

ZANESVILLE MUSEUM of ART

Executive Committee Meeting Agenda
Monday, March 18, 2024,
5:30 pm, at the ZMA

- I Next Executive Meeting date scheduled for **Monday, May 6, 2024, 5:30 pm, at the ZMA** John Matesich
- II Funding Feasibility Study and Case for Support Update Laine Snyder
 - RFPs released Friday, March 15, 2024
 - Firm Q&A, Tuesday, March 26, 2024, 10am–12pm
- III Retreat to discuss and review Strategic Plan is scheduled for April 12, 13, 14, 2024. John Matesich
 - Full Board attendance is urged
 - The ZMA booked hotel, meals, and agenda Kristy Szemetylo
 - Economic development professionals secured:
 - **Martin Hohenberger** the Director of the Center for Economic Development and Community Resilience
 - **Mark Barbash**, founder and Director of the Ohio Economic Development Institute and an Executive in Residence at the Voinovich School of Leadership and Public Service
 - Using the “Five Guiding Principles” to create a flexible plan that anticipates future decisions. See page 2 of the agenda.
- IV. Board of Director Nominations John Matesich
 - Terry Goss
 - Additional names see page 3 of the agenda
- V. Board of Director’s Committees—Restructure John Matesich
 - Art (Collections)
 - Place (Working Group)
 - Audience (Education Arts Advisory Council {...})
 - Resources (Finance, Investment, Development)
- VI. April 23, 2024, Board of Directors Meeting John Matesich
 - Consent Agenda
 - Board Nominations

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Strategic Plan Section Headings

Art / Collections / Galleries / Temporary Exhibitions / Interpretive

The ZMA's art collection is its greatest asset and the indispensable foundation for all the museum does. Develop a nationally recognized American art pottery collection that reflects the rich history of the region and the diversity of its people(1)

Place / Location / Museum

Serve as a community gathering place for the region, offering educational and artistic opportunities that bring together people from all walks of life(4)

Offer inclusive, interactive, and fun experience for people of all ages to develop a deeper appreciation of the role that art plays in their lives(2).

Audience / Guests

Offering educational and artistic opportunities that bring together people from all walks of life(4) Offer inclusive, interactive, and fun experience for people of all ages to develop a deeper appreciation of the role that art plays in their lives(2).

Subsections: Extend Museum's Reach Communication Plan (Messaging, Brand Audit, Engage Current and New Audiences (Teachers, Schools, Parents), Create and Leverage Partnerships

Resources / Philanthropy / Fundraising / Donors / Lenders / Expanding the Board / Staff

Five Guiding Principles

1. **Develop** a nationally recognized American art pottery collection that reflects the rich history of the region and the diversity of its people.
2. **Offer** an inclusive, interactive, and fun experience for people of all ages to develop a deeper appreciation of the role that art plays in their lives.
3. **Partner** with other organizations, artists, educators, and community leaders who share in the mission of growing and enhancing the region.
4. **Serve** as a community gathering place for the region, offering educational and artistic opportunities that bring together people from all walks of life.
5. **Strengthen** its financial position to support the museum's guiding principles and ensure its long-term success.

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Board of Directors Potential Nominations

- **Highlighted** were discussed by the Executive Committee and are viable candidates.
- (...) are remarks documented by Executive Committee members during its discussion in 2023.

- 1) Mark Moyer
- 2) Tim Linn
- 3) **Josh Joseph**
- 4) **Cindy Cameron** (Engage somehow)
- 5) Tim Thompson (Lace up for Kids, Zane State Foundation Board?, Park National Board [Pat Nash surprised if he'd be interested.]
- 6) Ben Thompson (Finance Committee, Genesis Board)
- 7) **Eric Holsky** (President, Community Bank, Not around a great deal Don Weitmarschen)
- 8) Bobbi Lepi (Very busy, Dresden)
- 9) **Dick McClelland** (South Zanesville, Retired Shelly Sands, Wife ill, Port Authority former Chair, Influential south end)
- 10) **Melanie Nicholson** (Treasurer, North Christian)
- 11) **Jeff Sidwell** (South Zanesville, North Valley Bank)
- 12) ~~Ted Paris~~
- 13) **Brian Diamond** (Ask but unlikely to accept based on busy schedule)
- 14) **Greg Adams** (Licensed pilot, Home in Montana)
- 15) **Bob Kessler** (Involved but not Board, Matesich)
- 16) Anthony Adornetto (Century Trust Department, Learning Center on Rte. 40, Education Art Advisory Council)
- 17) **Adrian Adornetto** (Prefer, More "political" experience, Two young children)
- 18) Carter Brown (Board of Carr Center, Next Generation Board?, No downside asking)
- 19) **Terry Goss***
- 20) **Jeff Gorsuch** (Out of town)
- 21) **Ried Schott** (Out of town)
- 22) Walter Offinger (Won't say yes, don't ask)
- 23) Alexandra White (Out of town)
- 24) Matt Abbott (Busy...)
- 25) Marcia Downes (LS, KS meet her for coffee)
- 26) **Alison Weeks** (North Valley Commercial Lending?, involved in arts)
- 27) Gary Hamilton (RET. Accountant)