

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.