some of the never-before-seen artifacts from our Benz collection. Becky explains that they are not on display at THM because of space and display limitations in an appeal for museum AMICI membership and donation. More videos are planned in the future to promote the museum and artifacts.
  
- 5. Strategic Plan Review** - The board reviewed the "THM 5 Year Strategic Plan" to track progress and determine plans for 2015.
  
- 6. Special Invitation** - Everyone is cordially invited to **Arkansas Museum Day at the Capitol and Arkansas Museums Association Exhibit Opening** on March 17, 2015 from 10:00 am to 2:00 pm, with a reception from 11:00 am to 1:00 pm. It is located in the Capitol Rotunda at 500 Woodlane Street, Little Rock, Arkansas. This event is sponsored by Arkansas Secretary of State Mark Martin, Arkansas Museums Association, and Arkansas Humanities Council. A press release and photographs, including our contributions, will be available soon.

The next board meeting is scheduled for 03/02/15.

Board Members:

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