

THE
HARTSVILLE
MUSEUM


Minutes
City of Hartsville, South Carolina
Museum Commission Meeting
Wednesday, February 19, 2020, 6:30 PM
The Edition — 221 North Fifth Street

PURSUANT TO FREEDOM OF INFORMATION ACT SC CODE 30-4-80: WRITTEN NOTICE WAS DELIVERED TO THE PRESS BY EMAIL ON FRIDAY, FEBRUARY 14, 2020, AND DULY POSTED AT THE EDITION, AN ACCESSIBLE FACILITY.

Members present: Chairman, Dr. Mac Chapman, Vice Chairman, Sue Brand, Treasurer, John Nichols, Jr., Phyllis Fields, Paula Alvarez, Steve Tinney, and Jennifer Heusel

Members Absent: Colin Hungerpiller and Judi Elvington

Staff: Museum Manager, Andrea Steen Assistant Museum Manager, Matt Winburn and Public Information Officer, Lauren Baker

1. **Call to Order**

Chairman Chapman called the meeting to order at 6:33 PM.

2. **Motion to Approve Minutes from Commission Meeting November 20, 2019** – APPROVED

Motion: Fields; Second: Tinney; Carried: All Ayes

3. **New Staff Introduction – Matt Winburn**

Chapman welcomed Winburn to the museum. Winburn expressed his excitement to join the museum team and shared information about himself. Winburn's a native of Hartsville and just moved back after earning his Master's degree from Florida State University in Arts Administration. Previous to that Winburn graduated from Coker University with a Business degree and a degree in Choral. Winburn has worked with Steen over the years and knows most everyone on the Museum Commission. Winburn is excited to introduce new projects during the upcoming year to the commission and the public and set the bar for the next 40 years at the museum. Steen thanked Paula Alveraz for her assistance on the interview panel that helped select Winburn to the position.

4. **Updates** – Museum Manager, Andrea Steen

4.1 **Simply Christmas** – Steen reported 312 visitor's came to see Santa at the museum on Saturday, December 14th. The museum participated in the Holiday open house of Historic Homes on Sunday, December 15th along with the John Hart Cottage, Thomas Hart Home and the Jacob Kelly House. A total of 520 visitors came through the museum during December. New Christmas exhibits were well received and Santa has already been booked for the 2020 holiday season.

4.2 **Denny Bro.s Clock** – Steen gave an update on the restoration of the clock. Steen met with sign painter Richard Outlaw and will be receiving a mock up design for two styles of lettering; one vinyl and one painted. Based on the look of the two designs we will choose which style looks best and move forward with a quote.

4.3 **Claude Hart and Sonoco Exhibit** – Steen announced the project is still moving forward. Final design has been approved along with a final quote for material and installation. Exhibit areas are being prepped with the removal of carpet on the walls and moving artifacts to new locations. Thank you to the strong men of the Hartsville Fire Department for moving the 800 pound Dynamo Generator to its new location within the museum as part of the new Sonoco exhibit.

5. **The Edition** – Lauren Baker, Public Information Officer – Baker gave update on rentals at the Edition for 2019. Rentals were slow when compared to Lawton Park. Baker brainstormed with Special Events Coordinator, Samantha Altman with what are we not doing and what can we start doing to increase

rentals. A Facebook page was created for exposure and we are encouraged and excited to see an increase in traffic with people touring the building and booking more events. Baker had promised to look in to placing ads on other websites like The Know, but costs were prohibitive starting at \$15,000 per page. One other step that has been taken has been to introduce a bundled rate for the Edition. Currently the rate for a one day rental, by the hour, is \$1,200. To be competitive with other venues like Lawton Park we believe setting a bundle for \$800 for a full day rental keeps it in line with Lawton's bundled rate of \$600 for the day. Baker remarked that people are already jumping to book at this new rate in 2020 versus only having 4 full day rentals in 2019. We are encouraged moving forward.

6. **New Business**

6.1 **African American Heritage Exhibit** – Museum Commissioner, Jennifer Heusel - Heusel caveated by stating her passion is local history and as a professor at Coker is to infect her students with that passion and bring history into the classroom and encourage her students to do research and that's where this new exhibit of African American Heritage comes from. Last semester students researched the Butler Heritage Foundation and met with various members in the community. One student recognized that none of what he learned was represented in the museum. The student worked with the museum and came up with a proposal of expanding or revising the African American Heritage Exhibit. That was the spark that led to a bunch of community leaders meeting regularly under Steen and Baker's leadership to brainstorm ways to gather artifacts and stories that represent the entire community here in Hartsville. Heusel expressed more details are to come, but it's super exciting, the energy is amazing, the stories are amazing and it's really great to see the energy facilitating around the table. Chapman commented on the Library of Congress and oral stories that are shared on the radio and how it would be great for us to have something like that where visitors could go and listen to old stories being told. Steen added the museum and the community members on our committee will be working with local churches to convey the message "Help Us Expand Our Exhibit." A campaign designed to capture stories, images and artifacts that will continue to help expand the story of Hartsville.

6.2 **Historical Markers** – Steen – The City of Hartsville has partnered with Brian Gandy of the Darlington County Historical Society to choose and erect two historical markers within the city limits of Hartsville. Steen provided a list of current eligible properties. City Council member, Andrews, City Manager Zeigler and Gandy felt the museum commission would be best suited to recommend properties for the City of Hartsville to choose for the fiscal year 2020-2021. Steen relayed that we are not limited to properties on the list and can make recommendations to the Darlington County Historical Commission of other properties that meet the outlined requirements. Steen suggested we review the properties and make our recommendation at the next quarterly meeting.

6.3 **40th Anniversary of the Hartsville Museum** – Asst. Museum Manager, Matt Winburn – Winburn is excited to announce we are in the 40th anniversary year of the Museum. The museum has done a great job of preserving Hartsville's history over the last 40 years and will continue to do so over the next 40 years and beyond. We're looking at ways to recognize this milestone. Winburn expressed we are open to the commission for ways they may wish to see the museum celebrate this anniversary whether through a party or some other form of recognition. Heusel asked if we were looking at some sort of fundraiser. Steen remarked that in addition to our Darkside Fundraiser we were looking at the possibilities of offering a Dinner Theater Fundraiser. Winburn and Steen have a lot of experience with Dinner Theaters and feel it would be well received by the community.

7. **Adjournment**

Motion to adjourn the meeting at 7:01 PM.

Motion: Chapman; Second: Fields; Carried: All Ayes

Attest _____
Mac Chapman, Museum Commission Chair

Attest _____
Andrea Steen, Museum Manager