

# Raleigh Fire Museum

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[raleighfiremuseum.org](http://raleighfiremuseum.org)

## Monthly Staff Meeting

**Date:** September 8, 2015

**Time:** 7:00 p.m.

**Location:** Station 16

**Present:** Henshaw, Chamblee, Barefoot, Harkey, Legeros

## Minutes Approval:

- 1) August 8, 2015

## Finance Report:

- 1) Fund balances
  - a. General fund (checking): \$ 1,748.53
    - i. Withdrawals
      1. \$382.70 – 8/14 – Dynagraphics – Shirts and embroidery
      2. \$1,500 – 8/11 – Showtime Events - Deposit to ball caterers
      3. \$25.08 – 8/10 – OfficeMax – Document holders for expo sign displays
    - ii. Deposits
      1. \$373.32 – 8/17 – Combined campaign quarterly payment
      2. \$1,500 – 8/10 – Transfer from ball account
  - b. Reserve funds (savings): \$ 3,954.92
  - c. Apparatus funds (savings): \$ 423.56
  - d. Coin funds (savings): \$ 1,656.37
    - i. Withdrawals
      1. \$200 – 8/10 – Cash for change at Expo.
      2. \$500 – 8/14 – Cash for change at Expo
    - ii. Deposits
      1. \$210 – 8/17 – Change repayment.
        - a. Note - \$10 cash counting error, thus \$10 greater in sales than indicated here.
      2. \$500 – 8/17 – Change repayment.
      3. \$791 – 8/17 – Coin Sales
  - e. Ball funds (savings): \$ 771.76
    - i. Withdrawals
      1. \$1500 – 8/10 – Transfer to checking, for deposit payment to caterer.
    - ii. Deposit
      1. \$586 – 8/26 – PayPal transfer, one table, one couple.
- 2) Discussion
  - a. Question was asked, what's the next major expense that the museum is facing?

- i. Major expenses are contingent on major projects, which could include antique restoration or repairs. Could involve the museum space, if any significant display changes or updates were desired. Could involve Station 3, if/when building is obtained, for such preliminary expenses as assessment or feasibility studies.
  - ii. Minor expenses are more likely. Such as shirts or logo creation. Or sundry antique parts or artifact acquisitions.
  - iii. Plus regular and recurring expenses, for such things as accounting (Quicken) and marketing (cards, fliers).
- b. This led to larger conceptual discussion of “what are our major goals?” Group discussed the audience, appeal, and success of current museum, as well as what Station 3 as permanent facility would add (but also be limited by, due to space). Group discussed the need for educational component, to broaden the practical appeal of such a facility. And with appeal for both project backers and donors, as well as visitors and users. Longer/larger/continued discussion to continue.

#### Coin Business:

- 1) Expo sales
  - a. Sold 77 coins at expo, and received \$791.
- 2) Web site sales
  - a. Starting soon, after the “unveiling.”
- 3) Unveiling event
  - a. Promote coin after delivery of new tiller.
  - b. **Henshaw** will inquire of Chief Poole of expected delivery date.
  - c. **Legeros** will draft a marketing message, for staff input.
- 4) Advertising
  - a. **Legeros** will inquire of Fire Apparatus Journal rates.
  - b. **Henshaw** has contact with Carolina Fire Rescue Journal.
    - i. They have expressed interest in our submitting small pieces of content for their quarterly magazine.
    - ii. Such as a present photo of an antique, with a caption. Could include “Presented by the Raleigh Fire Museum.”
    - iii. **Legeros** will ask Lee Wilson about using some of his pictures for possible submission.
    - iv. We could likely trade content for free advertising.
- 5) Coins sales at ball
  - a. Not presently planned.

#### Museum Business:

- 1) Regular schedule.
  - a. Saturday, September 12 – “B” platoon
    - i. Florio as Primary.
    - ii. Rehbock as Secondary.
  - b. Saturday, October 10 – “A” platoon.
    - i. **Henshaw** organizing special event, around Fire Prevention Week.
    - ii. Same hours as regular opening.
    - iii. Henshaw, Florio would bring antique trucks.

- iv. Will get one or more engine or ladder companies to participate.
  - v. Fire safety supplies ordered, 500 count.
  - vi. Advertising of event started on Raleigh Television Network.
  - vii. **Legeros** will create some marketing content.
  - viii. **Henshaw** firming plans with Ronny at training.
  - ix. Who is available to help?
    - 1. Harkey likely available.
    - 2. Legeros available.
    - 3. Rehbock scheduled to work, could be detailed.
    - 4. Barefoot out of town.
- 2) Special events
- a. City employee tour at Station 28 on October 9.
    - i. Rehbock handling.
- 3) Marketing
- a. **Chamblee** to redistribute marketing materials at RFD and public locations. They were collected late last year, when antiques were planned to move. (Also listed under old business below.)
  - b. **Henshaw** has received approval to product a commercial for airing on all RTN channels. He'll be working with RTN staff on same.

#### **Apparatus Business:**

- 1) **Henshaw** updates.
- a. The 1936 ALF may need to be moved from Services to an off-site location. **Henshaw** to determine details.
  - b. He's also working to procedure some sundry missing parts, such as a lens for the siren light of the 1961 ALF, and a foot gong for the steamer.

#### **Fire Expo Business**

- 1) Reports, observations
- a. Only one slideshow displayed, instead of two as last year.
    - i. Henshaw's wide screen monitor didn't work as planned. Aspect ratio distortion that Legeros couldn't tolerate.
    - ii. Counter space was improved, by removing one monitor.
  - b. Large coin sign or banner might further help sales.
    - i. Could replace the giant yellow sign that reads "Learn about other museums."
  - c. Distributed a couple dozen copies of the antique flyer, which was created the week before the show.
    - i. Remaining stock taken to museum.
    - ii. Antique Committee taking their remaining stock to Station 28.
  - d. Received contact information from area apparatus vendor, who can help with other contacts, for sponsorships toward a dedicated museum space.
  - e. Received sundry positive feedback from museum and history fans, who enjoyed seeing the information about other fire museums.
  - f. Had one or two visitors from Kinston Fire Museum on each day, and were present for much of the booth time.
  - g. Recommend having a small map present (or copies available), that show the museum's location in relation to convention center.

- h. Should we strive to have museum open during future years, when show is in Raleigh? Perhaps for one or two instances with special hours?
  - i. Expo relocates to Charlotte in 2016 and 2017.
- 2) Discussion
- a. Should museum have a booth in Charlotte in 2016?
    - i. Same price as Raleigh show in 2015, \$100 booth fee.
    - ii. Booth location on show floor, along with all other vendors. No mezzanine location for non-profit vendors in Charlotte. Thus the booth might be more “hidden” or low-traffic area of show floor.
  - b. Should museum booth be relocated closer to steamer, when show returns to Raleigh in 2018?
    - i. Might be helpful, notably for coverage when Antique Committee members are not present or unavailable.
    - ii. Plus for cross-promotion.

## Ball Business

- 1) Updates from Barefoot.
- a. Posters being delivered to stations that day or next day(s).
    - i. **Barefoot** sending an e-mail to personnel this week.
    - ii. **Legeros** will forward e-mail to retirees.
  - b. Projector for ball was cut from budget, would cost \$650 or so.
    - i. Thus if we want a slideshow, we need to find a projector.
    - ii. Need one that’s heavier duty, with enough output for larger screen.
    - iii. OSFM has one or more that were used at expo.
    - iv. **Henshaw** will contact OSFM about borrowing one.
- 2) Updates from Henshaw.
- a. He’s designing tickets, will replicate the 2012 ticket.
  - b. He has ball program, will update as needed.
  - c. He has procured the envelopes for ball tickets.
  - d. He requests ticket purchaser names in advance/in waves, so envelope stuffing can be done in staggered fashion, over coming weeks.
- 3) Discussion
- a. Marketing of ball to “outside people” will start in late September or early October, inviting city employees and local fire service and others.
    - i. Need action steps here.
    - ii. Probably Legeros drafting some text. Maybe Henshaw requesting note or posting to city emps / city employee web site. Probably Legeros promoting via social media channels.
  - b. Will museum have a table, for museum members plus Hayes and guest? Two tables needed??
    - i. Who is attending?
    - ii. **Need count of museum members planning to attend.**

## Old Business

- 1) Logo update from Henshaw.
- a. Still in the works.
- 2) Restart/redistribute marketing materials.
- a. Antique relocation on permanent hold.

- b. **Chamblee** will redistribute the marketing materials previously collected in late 2014.
- 3) Human resources stuff
  - a. Application form.
    - 1. Queued for action/implementation from Legeros.
  - b. Background checks.
    - 1. Legeros has created account with CastleBranch.
    - 2. We can now request background checks as needed for new staff.
- 4) Spotlights
  - a. Florio is looking at spotlights that we can buy from Home Depot or such.

#### **New Business**

- 1. United Way/Combined Campaign
  - a. City employee fundraiser in October.
  - b. Museum will request e-mail to troops, with information on “writing in” Raleigh Fire Museum.
  - c. **Legeros** will draft a message, which will include the other RFD sanctioned charities.

#### **Next Meeting:**

Tuesday, October 13

“B” platoon

Location TBD