

Ontario Museum of History & Art Board of Trustees  
Meeting Minutes  
July 25, 2023

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**CALL TO ORDER**

President Chris Kueng called the Museum Board of Trustees meeting to order at 6:00 PM

**PLEDGE OF ALLEGIANCE**

Led by President Kueng

**ROLL CALL**

<b>PRESENT:</b>	President	Chris Kueng
	Board Members:	Rick Caughman
		Shannon Gerstheimer
		Christian Garcia
	Council Liaison	Debra Dorst-Porada
	Executive Director	Helen McAlary
	Museum, Arts & Culture Director	Marissa Kuchek
	Curator of Education	Miriam Valle-Mancilla
	Administrative Technician	Kari Kessinger
<b>ABSENT:</b>	Board Members:	Jerry Weems
	Museum Associates Liaison	Leslie Sherwood-James

**APPROVAL OF MINUTES**

June 27, 2023, were approved by a 4-0 vote with a motion from Board member Rick Caughman and a second from Board Member Shannon Gerstheimer.

**PUBLIC COMMENT**

None

**CITY COUNCIL LIASISON DEBRA DORST-PORADA**

Council Liaison Debra Dorst-Porada reported on the activity happening in south Ontario with multiple new building projects and informed the Board members that the city has increased its water rates.

**STAFF REPORTS**

Director's Report

**Education:**

**Public Programs:** Director Marissa Kuchek reported that on July 13th the education department hosted a film screening of *Saging the World* in collaboration with Mr. John R. Preckwinkle III, a Tribal Council Member of the Agua Caliente Band of Cahuilla Indians and the Malki Museum, Southern California Native American History and Culture Museum. There was a discussion and question and answer hosted after the screen and guests had the opportunity to experience traditional music.

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The Museum in conjunction with the city staff hosted *Bring Your Child to Work Day*. Where city staff and their children had the opportunity to experience the *Ontario Open, Built on Water, Gem of the Foothills* and a hands-on art making activity.

**Built on Water:** With the opening of *Built on Water*, there has been a growing interest in the museum. The Education department has hosted tours with Chino Basin Water Conservation District, Integrated Waste of OMUC, and Huerta del Valle Summer Interns. The museum partnered with Ontario Montclair School District and over two weeks hosted over 100 students on guided tours.

**Future Education Events:**

- August 3, 2023- Emerging Artist Meet-Up
- August 19, 2023- *Built on Water* Grand Opening & Community Reception
- August 31, 2023- Community Voices on Water Panel Discussion

**Community Outreach:** The museum will continue to partner with the Museum Associates on tabling at Concerts in the Park and the library's lunchtime event.

**Collections:** The Collections team has been busy working on inventory. And during this process of going through each item and cataloging it, the team was able to locate two items previously listed as missing.

**Other:** The annual staff retreat was held last month at The Cheech Museum in Riverside. Staff focused on professional development, mindfulness, and prioritization with a guest speaker. There was also time for peer-to-peer mentoring.

Also, the Museum was awarded \$100,000 as part of the Inland California Creative Corps grant program. This statewide program has four key areas of focus public health awareness and pandemic recovery, public awareness related to water and energy conservation, awareness of civic engagement and election participation, and community engagement and awareness around social justice.

The goals of the funds are to put artists to work after the pandemic, to focus on the four key topics, to ensure communities that are served are in Quartile 1 on the California Healthy Place Index Map, and to regrant directly to artists. Director Kuccheck discussed the list of grantees and the breakdown of the museum's award.

**Attendance:** Curator of Education Miriam Valle-Mancilla presented on the attendance of the museum for the Fiscal Year 2022-2023. She explained that the museum tracks visitors at the front the desk and gallery visits. The goal is to learn and understand our audience and track our marketing reach.

The Curator of education provided the following stats:

- Guest total count: 8,562
- 37 Public Programs

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- 13 School Tours
- 10 Outreach Events
- 3 Offsite Programming
- Top two zip codes: 91762 and 91764
- 57% of guest hear about the museum online
- 2657 guested reported it was their first time visiting
- Sunday is the busiest day of the week
- October is the most active month
- Family Oriented Programs and activities are the most popular

Board Member Rick Caughman asked if the museum has collected data on the amount of time visitors stay in the museum and galleries. Curator Valle-Mancilla reported that it is something that the museum can explore and track more frequently.

**OLD BUSINESS**

None.

**NEW BUSINESS**

JASPER

President Chris Kueng presented on the history of JASPER the ant and the All-States Picnic, to learn more about the character who is represented in the Museum's exhibit.

In 1916 the original idea for the All-States Picnic was presented by the present of Chamber of Commerce, and in the 1930s it was held on Euclid Avenue here in Ontario. He discussed the elements of the picnic and how some years went by without one due to outside factors. Mr. Ant was made the official emblem for the picnic and parade in 1956. The design of the emblem was drawn by Tom Hicks, this mascot later became known as JASPER.

JASPER is an acronym standing for, July All States Picnic Euclid Regular event. The original design of the ant is on display in the museum's *Gem of the Foothills* exhibit. This character has been resurrected as a historic icon.

President Kueng concluded that many different departments and agency throughout the city have their own mascot. And because JASPER is a historic icon, he is proposing that the board has a discussion on the concept and hold a vote to make JASPER the museum's mascot.

Board member Caughman stated that the history presentation was great to hear and learn about. He stated that bringing JASPER on as the Museum's mascot could be another way to promote the museum in a charming way.

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Board Member Shannon Gerstheimer stated her initial read on the idea is that having a mascot or character will allow children to have something to associate with the museum. It will allow them to have something friendly and inviting they can recognize, and this can help with marketing.

The board discussed the different ways having a mascot can help in the promotion of the museum and the different agencies' mascots.

**MUSEUM ASSOCIATES COMMENTS**

None.

**MUSEUM BOARD OF TRUSTEES COMMENTS**

Board Member Christian Garcia commented on the great presentations and stats. He stated that it is great to see the increase in visitors and praised the museum staff. He also expressed his interest and excitement for the museum's new Instagram account.

Board Member Shannon Gerstheimer commented on how helpful the statistics are in understanding how to make decisions and plan moving forward. She expressed excitement about the new Instagram and the museum's online presence. She also complimented the Curator of Collections and her team on the progress of the inventory.

Board Member Rick Caughman stated that all the small things add up and it is great to watch. He also thanked staff for their presentations and the statistics they provided.

President Chris Kueng commended the Curator of Collections and the team for all their hard work in the inventory process. He explained that he believes the museum has risen because of the care for the collections pieces.

**FUTURE AGENDA ITEMS:**

Budget

Update on the Strategic Plan

**NEXT MEETING**

Special Meeting Monday July 31, 2023, at 5:00pm in Historic Council Chambers.

**ADJOURNMENT**

Motion to adjourn was made by Board Member Rick Caughman with a second by Board Member Christian Garcia with a 4-0 vote. The meeting was adjourned at 7:13 PM.


Submitted:

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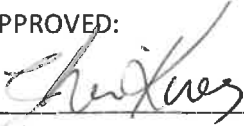
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Kari Kessinger  
Administrative Technician

APPROVED:



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Chris Kueng  
President

