

Western Illinois Museum

201 South Lafayette Street  
Macomb, IL 61455  
309.837.2750

Long Range Plan: What path to take

July 2017

Why

Over the past eight years the Western Illinois Museum has worked to increase its membership base and increase program income, which has resulted in more involvement by the community. To place the museum on a sound footing and secure its future we wish to further clarifying our direction.

We believe the needed growth can be achieved by identifying what makes our region unique, broadening our appeal, and then clarifying our mission to the community. In addition to our goal to creating stability for the museum, we also believe the result will an organization that provides a significant economic benefit to the community.

When

Thursday, July 20th at 7:00 pm and Saturday, July 22nd at 9:30 am. The discussions will be held at the Western Illinois Museum and expected to last for an hour and a half.

How

The meetings will be used to get feedback and discuss four different paths the museum can take. Small groups will respond and rank each idea as well as discuss the pros and cons of the ideas. Below is an agenda of the meeting.

What

The Moon Shine Museum

The Garage

Family History

Front Porch

Who

Suggested names to be approached to participate.

**Board / Advisory Council**

Carmen Keist

Karen Mencel

Lois Lueck

Lowell Lueck

Tim Roberts

Marla Vizdal

Ginny Boyton

Dennis Danowski

Nikki Gray

Jeff Kellogg

Peggy Ma

Bob Marcott

Patrick Stout

**Community and Museum members**

Karen Maulden Curtis

John Curtis

Mindy Phieffer

Marty Fischer

Allen Nemec

Shelia Nollan

Sam Parker

Becky Parker

Gene Miller

Sharon Lindal

Kim Pierce

Sterling Kernek

Dan Wise

Sue DeRoos

Jackie Thompson

Julie Murphy

Jo Ann Finley

Jeff Holtz

Randy Powell

Martha Klems

John Armstrong

Emily Fields



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2017 Long Range Plan Meeting

Discussion: What path to take

July 20 at 7:00 pm and July 22 at 9:00 am

Working Agenda

Welcome, introductions and explanation: five minutes

Two by Twos and sample exercise of the three color response method

The “elevator speech” or a brief “30 second” overview of each of the four paths: ten minutes

Response taken about “first impressions” -which is most appealing

* The Moonshine Museum (Jeff Kellogg or John Gruidl)
* The Garage (Sue Scott)
* Ten museums in one (Dr. Emily Fields)
* Front Porch (Sue Scott or Jeff Kellogg)

More in-depth explanation of each path followed by a discussion: thirty minutes

Response taken after each path is discussed

* The Moonshine Museum (Jeff Kellogg or John Gruidl)
* The Garage (Sue Scott)
* Ten museums in one (Dr. Emily Fields)
* Front Porch (Sue Scott or Jeff Kellogg)

BREAK: five minutes

New ideas from the group are welcomed followed by a compare and contrast of all the paths presented: twenty minutes

Pros and Cons of each could be employed to guide discussion

Response taken of which they believe is the most viable solution

Wrap up and thank you: five minutes

Ask to fill out an anonymous “end note” about additional ideas, thoughts including if they would financially support the project and / or get involved