

Community Services Department - Cultural Service Contracts FY2017 Quarterly Report

Check one:

<input checked="" type="checkbox"/>	July –September 2016
<input type="checkbox"/>	October-December 2016
<input type="checkbox"/>	January-March 2017
<input type="checkbox"/>	April-June 2017

Contractor: **Los Alamos Historical Society**

Address: 1050 Bathtub Row Los Alamos, NM 87544 Telephone: 662-6272
Hours of Operation: 9:30 a.m. to 4:30 p.m. Monday-Friday; 11:00 to 4:00 p.m. Saturday-Sunday
Name and Title of Person completing this report form: Heather McClenahan, Executive Director, with assistance from Rebecca Collinworth, Archivist, and Aimee Slaughter, Museum Educator

The following services were agreed to in the contract:

SECTION A. SERVICES:

1. Contractor Services. For each County fiscal year Contractor shall:

- a. Maintain displays, exhibits, programs, and conduct other activities relating to the history of Los Alamos in the Los Alamos History Museum (“Museum”) and Fuller Lodge;
- b. Disseminate information to the public regarding activities of the History Museum by use of the news media, social media, newsletters and other appropriate means of announcing activities and events;
- c. As needed, evaluate the condition of the historical walking tour signs and homestead markers and make recommendations to the Community Services Director or designee for any needed repairs or replacements;
- d. Update and print the homestead and walking tour maps and brochures, as needed and as requested by County, explore the development of digital/moving print brochures on-line, in support of similar initiatives that will be forthcoming to support the new Manhattan Project National Historical Park;
- e. Staff and operate a Museum and history museum shop, keeping these facilities open to the public during hours that will provide for maximum public access within available funding levels;
- f. Maintain oversight of museum collections in an archive in keeping with standard museum practices of preservation, conservation, and insurance requirements;
- g. Provide access to the archival collections for researchers and scholars;
- h. Collaborate with other cultural services providers on a minimum of four (4) events, activities or programs during the fiscal year;

- i. Create specific history education programs of interest to youth and families in Los Alamos and surrounding areas in the following manner:
 - (1) Increase history-related programming and services aimed at young people. Such programming shall include, but will not be limited to: history bees; outreach "suitcase" visits to local schools and civic clubs; junior docent training/program; family fun days and field trips; a young explorer summer camp; and Wednesday afternoon programs;
 - (2) Work with the Museum staff to develop and market the events, programs, and services of the Museum;
 - (3) Work with the local (and surrounding area) schools and teachers to promote the use of the collections and activities of the Museum; and
 - (4) Coordinate teams of volunteers and/or interpreters of Los Alamos history. Provide at least two (2) sessions of docent education/training, allowing the dates and times of one (1) session to be requested by County.
- j. Work to increase visitation to the Museum, Fuller Lodge and the Los Alamos downtown area;
- k. Manage resources and apply for grants related to history education and/or local historical preservation;
- l. Provide opportunities for youth and adult feedback and input into programs, events and activities offered through surveying. Incorporate this information into the design and implementation of new and existing programs; and
- m. Raise awareness of the Museum as a resource within the community by working with local cultural and community organizations to develop partnerships, collaborations, and special programs to serve their unique needs.

2. Deliverables. Contractor shall provide:

- a. An annual financial review performed by an independent party with acknowledged financial experience to include, at a minimum, all financial records relating to the term of the Agreement, and furnishing County with a copy of the first such review by September 30, 2017. A copy of Contractor's most recent financial audit performed by an accountant or accounting firm may be accepted in lieu of the financial review. This provision shall survive termination of this Agreement.
- b. Written reports, on forms provided by County, covering each three (3) month period of the term of this Agreement, with the first period beginning July 1, 2016. The reports will include financial information describing Contractor's use and expenditures of County funding and, at a minimum, summary information on:
 - (1) The efforts undertaken and the results of Contractor's solicitation of meaningful participant input and/or feedback and a demonstrated willingness to act on this information;
 - (2) The level of participation, reported by age, gender, and residence of the participants, in the various programs, events, and other activities associated with Contractor services and activities;
 - (3) The estimated level of increased visitation to the Los Alamos area as a result of Contractor's events, programs, and services, if applicable;
 - (4) The level and results of Contractor's collaboration and coordination of effort with other community service providers;

- (5) A description of any applications for grants or solicitations for other funding sources related to the scope of work and the status of the applications or solicitation efforts; and
- (6) A description of Contractor’s efforts to market/advertise events, programs and services.

Contractor shall furnish these reports to County’s Community Services Director within thirty (30) days after the end of each reporting period.

Narrative information:

Summary information addressing services provided and the requirements in Section A. 1. Contractor Services and 2. Deliverables above:

4th Quarter (April – June 2017):

3rd Quarter (January – March 2017):

2nd Quarter (October – December 2016):

1st Quarter (July – September 2016):

1. a. Maintain Displays & Conduct Programs:

- The Los Alamos History Museum continued to maintain displays in the temporary space at 475 20th St. Arrangements were made during this quarter to turn those displays over to the National Park Service for use in the Manhattan Project National Historical Park Visitor Contact Station until the park service can develop its own exhibits.
- In the meantime, the exhibit development team continued working with the exhibit design firm, Quatrefoil and Associates, to design and produce the new indoor and outdoor exhibits for the Los Alamos History Museum campus. Installation will begin during the upcoming quarter. Plans were also developed for four changing exhibits for 2017, including one on the museum renovation, which will open when the Museum reopens.
- Planning began for a grand reopening celebration, scheduled for Dec. 30.
- The Historical Society was, once again, a major participant in SciencFest. This year, special “Spy Tours” and “WGN’s *Manhattan* TV Show: Fact or Fiction Tours” were popular new offerings. The new tours were so popular, in fact, that the Historical Society hopes to conduct them monthly throughout the year after Museum reopens. In addition, the Museum Shop created a “spy game” for children and gave away hundreds of “disguises” and prizes.
- The 2016-17 lecture series, which is themed “Multiple Perspectives on the Atomic Bomb,” kicked off in September with a Japanese/New Mexican “Culture Co-op” The evening included a travel log from the three staff members who visited museums in Hiroshima and Nagasaki last spring, as well as lessons in Origami crane making, interactive discussions about the use of the atomic bombs, and samples of Japanese and New Mexican food. About 70 people attended the event in Fuller Lodge.

b. Disseminate Information:

- At the end of FY15, the Historical Society proudly debuted its first full-color newsletter, designed by local graphic artist and historic preservationist, Mark Rayburn. Six hundred issues of the newsletter, which featured articles on the Los Alamos/Japan Museum Project and the History Museum renovations and expansion, were mailed to Historical Society members and friends in 21 states, including 400 around northern New Mexico. The Society's Annual Report, in this same new format, was distributed in September.
- New posters were made for the 2016-17 lecture series and posted around town as well as given away at Historical Society events and in the temporary museum space.
- Postcards about the September Culture Co-op program were mailed to 400 members and friends in northern New Mexico. A press release on the program was featured in both the Los Alamos Daily Post and the Los Alamos Monitor, and the Monitor wrote an extensive article about the event.
- Press releases about the Historical Society's Annual Fall Gala also ran in the Monitor and Daily Post.
- Historical Society staff spoke on KRSN three times during the quarter, promoting the gala, the summer children's program, and the lecture series.
- In mid-September, the Historical Society's Executive Director presented, along with our long-time interpretive consultant Candace Matelic, at the national conference of the American Association for State and Local History, "Leading Organizational Rebirth: Change and Transformation in Los Alamos."

c. Evaluate Condition of Historic Walking Tour and Homestead Tour Signs: Linda Matteson, the project manager for the Manhattan Project National Historical Park in the County Manager's office, and Chris Wilson, head of the County Parks & Recreation Department, worked with Historical Society staff and Quatrefoil & Associates to determine the size and locations for all-new walking tour and Historic District way-finding signage. Quatrefoil is completing the designs, and the new signs should be installed during the upcoming quarter. The Historical Society began working with the County's Community Development Department on a sign permit application, which will be turned in during the next quarter, as well. No changes were noted on the Homestead Tour signs.

d. Update Tour Brochures: No updates were made to the brochures during this quarter. A new walking tour brochure will be designed in collaboration with the Los Alamos Commerce and Development Corporation during the next quarter as the new walking tour signs are installed.

e. Staff and Operate the Museum & Museum Shop: The temporary space was open every day during the quarter. History Museum volunteers also filled in for the National Park Service when rangers were unavailable.

**f. and g. Oversight of Collections & Access to Researchers:
Museum Renovation Project:**

- **Developing New Exhibits:** Our registrar is the archives' representative on LAHS's design committee to develop the script for new exhibit spaces and story panels.
- **Scanning Historical Images for New Exhibits:** Our archivist continued to supply images and cataloging to Quatrefoil on demand as needed and proofread exhibit text for accuracy.
- **Artifact display and storage:** Our curator continued working with objects returning to collections from long-term exhibit. He also proofread captions for artifacts going into new exhibit cases and text on new story panels.

Research Requests:

33 requests since July 1 included these topics: Civic (Smith) Auditorium; Project Y children and veterans; Central School; Zia Company; Frank Harlow, Community Center ruin; S-Site laundry pins; La Loma yearbooks; The Atom magazine series; Los Alamos Ranch School graduating class of 1930; early remote AEC security posts; Los Alamos Protective Force veterans; town life circa 1970; Romero Cabin; Valles Caldera; Cold War; Development of nuclear weapons; State Road 4 construction circa 1960; Trinity Test photographers.

Document/Photo Cataloging Completed:

- Uncataloged images requested by Quatrefoil for exhibit purposes
- George and Satch Cowan Archives: 4 folders from the LASL/LANL subdivision of this large collection.
- Riseley Collection: set of images featuring Protective Force personnel, buildings and activities, 1950s
- TR Series of the LANL Collection: images of activities on Tinian Island featuring Los Alamos personnel, 1945

Artifact Cataloging Completed:

- Uncataloged artifacts from former permanent exhibits that needed catalog records and conservation measures. These included the 109 East Palace gate, a pocket watch recovered from Hiroshima after the atomic bombing and an oil portrait of General Leslie Groves by well-known portrait artist Albert K. Murray.

Library Book Digital Cataloging Project:

387 books, both new volumes and those formerly cataloged on card sets

Registrar's Duties:

12 donor entries between July 1 and Sept. 30, 2016 with accompanying correspondence, gift agreements and donor files.

Maintenance of the LAHS membership database (@600 members)

Guest Curator:

Underwritten by grants from the Delle Foundation, our guest curator continued working on Satch Cowan's letters and papers.

Volunteer Projects:

- Obituary Master File: collected from the Monitor, LA Daily Post, Albuquerque Journal and New Mexican newspapers (on-going)
- Management of the newspaper and periodical collections (on-going)
- Cataloging the Elmore letters, a Manhattan-era collection of correspondence
- Research on local crime during Project Y

Digital Imaging Project:

Captured: Images of student life at the Los Alamos Ranch School from a loaned photo album (James Angell, former student)

Committee Participation, Training:

- Registrar: LAHS Exhibit Design Committee: interacts with Quatrefoil exhibit designers on a bi-monthly basis to make design choices and decisions for the new museum

campus exhibits

- Archivist: LAHS Archives and Collections Committee: standing committee providing oversight for collections activities
- Archivist, Registrar, Curator: LAHS Accessions Management Committee: evaluating donations to the collections from the public guided by the Historical Society's mission statement and collecting guidelines

h. Collaborate with Other Cultural Service Providers:

- The focus for our staff this quarter has been completing the new History Museum exhibits. Still, the Society was once again a major partner in ScienceFest, helping LACDC to develop the self-guided spy tour, participating in planning sessions with Los Alamos MainStreet, and developing our own programs (see 1a. above).
- The Historical Society staff and volunteers remain active in Los Alamos MainStreet Futures, the Los Alamos Creative District, and the board of directors of the Los Alamos Commerce and Development Corp.
- Planning began this quarter with the Los Alamos Arts Council for WinterFest and the Fuller Lodge Open House.
- Please see the History Education program (1i below) for more information on collaboration with other cultural service providers.

i. History Education Programs:

- Meetings to start planning Nov–Dec trainings for docents for new museum
- Regular meetings of interpretation committee to work on new interpretation for new museum campus
- Biweekly phone calls with Quatrefoil Associates, design firm contracted for new museum interpretation
- Biweekly site walkthroughs of Guest Cottage with interpretation committee
- Biweekly meetings of the museum staff
- Coordinated scheduling of tours for school groups and other special groups
- July 16: ScienceFest, engaged visitors with spy game in and out of museum
- July 29: provided lesson for United World College, 41 students, ages 14–18, from 18 countries
- August 13: pizza party for winners of History Museum coloring contest
- August 15: table at back to school kickoff
- August 18: provided tour for Chris Derman, Chief of Interpretation and Education, Big South Fork National River & Recreational Area and Obed Wild & Scenic River
- August 23: site visit from Quatrefoil Associates
- August 24: mentor meeting, Community Internship Collaboration (submitted an internship position but was not matched with an intern)
- August 26: tour for class of graduate students from Harvard University
- Sept 1: History on Tap (20 attendees)
- Sept 8: Los Alamos Informal Educators meeting
- Sept 10: Historical Society Annual Gala
- Sept 13: assisted with Culture CO OP, kickoff of the Historical Society lecture series
- Sept 23: tour for 8th graders from Dallas
- Sept 29: tour of Romero Cabin for 3 classes of 3rd graders from Mountain Elementary

j. Work to Increase Visitation:

- In spite of renovations to the Guest Cottage, the primary Museum building, the Historical

Society's staff and volunteers have continued to maintain a presence in the downtown to help bring in visitors. Participation in ScienceFest also helped meet that goal.

- In connection with the grand reopening of the Museum, the Historical Society's staff has embarked upon a new branding initiative. Additionally, the help of a volunteer, who is a retired public relations expert, the Society began planning for a national PR campaign for the grand reopening. These efforts are all in hopes of increasing visitation to the downtown and to the History Museum.

k. Manage Resources & Apply for Grants:

- The Historical Society hosted its 3rd annual gala in September. The event netted \$12,000 for the organization, including \$4,800 to match the grant from the National Trust for Historic Preservation for the Los Alamos/Japan Museum Project (see FY15 Q3 and Q4 reports for more information on that grant and its activities). More than \$1,000 was raised to help conserve artifacts that will be on display when the History Museum reopens, including a saddle and set of spurs from the Los Alamos Ranch School.
- Using funds from the *History is Here* campaign, in August the Historical Society hired a part-time Finance & Development Manager to fulfill recommendations in last year's audit and to help the Society apply for grants, develop sponsorships, cement our relationships with our donors, and help with the overall financial health of the organization. We look forward to reporting more on her activities in coming reports.
- Sales in the Museum Shop and of Los Alamos Historical Society's Bathtub Row Press publications raised \$35,558 for the Historical Society during the quarter.

l. Provide Opportunities for Feedback: As always, visitors have an opportunity to interact and to provide feedback with Los Alamos History Museum docents and tour guides. As has been the case since renovations began on the Guest Cottage, some visitors expressed disappointment that the "real" museum was closed. On the bright side of that, we do hope provides an opportunity for visitors to return in the future.

m. Raise Awareness of the Museum as a Community Resource:

Along with the activities mentioned above in 1b and 1i, the Historical Society continues to be a resource and key player in the establishment of the Manhattan Project National Historical Park. The Executive Director participated in Energy Community Alliance meetings about the park in August and provided significant feedback on the park's Foundation Documents.

2. a. Annual Financial Review: The Los Alamos Historical Society will have an FY16 audit by the Albuquerque firm of Loftis and Associates during Quarter 2 of FY17. The audit results will be provided to Los Alamos County when they are available. In the meantime, the office of James Dinkel, CPA, continues to do bookkeeping for the Historical Society and oversee the organization's finances.

b. 1. Feedback: With all of the work being done on new museum exhibits, no formal visitor or participant feedback was solicited during this quarter. As always, though, visitors and docents conducted informal conversations and feedback in the temporary museum space.

2. Level of Participation: 20,614 visitors came into the temporary museum space.

3. Estimated level of increased visitation: While visitation for July 2016 was 2,767 visitors below the record-shattering July 2015, both August and September were up by 20 percent and 13 percent, respectively. Considering that the museum is in a small, temporary location, we

consider these to be important increases and expect to see those numbers continue to grow as the awareness increases about the new museum exhibits and the Manhattan Project National Historical Park.

4. Collaboration/Coordination with other Cultural Service Providers: Please see 1h above

5. Grants and Fundraising: Please see 1k above

6. Advertising & Marketing: Please see 1b above

Notable Achievements/Improvements:

4th Quarter (April – June 2017):

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3rd Quarter (January – March 2017):

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2nd Quarter (October – December 2016):

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1st Quarter (July – September 2016):

Work on the new exhibits continued at a fast and furious pace. A grand reopening date for the museum has been set for Dec. 30.

During the quarter, the Historical Society began negotiations with the National Park Service on an “Educational and Interpretive” partnership agreement. We expect it to be signed early in the FY17 Q2.

In mid-September, the Historical Society’s Executive Director presented, along with our long-time interpretive consultant Candace Matelic, at the national conference of the American Association for State and Local History, “Leading Organizational Rebirth: Change and Transformation in Los Alamos.”

From the History Education Program:

History Adventures

- Completed summer program, Tuesday mornings, June–July, for students in grades K–3
- Reached an average of 20 children every week; highest attendance was 27
- Worked with partner organizations to provide lessons
- Worked as teachers’ assistant during program

History Wednesdays

- After-school program for students in grades 1–3, fall 2016 dates: Sept 14–Nov 16, 1–3 pm on Wednesdays
- Created syllabus for semester and planned lessons
- Promoted the program, set up and ran free online registration
- 13 students registered

- Worked with Fuller Lodge Art Center to provide one lesson
- Lead program / lesson every week

Opportunities/Dreams/Recommendations/Problems:

4th Quarter (April – June 2017):

3rd Quarter (January – March 2017):

2nd Quarter (October – December 2016):

1st Quarter (July – September 2016):

When the rest of the work is completed in Fuller Lodge, we would really appreciate the ceilings being repainted in Room 210. We have asked for three years that this be done. There are holes in the ceiling and marks from old conduit lines, among other issues.

As always, we request that the pine needles be removed from the roof of the Guest Cottage (History Museum first building). It is especially important that they be removed in time for the grand opening in December.

Annual Financial Review Attached? (Check one)	Yes	No x
	Date of Report:	(please see above)

Financial Information:

AGR17-707 LAC Direct Funding Only -\$148,831.00	1st Quarter FY2017 (July – Sept 2016)	2nd Quarter FY2017 (October – Dec 2016)	3rd Quarter FY2017 (January – March 2017)	4th Quarter FY2017 (April – June 2017)
Type of Expense				
Personnel	\$22,251			
Supplies (including conservation supplies)	\$4,002			
Event / Program	\$2,499			
Marketing/Media	\$2,001			
Misc. Expense (insurance, telephone, accounting, etc.)	\$6,454.74			
Total Expenses	\$37,207.74			

LA Scores (Performance Evaluation Data):

QTR 4: (April – June 2017)

Attendees/Participants to Museum:

Attendees/Participants to Archives (does not include website visitors):

Attendees/Participants to Lectures/Programs:

Attendees/Participants providing feedback:

Attendees/Participants providing feedback rating good to excellent:

Paid Staff Hours per Quarter for Support of LA Historical Society Programs:

Volunteer Hours per Quarter for Support of LA Historical Society Programs:

QTR 3: (January –March 2017)

Attendees/Participants to Museum:

Attendees/Participants to Archives (does not include website visitors):

Attendees/Participants to Lectures/Programs:

Attendees/Participants providing feedback:

Attendees/Participants providing feedback rating good to excellent:

Paid Staff Hours per Quarter for Support of LA Historical Society Programs:

Volunteer Hours per Quarter for Support of LA Historical Society Programs:

QTR 2: (October –December 2016)

Attendees/Participants to Museum:

Attendees/Participants to Archives (does not include website visitors):

Attendees/Participants to Lectures/Programs:

Attendees/Participants providing feedback:

Attendees/Participants providing feedback rating good to excellent:

Paid Staff Hours per Quarter for Support of LA Historical Society Programs:

Volunteer Hours per Quarter for Support of LA Historical Society Programs:

QTR 1: (July – September 2016)

Attendees/Participants to Museum: 20,614

- # Attendees/Participants to Archives (does not include website visitors): 33
- # Attendees/Participants to Lectures/Programs: 1,287
- # Attendees/Participants providing feedback: no data collected
- # Attendees/Participants providing feedback rating good to excellent: (to docents in the temporary space of the Museum): 95 percent
- # Paid Staff Hours per Quarter for Support of LA Historical Society Programs: 3,104
- # Volunteer Hours per Quarter for Support of LA Historical Society Programs: 1,550