

Public Notice posted in accordance
RSMO. 610 as amended

Date/Time Posted:

Friday, January 21, 2021
5:00 PM

By: Kimberly Barfield
City Clerk

**Meramec Valley Historical Society
City of Pacific
Pacific Government Center
300 Hoven Drive**

**Tuesday, January 25, 2022
6 p.m.**

A G E N D A

1. Call to Order
2. Roll Call
3. Mission and Vision Statement review / recommendation
4. Recommended Museum exhibits review / recommendation
5. Tourism director review
6. Collections Management plan update
7. Miscellaneous
8. Adjournment

MEMORANDUM

Steve Roth
City Administrator

636-271-0500 ext. 213
sroth@pacificmissouri.com

January 21, 2022

TO: Meramec Valley Historical Society committee members
RE: 1-25-22 agenda items

Hello everyone,

The committee at this meeting is requested to take action on the Museum Vision Statement, Mission Statement, and List of Exhibits. These recommendations then will be forwarded to the Board of Aldermen for consideration.

The draft statements / lists are provided below. Further information is included in the Board packet.

Mission Statement

The Meramec River Valley Museum serves as a site for interpreting, researching, and preserving the rich history of the Meramec River Valley. The museum establishes and nurtures meaningful connections between its visitors and the area's past through programming and exhibitions geared to excite, engage, educate and inspire.

Vision Statement

The Meramec River Valley Museum strives to expand and strengthen its collection and visitor base (regionally, nationally, and internationally) through intentional collection management practices, programming and exhibitions, and the promotion of fellowship amongst other museums in the area.

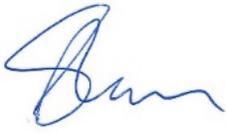
List of Exhibits

- Rte 66 signage and advertising
- Rte 66 dining
- Rte 66 narratives
- Civil War in the MRV
- Railroads in the MRV
- Meramec River
- Silica Mining
- WPA / CCC in the MRV
- Native American presence
- Food production
- Historic Downtown Pacific

The committee is also requested to provide feedback on the Tourism Director / Museum and Welcome Center Manager position we intend to establish soon. A copy of the draft position description is included in the meeting packet.

If you have questions or need further information please don't hesitate to contact me.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Steve Roth". The signature is fluid and cursive, with a large initial "S" and "R".

Steve Roth
City Administrator

This is a recap of the December 6th meeting with Dr. Victoria Eudy. Dr. Eudy discussed the possible Mission Statement and Vision Statement for the museum. It is important to know that once the Mission Statement is adopted, it will not be changed however the Vision Statement will need to be updated as we grow or expand. The name of our Meramec Valley Historical Society is too long and we need to decide on a new more modern name. Suggested name was Meramec River Valley Museum. This was not met with much approval. We will need to discuss the naming at another time. These 2 statements are approved by the AAA Guidelines for accreditation of our museum in the future. Also, it will suffice in the future for applying for available grants for our museum. Steve Roth also commented that the proposed Mission Statement be a resource for future advertising for the director's position.

The mission statement as proposed by Dr. Eudy is as follows. The Meramec River Valley Museum serves as a site for interpreting, researching, and preserving the rich history of the Meramec River Valley. The museum establishes and nurtures meaningful connections between its visitors and the area's past through programming and exhibitions geared to excite, engage, educate and inspire.

(Note: this is only a suggestion for the name of the museum. Not a final name)

The Vision Statement is as follows
The Meramec River Valley Museum strives to expand and strengthen its collection and visitor base (regionally, nationally, and internationally) through intentional collection management practices, programming and exhibitions, and the promotion of fellowship amongst other museums in the area.

The City has contacted Derrick Pryor (sp) to assist in formulating and displaying our items. Dr Eudy will work in conjunction with Derrick Pryor however Dr. Eudy does not work with the actual exhibits.

Suggestions for possible displays.

The bar area of the Red Cedar would be a perfect area for food displays such as old time menu's etc

Route 66 history.

The part Meramec Valley area played in the Civil War.

Railroad History and the workers and families.

River traffic and usage of the Meramec River both for daily life and industry.

Acknowledge the history of the Native American inhabitants in the area.

The area had a large agricultural component for corn, cotton and tobacco, as well as turkey farms and the impact Purina Farms has contributed both locally and nationally.

Phase 2 will be the next area to work on. This will be covered by the Collection Management Policy. It has yet to be determined when this meeting will take place. The individuals to meet will include the Committee President/Vice President, Dr Eudy, Derrick Pryor, and City Management Representatives. The target date for presenting all information to the Board of Aldermen is hopefully around the January 10th meeting.

I will keep you informed as to when the next meeting will take place as well as the agenda as set by the City.

Thank you.

Donna Graham



Anatomy of your Mission Statement

How do I translate this statement into action?

Mission Statement

The Meramec River Valley Museum serves as a site for interpreting, researching, and preserving the rich history of the Meramec River Valley. The museum establishes and nurtures meaningful connections between its visitors and the area's past through programming and exhibitions geared to excite, engage, educate, and inspire.

This covers **genealogical research** and by making a core tenant of the museum's mission, this may aid in applying for any funding specifically for research.

In addition to preservation through storytelling/exhibitions, this addresses the importance of your **collection**, and centers it as a core aspect that must be maintained per the collection management policy.

This ensures that **storytelling** through exhibitions is a main focus, as opposed to simply the display of objects.

The undercurrent of a meaningful connection is **relevance**. This term establishes the importance of the museum's efforts to produce programming and exhibitions with which the visitor can relate and find meaning. In other words, **it assures the exhibitions are "for someone and not about something."**

By 'establishing **and** nurturing' meaningful connections, the museum recognizes **the importance of not only sparking those 'a-ha' moments for visitors, but continuing to foster that connection** through programming and interpretation that encourages visitors to build off their prior knowledge and become **repeat visitors**. We want them to become 'hooked.' There's a MRV fishing metaphor here somewhere, but I won't put you through that.

This verbiage attempts to cover the trajectory of the visitor experience at the MRV Museum. The visitor attends to that which **excites** (through relevant connections), **engages** with the topic through exhibition interactives and material, **expands his or her knowledge** of that educational material which in turn **inspires** him or her to action - whether that be a return visit to learn more, take action within the community or within their own lives. This also gives the mission an unmistakably educational focus, helping to address the guidelines set forth in AAM's museum mission standards.



FRANKWEILER
museum solutions
www.FrankweilerMuseumSolutions.com
Dr. Victoria Eudy
515.290.6179

What I heard....

Compilation of comments from previous meeting

What gets you excited about the Museum?

- Sharing history of our area with others
- People being able to research family/schools/businesses etc.
- Showcasing the river railroad and Route 66 positioning
- To tell our story. Pacific area has a rich history that has always interested me. When I started the museum committee in 1999 I wanted to save that history and showcase it for others to see.
- Railroad history, Civil War history, Route 66
- To learn about the area's rich history!
- Civil War
- Train
- River
- Route 66
- Silica Sand
- An opportunity to portray life in the Meramec Valley
- Just having a place to display and share historical materials (both solid and written)
- Having historical records to answer questions and having other historical material available
- The history of the people of the area

20 years from now, how will we know the museum is doing a good job?

- That it is still open
- That people are still coming
- Events are being held at the complex
- Talked about throughout the region
- Still having new and returning visitors
- We will have grown and continue to have items donated
- The collection is still growing
- The number of visitors is holding or growing
- Still open
- Growth of the museum as a whole
- Attract regional, national, and international visitors

Mission and Vision Statement

Mission Statement

The Meramec River Valley Museum serves as a site for interpreting, researching, and preserving the rich history of the Meramec River Valley. The museum establishes and nurtures meaningful connections between its visitors and the area's past through programming and exhibitions geared to excite, engage, educate, and inspire.

Vision Statement

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Exhibition Topics and some 'Big Ideas'

1. Route 66 Signage and Advertising

- a. Big idea: The MRV showcased an impressive array of iconic Route 66 signage and advertising, two integral features of Route 66 history

2. Route 66 Dining

- a. Visitors on route 66 had many options to choose from in terms of what they ate while in the MRV
 - i. This has the potential to occupy the old bar space in the Red Cedar

3. 66 Narratives

- a. The MRV stretch of Route 66 was memorable to many people for many different reasons
 - i. This could be 66 diverse quotes, or individual oral histories about how individuals remember route 66 and its impact on the MRV – highlighting artefacts related to those histories

4. Civil War and MRV

- a. The MRV played an important and unexpected role in the United States' Civil War History

5. Railroads and the MRV

- a. The Railroad transformed the MRV and connected it with the outside world.
 - i. What did the railroad do for the Meramec River Valley?
 - ii. Whose lives were affected by its introduction and how?
 - iii. What are current day impacts of this introduction?

6. Meramec River

- a. beginning of time river was important and will be important in the future
 - i. This would be a relatively easy chronological storyline
 - 1. Geology
 - 2. Native American usage
 - 3. Industrial usage
 - 4. How we use it today (including historic floods)
 - 5. Conservation efforts for the future

7. Silica Mining

- i. Geological aspects
- ii. Life of miners then and now
- iii. Why is Silica important and how is it used
 - 1. Potential funding from U.S. Silica
 - 2. The Museum of Science and Industry in Chicago has THE mining exhibition – might be worth a look at their programming

8. WPA/CCC in the MRV:

- a. Depression era life in the Meramec River Valley
- b. How these programs affected people's lives
- c. what artifacts (landmarks and objects) to we have to remember them by

9. Native American presence:

- a. For thousands of years before European settled this area, the MRV was a critical area for Native American activity and there is still evidence of their presence here today.

10. Food production

- a. People from all over the world? ate food produced here in the Meramec River Valley
 - i. Lives of workers
 - 1. Artifacts from their time working
 - ii. Focus on Purina Farms may be source of sponsorship



Anatomy of your Vision Statement

How do I translate this statement into action?

This posits the growth of the collection as a major goal, but not at the expense of the 'strength' of the collection. This allows for the accessioning and deaccessioning of objects which may or may not fit the museum's mission down the line. This is reiterated further with the inclusion of 'intentionality' with regard to adhering to the collection management policies. In other words, you've made it clear you want to grow the collection but not as the expense of its subservience to the museum's mission.

Vision Statement

The Meramec Valley River Museum strives to **expand** and **strengthen** its collection and **visitor base** (regionally, nationally, and internationally) through **intentional** collection management practices, programming and exhibitions, and the promotion of fellowship amongst other museums in the area.

This will assist in considering the '3 spheres' of the visitor base (regional, national, and international) in determining interpretation of material and objects. By addressing these three bases specifically, it will help make a strong case for online and multilingual interpretation of the museum's collection - as well as encourage a more universal (as opposed to hyper-local) interpretation of the museum's collection.

Big Idea / main point/ thesis /...discussion

Why bother with crafting a Big Idea?

- Makes the exhibition development process much easier
- Results with an exhibition that is easier for the visitor to comprehend

Defining a big idea* (written as a big idea) – “The big idea provides an unambiguous focus for the exhibit team throughout the exhibit development process by clearly stating in one noncompound sentence the scope and purpose of an exhibition.”

characteristics of “Big Ideas”*

- One sentence – with subject, an action and a consequence
- Should not be vague or compound
- One idea – not more
- It implies what the exhibition is not about
- Its meaning transcends content – relates to human nature
- Conveys scope and purpose of exhibition
- A tool for the exhibition team, not an actual label for visitors
- Must be clear, but is not necessarily simple
- Each element of the exhibition must have a clearly defined objective that supports the big idea

Examples

Lewis & Clark: The National Bicentennial Exhibition – Missouri Historical Society

When they encountered each other, Lewis and Clark and the Indians made discoveries about their respective worlds.

Freer Gallery – Chinese jade gallery installation – in the works

The natural qualities of jade attracted the ancient Chinese people leading them to create unique objects and to impose those objects with social value.

NMAH – On Time exhibition – a big question

Why is the clock so important?

Staff said this about the question: “We posed that question to visitors at the beginning, and then everything in the exhibit helped answer that question.”

NMAH – Price of Freedom

This exhibition examines how wars have shaped the nation’s history and transformed American society.

Other examples

A Planetarium*

Most of what we know about the Universe comes from messages we read in light.

A zoo exhibition about a swamp*

A healthy swamp—an example of a threatened ecosystem—provides many surprising benefits to humans.

An art museum*

What the artists portrayed about the West in these paintings is largely fiction, which had an impact on perpetuating myths about the West in other media.

* from *Exhibit Labels: An Interpretive Approach* by Beverly Serrell, pp.1-5

POSITION DESCRIPTION

Position Title: Tourism Director / Museum & Welcome Center manager

FLSA classification: Exempt

Department: Administration

POSITION SUMMARY

The Tourism Director / Museum & Welcome Center manager performs a variety of complex administrative, technical, professional and supervisory work in planning, organizing, directing, and supervising the Tourism and marketing / promotional activities of the City. The Director manages the City's Museum and Welcome Center facility (Red Cedar Inn) and works in cooperation with the Meramec Valley Historical Society and related entities in management of the museum collection and activities. The Director supervises museum volunteers and City staff as may be assigned in the running of the Center. The Director manages marketing and promotional activities in a variety of formats, and works with not-for-profit and government partners in furtherance of the City's Tourism mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Director is directly responsible for the following tasks and duties:

- Management of the City's Tourism marketing and promotional activities, including but not necessarily limited to advertising, event planning and fundraising, social media and similar activities
- Operation of the Red Cedar Inn Welcome Center and Museum, including the supervision and coordination of center staffing, events, visitor outreach and similar activities
- Providing staff support to the activities of the Meramec Valley Historical Society; manages museum collections and activities; assists Historical Society with events and activities;
- Providing staff support to the City of Pacific Tourism Commission; attending Commission meetings and conducting activities in coordination with the direction of the Commission and City administration
- Performs other duties as may be assigned.

The Director works in cooperation with the City Administration on the following:

- Assists with the posting of employment openings and the recruitment and selection process for vacant positions.
- Assists with the negotiation and management of consultant contracts.
- Assists with the preparation of applications for grants, loans and other financing sources available to the City.
- Assists with the preparation of engineering plans and specifications, bidding, competency of contractors and vendors, and the selection criteria for public contracts.
- Works with the City's Tourism Commission, Historical Society Committee and other boards and commissions as assigned.

PERIPHERAL DUTIES

- Attends all regular meetings of the Tourism Commission.
- Attends all regular meetings of the Meramec Valley Historical Society.
- Performs such duties as necessary to prepare for or respond to a disaster.
- Assists in the training of City personnel in department systems and techniques.
- Represents the City at various meetings and conferences.
- Serves as a member of various City committees as assigned.

SUPERVISION RECEIVED

Works under the broad policy guidance and direction of the City Administrator. Works under the direct supervision of the Director of Community Development.

SUPERVISION EXERCISED

Exercises supervision over Museum and Welcome Center staff, including volunteer and paid staff members as assigned.

MINIMUM QUALIFICATIONS

Graduation from a four-year college or university with a degree in tourism, hospitality, museum studies, marketing and promotions, communications or closely related field; or

Minimum of three years previous experience in tourism, hospitality, museum studies, marketing and promotions or closely related field; or

Any equivalent combination of education and experience.

NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:

Considerable knowledge of tourism and welcome center operations; background and knowledge in local / regional and state history; back in marketing, promotional and fundraising activities;

Ability to communicate effectively, orally and in writing, with employees, consultants, other governmental agency representatives, City officials and the general public; ability to conduct necessary research and compile comprehensive reports; ability to use computers and computer software programs typical in a business setting, and ability to use mobile phone and data devices (smartphones) in a business setting.

SPECIAL REQUIREMENTS

This position must be able to respond immediately to an emergency failure of City infrastructure or other emergency requiring a City response.

Must possess a valid State driver's license or have the ability to obtain one prior to employment.

Must be a United States citizen or produce documentation of status to be lawfully employed in the United States.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

The Director is required to operate a computer, telephone and other office equipment; must be able to stand or sit for extended periods of time; must be able to converse with and exchange information with co-workers and the general public; must be able to observe, assess and detect defects in City vehicles, equipment and infrastructure.

The Director works primarily in an indoors office environment and is occasionally exposed to heat/ cold, wet / humid, and dry/ arid conditions.