

# Raleigh Fire Museum

PO Box 31084  
Raleigh, NC 27622  
919-964-1070



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

## Monthly Staff Meeting

**Date:** June 9, 2015

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

**Location:** Station 23

**Present:** Henshaw, Barefoot, Walters, Rehbock, Legeros, Scott

## Minutes Approval:

- 1) May 11, 2015

## Finance Report:

- 1) Fund balances
  - a. General fund (checking): \$ 3,378.30
  - b. Reserve funds (savings): \$ 3,952.45  
Apparatus funds (savings): \$ 423.29
  - c. Coin funds (savings): \$ 135.01
  - d. Ball funds (savings): \$25.16
- 2) Recent activity
  - a. Deposit of coin monies on 6/3 collected from Rehbock for \$110.00.
  - b. Donation via PayPal on 5/16 from Sara Chorba for \$25.00.
    - i. Acknowledgement letter sent by Legeros on 6/1.
- 3) Pending activity
  - a. Expense - \$100 – Booth fee for South Atlantic Fire Rescue Expo.

## Coin Business:

- 1) Legeros updates:
  - a. Coins now being sold at RFD locations by Barefoot (20-A), Chamblee (16-C), Henshaw (admin), Mizell, and Rehbock (17-A).
    - i. Approximately 50 sold so far.
  - b. Coins to be sold at museum, starting this Saturday. Legeros bringing quantity and updated sign by Saturday.
  - c. **Legeros** will pay \$202.50 in sales tax in advance for Q2, for all 300 coins.
  - d. Project manager ownership transfer
    - i. Anyone interested in being the “coin person” at a future point? Responsibilities could include:
      1. Recording all incoming monies as reported by staff.
      2. Recording all outgoing coins to staff for selling.
      3. Maintaining inventory, and advising when new order is needed.
      4. Depositing received cash at credit union.

- 5. Etc.
- ii. Legeros would remain point of contact for All About Coins.
  - 1. He'd place any reorders.
- iii. **Rehbock** will assume role.
  - 1. **Legeros** will confer, and commence role transfer.

**Museum Business:**

- 1) Regular schedule.
  - a. Saturday, June 13 – “A” platoon.
    - i. Rehbock, Barefoot requested for staffing from RFD.
    - ii. Legeros primary staffer as alternate.
    - iii. Scott secondary staffer as alternate.
  - b. Saturday, July 11 – “B” platoon
    - i. Vinny as primary.
    - ii. David Boyette as secondary.
      - 1. **Legeros** will confirm.
    - iii. Scott as assisting, tentative.
- 2) Special events
  - a. Henshaw updates.
    - i. No special tours to report.
    - ii. NC Transportation Museum having fire truck day this weekend.
      - 1. He's made a connection with them.
      - 2. Will inquire about our organization having a presence/booth at the next iteration of the event.
  - b. Legeros updates.
    - i. Legeros has created online calendar using Google Docs via the museum's Google account, for staff to view and update online.
      - 1. Henshaw and Legeros still reviewing same.
- 3) Shirts for staff.
  - a. Henshaw updates.
    - i. New style proposed, button-down with collar, style of RFD admin staff.  
<http://www.sanmar.com/sanmar-servlets/CatalogBrowser?productId=S508&prodimage=&swatch=Royal/Classic%20Navy&top=Y>
    - ii. Prior proposed style of work shirt style too expensive.
    - iii. Trying to keep pre-embroidery cost to around \$20.
    - iv. Current estimates:
      - 1. \$40 embroidery set-up fee.
      - 2. \$5 per shirt embroidery fee.
      - 3. \$18-25 per shirt, based on quantity.
      - 4. Museum would pay set-up fee.
      - 5. Staff would personally purchase their shirts.
    - v. Short and long sleeve available.
    - vi. Shirt color? Thinking steel gray or light stone.

- vii. Logo or lettering? Thinking only lettering, for a couple reasons. Size may prohibit detailed rendering of existing logos or graphics. Also, project just starting for all new museum logo, waiting on same might delay shirts past August expo.
- viii. Lettering concept such as:

# RALEIGH

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## FIRE MUSEUM

- ix. Current RFD emblem and position:



- x. Examples of lettering only, with steel gray and light stone colors.



- xi. Logo lettering color? To be determined. Probably red and black, or red and silver.
- xii. **Legeros** and **Henshaw** will draft concepts for embroidery design, for approval by staff via e-mail.
- xiii. **Post-meeting thoughts by Legeros:**
  1. We need a physical shirt in hand, to review/approve color and style.
  2. Might be also good to have one of each size, for testing/trail before ordering.
  3. Should museum pay for one or two completed shirts, to verify product fulfills our specs?

#### 4) Selling "Burn" DVDs?

- a. Henshaw received request to sell copies of the documentary "Burn" at our "gift store."

- b. Staff discussed our current capacities for selling/storing/stocking/tracking merchandise.
- c. Staff decided to decline the offer, and continue selling only (a.) our current set of coins, bracelets, shirts, and (b.) only internal-created merchandise.
- d. Will reconsider as we expand in size, scope, and physical space.

**Apparatus Business:**

- 1) **Henshaw** updates.
  - a. New Chief of Services starting in mid-July.
  - b. No antiques being moved for Station 29 for immediate future, while facility begins operation for its first couple months. Opened on June 9 at 0800.
  - c. No developments with 1961 ALF or 1936 ALF projects.
- 2) **Legeros** updates:
  - a. Apparatus sign
    - i. **Legeros** has created prototype:

**Four inches wide**



**Three inches high**

- ii. He will order a small quantity, for placement on 1961 ALF.
- iii. Apparatus committee is planning their own signage, with separate contact information. Offer to provide design or even fulfillment assistance has been extended.

**Fire Expo Business**

- 1) Legeros updates.
  - a. Staffing
    - i. Our intent may be available as additional staff member.
    - ii. Statewide fire museum members to be invited.
      - 1. Legeros has communicated same to New Bern Fire Museum board member.
      - 2. Other communications pending.
  - b. Displays
    - i. Fire museum flip book to again be displayed.
    - ii. Fire museum marketing materials again to be display.

1. **Legeros** will contact museums that provide materials last year, and request copies of any updated materials.
2. New Bern Fire Museum having opening in October of new/expanded space. Legeros has communicated to them that we can display marketing materials at our booth.
- iii. Computer slideshows
  1. Legeros can bring laptop and large monitor.
  2. Henshaw, do you also have both?
  3. Will display historical fire photos from around North Carolina .
  4. Should we have two slideshows running? Do we have physical space?
- c. Merchandise Sales
  - i. Coins to be sold.
  - ii. Further details TBD.
- d. Logistics
  - i. **Legeros** handling logistics, including registration, payment, set-up, breakdown.
- e. Staffing:
  - i. Friday, August 14
    1. C platoon
    2. Set-up 8:00 a.m.
    3. Open 9:00 a.m. to 5:00 p.m.
    4. Two people requested for all times.
      - a. **Florio** available.
      - b. **Legeros** available except during conference talk, will be handling set-up.
  - ii. Saturday, August 15
    1. A platoon
    2. Set-up 8:30 a.m.
    3. Open 9:00 a.m. to 3:00 p.m.
    4. Break down 3:30 p.m.
    5. Two people requested for all times.
      - a. **Florio** available, except likely during parade.
      - b. **Chamblee** available. Unknown if driving in parade.
      - c. **Legeros** available, will be handling break down.

## Ball Business

- 1) Updates from Barefoot:
  - a. Ticket purchasing enabled last week.
  - b. Letter sent to active, retired members announcing ticket availability.
  - c. One pair sold so far.
  - d. Numerous questions received and interest expressed from firefighters.
- 2) Updates from Legeros:
  - a. Complimentary tickets:
    - i. Staff authorized purchase:
      1. Two tickets for Amy McCall, who provided bookkeeping assistance this year. Total \$100.
      2. Two tickets for Mr. Muster, whose towing service consistently helps museum with service and discounted rates. Total \$100.
    - ii. **Legeros** will purchase and draft letter of thanks.

- b. Advertising the ball outside RFD:
    - i. Group discussed when the ball should be advertised to “outside groups”.
    - ii. Proposed/suggested communication plan:
      - 1. July – Posters printed for all fire stations.
      - 2. July – Barefoot sends e-mail informing personnel of two milestones. August, we’ll invite other firefighters to buy tickets, including mentioning same at fire expo. September, we’ll invite other city employees and general public.
      - 3. August – Post notice on social media, web site, inviting the fire service community to purchase tickets.
      - 4. August – Reminder/update to personnel.
      - 5. September – Post another notice on our channels, inviting city employees, general public.
        - a. Also post to internal city web site at this time?
        - b. Also send reminder/update to personnel.
      - 6. October – One month left communications.
      - 7. Basically, maybe one email per month to the troops, at least through September. ????
      - Or more frequently as needed ????
      - 8. **Barefoot** requested to discuss with Hayes, and advise any concerns, changes, inputs, etc.
  - c. Thoughts for future balls:
    - i. For next ball, museum should consider bundling activity with an internal organizational goal. Such as raising money or awareness for a specific fire museum project.
      - 1. Barefoot/Hayes are doing great work at “heavy lifting” of event planning.
      - 2. This work will be required, regardless if the ball is for fellowship only, or purpose-driven as well.
      - 3. Thus, what’s already “hard work” will only be “minimally more hard,” if we add a component related to internal fundraising or internal project awareness.
      - 4. Something to think about.
    - ii. Should next ball be planned for three years out? Or perhaps two years, so there’s a ball every fifth year? E.g. a pattern of 3/2/3/2?
- 3) General questions:
- a. **Barefoot** requested to compile list of specific tasks that museum staff members will need to perform, for ball.
  - b. Please compile/send over the next few weeks, so we can start planning (or planning to plan).

## New Business

- 1) Slight expansion of social media usage.
  - a. Legeros has slightly expanded our usage of social media in two ways.
    - 1. Now announcing RFD promotions via Facebook page.
      - To date, have been announcing new retirements, as well as retiree and former member deaths.
      - Objective is to expand our coverage of RFD happenings, and possibly position RFM as “go to” source for same.
      - Such as recruit graduations, recruit hiring, etc.
    - 2. Now announcing local fire history-related events, not necessarily affiliated with RFM.

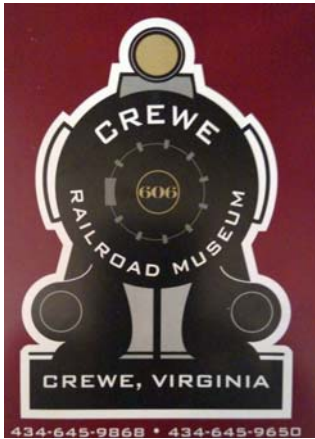
- Example, Morrisville's 60<sup>th</sup> anniversary event this past weekend.
- Facebook postings are then re-posted to our Twitter account.
- 2) Proposal for new logo
- Henshaw proposed a project to design a new logo, for letterhead, marketing, and other purposes.
  - Current logo is black and white steamer graphic, used in letterhead, social media avatar, membership certificates.



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- Proposed logo will be based on railway museum logo:



- New design would be created.
- Based on dead-on view of 1926 pumper.
- Raleigh Fire Museum and other text to be displayed on radiator grill, and/or bumper.
- Maybe something like this:



- d. Staff approved proceeding with design phase.
  - 1. Budget of \$200 approved, for Tim's graphics consultant.
- e. **Legeros** and **Henshaw** will collaborate, to find pictures or sketch concepts prior to engaging designer.

## Old Business

### 1) Intern

- a. Welcome our summer intern Madison Scott, who's been added to our staff mailing list.
- b. Sophomore at Miami University in Oxford, Ohio. She's an award-winning figure skater (!) and pursuing career experience in museum work. Particularly on the research and curation front.
- c. She's done research projects in both high school and college, including an extensive research project involving interviewing veterans regarding landing at Normandy during WWII, followed by a trip to England and France to gain more information on the subject. For that research project she made a documentary based on one of the men interviewed.
- d. She has lots of experience with technology, including video making, photography, PowerPoint, Excel, and Word. Along with technological experience, she's also experienced with the public and public speaking, and has fluency in sign language.
- e. She's in town until mid- to late-August, has a summer job, and is living with her parents in north Durham.
- f. We'll engage her for tasks that include both remote/home-based research and in-person activities. On our list includes:
  - i. Helping with regular or special event museum staffing.
  - ii. Inventory of museum and stored artifacts.
  - iii. Review of web site, social media, and marketing materials.
  - iv. Research on forming boards, creating business plans, and generally "how to move to the next step/size" for our organization.
- g. Her points of contact will be Tim Henshaw and Mike Legeros, and they'll work with her, to engage in tasks, and help her achieve her desired summer experience.
- h. **Legeros** will also mention in the summer RFD newsletter issue.

### 2) Marketing materials

- a. Legeros and Chamblee still assessing need for either redistributing marketing materials, or updating based on any antique relocation.

### 3) Mangel fire photos at training center

- a. **Legeros** will handle.
- b. Still pending.

### 4) Outer Banks antique collection

- c. Legeros awaiting response to query, asking if person was interested in loaning some select items.

## Next Meeting:

Tuesday, July 14

Location Station 16

7:00 p.m.

"C" platoon