

Community Services Department - Cultural Service Contracts FY2018 Quarterly Report

Check one:

<input checked="" type="checkbox"/>	Q1 July –September
<input type="checkbox"/>	Q2 October-December
<input type="checkbox"/>	Q3 January-March
<input type="checkbox"/>	Q4 April-June

Contractor: **Los Alamos Historical Society**

Address: 1050 Bathtub Row, Los Alamos, NM 87544 Telephone: 505-662-6272
Hours of Operation: _9__ a.m. to _5__ p.m. Monday-Friday, 10 a.m. to 4 p.m. Saturday-Sunday
Name and Title of Person completing this report form: Heather McClenahan, executive director, with assistance from Museum Educator Aimee Slaughter and Archivist Rebecca Collinsworth

The following services were agreed to in the contract:

SECTION A. SERVICES:

1. Contractor Services.

- 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 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, 2018. 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, 2017. 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.

Provide Quarterly Report information addressing the Deliverables listed as Section 2 above. (You may use charts, graphs, bulleted lists or other formats as long as measurable information regarding deliverables is provided.)

2a. The Los Alamos Historical Society's annual audit was conducted this quarter by the Albuquerque CPA firm, Loftis LLC. The audit has been sent to Los Alamos County in a separate e-mail.

2b(1) The Los Alamos Historical Society solicits feedback from visitors in a variety of ways. Online and verbal feedback continues to show visitors are delighted with the walking tours, the exhibits, and the information provided by the friendly and helpful volunteers.

On social media, Google Business has become one of the most popular review sites for the Museum. During this quarter, the museum received one 1-star rating, one 3-star rating, four 4-star ratings, and 34 5-star ratings. The Museum's overall rating is 4.6. Feedback through the Museum's point of sale system was 100 percent positive and especially appreciated our tour guides. The Museum has an exit book for visitor comments at the Hans Bethe House. This quarter, comments included:

"Wonderful walking tour – interesting building." Gil and Laura Hedley from Denver

"Interesting, fascinating," Paul and ZouZou Borjers, a Dutch couple currently residing in Switzerland

"Learned a lot." John and Nancy Bednar from Kingwood, TX

"Excellent!" Peter and Vicky Parsons, Palm Springs, CA.

Finally, the Museum volunteers are always available for comments and feedback from visitors. As has been the case for years, the major complaint remains that museum is difficult to find with the community's current signage. We look forward to the implementation of the new wayfinding plan.

2b(2) The Los Alamos History Museum had 7,231 visitors during the quarter. Based on zip code information at the front desk and signatures in the Guest Book, they came from at least 30 states and six countries. Age range was toddler to early 90s.

In July, the Society hosted an exhibit opening and film showing about Pierottis' Clowns at the Municipal Building. About 50 people, including several Clowns and their family members,

participated. The film, produced by Los Alamos National Laboratory, was a big hit and will remain available on the Society's YouTube page.

About 50 people attended the Society's September lecture, "Cold War Cultural Diplomacy" with Andrew Wulf, executive director of the New Mexico History Museum. The lecture is available on the Historical Society's YouTube page.

In September, the Historical Society participated in Smithsonian Museum Day, a nationwide event that featured free admission and stories of women in history. In conjunction with volunteers from Bandelier National Monument, the Society hosted a hike to Duchess Castle that was attended by 16 intrepid hikers.

Please see Addendum 1 for information on those served by the Historical Society's education program and Addendum 2 for information on those served by the Archives staff.

2b(3) Quantifying this deliverable remains elusive. Based on visitor surveys at the Bradbury Science Museum as well as the History Museum, we know about 90 percent of our visitors come to learn about the history of Los Alamos. How that translates to "estimated level of increased visitation to the Los Alamos area as a result of Contractor's events, programs, and services," is unknown.

We do know that two bus loads of 53 people came to Los Alamos for "Secret and Scenic: Oppenheimer's Los Alamos." (See more information below.) In fact, we saw a tremendous number of visitors to Los Alamos in August who had come to Santa Fe to see *Doctor Atomic*. The Museum had nearly 1,000 more visitors for this quarter than for the same quarter a year ago.

2b(4) The Historical Society teamed with the new Friends of the Manhattan Project National Historical Park group and the Bradbury Science Museum Association for fundraising events related to *Doctor Atomic* at the Santa Fe Opera (see more information below).

The Historical Society continues to partner with the Manhattan Project National Historical Park to provide educational and interpretive services. In the coming months, the Society and Park will formalize a collecting agreement, allowing the Los Alamos Historical Society Archives to be the repository for archival donations to the Los Alamos site of the park.

The Society also worked with the Historic Preservation Advisory Board to begin implementation of the new Fuller Lodge Interpretive Plan.

The Historical Society also participated in the Arts Forum, organized by the Los Alamos Arts Council, to share programming information with as many local arts groups as possible. The Society will be providing a venue, the historic Hans Bethe House, for the poetry readings for the upcoming Evening of Arts and Culture.

The Los Alamos Historical Society has representation on the MainStreet Futures Committee, which also advises the Los Alamos Creative District. The Society hosts History on Tap quarterly for the Creative District, and this quarter was a community discussion and critique of *Doctor Atomic*.

The organization's executive director also serves on the County's Tourism Implementation Task Force and as a member of the Los Alamos Commerce and Development Corp. Board of

Directors. This quarter, the Society worked closely with Boy Scout Troop 22 to help plan its centennial celebration (in October).

Discussions also began with Los Alamos National Laboratory, which will be giving the Historical Society rights to publish a new edition of *Homesteading on the Pajarito Plateau, 1887-1943*.

2b(5) The Los Alamos Historical Society had a successful fundraising quarter.

In August, in conjunction with the new Friends of the Manhattan Project National Historical Park group and the Bradbury Science Museum Association, we hosted two events in Los Alamos, “Secret and Scenic: Oppenheimer’s Los Alamos.” A 55-passenger bus met participants at the Santa Fe Opera and brought them to Los Alamos (both events sold out, with seats left open for the tour guide and an assistant). Local tour guide Georgia Strickfaden accompanied the visitors “up the hill” and shared some of the history of the community. After brief visits to the Los Alamos History Museum, the Bradbury Science Museum, and the National Park Visitor Center, the guests had a dinner—catered by Sirpheys—in Fuller Lodge and were treated to a visit by Dorothy McKibbin (portrayed by Historical Society volunteer Cheri Trottier), the gatekeeper to Los Alamos. The feedback was 100 percent positive, with dozens of guests telling us they would be back to spend more time in Los Alamos and that they planned to bring their families and friends. Each organization made just over \$1,000 from the events, which wasn’t a huge amount of money, but the goodwill and marketing was priceless.

The Historical Society also hosted “Los Alamos Goes to the Opera,” in August. Participants purchased tickets to a “garden party” at the historic Hans Bethe House. After the party, the guests rode together on a bus to the opera, where they were greeted by Paul Horpedahl, a Los Alamos native and the opera’s production and facilities director, and then watched *Doctor Atomic*. The event also raised about \$1,000.

The Historical Society’s annual Gala was held Sept. 15. Celebrating the 100th anniversary of Boy Scout Troop 22, the 75th anniversary of the laboratory, and the 50th anniversary of the History Museum, 128 guests donated (net) nearly \$20,000 to the organization. Marlane Hamilton, recently retired from the Los Alamos Arts Council, led the effort this year and did a fantastic job.

The Historical Society received a \$1,000 grant from the Historical Society of New Mexico for the changing exhibit, *Be Prepared: A Century of Scouting in Los Alamos*.

An anonymous donor gave \$6,000 to the Historical Society to publish a new edition of *Homesteading on the Pajarito Plateau, 1887-1943*, a book originally published by Los Alamos National Laboratory that has been out of print for many years. That gift was matched by nearly \$8,000 from donors at the gala. The book should be back on shelves by Q3.

The staff began exploring the possibility of an Inspire! grant from the federal Institute of Museum and Library Services with the goal of making the museum exhibits accessible to those with disabilities. This may be a long process, as we need to begin gathering information on best practices before moving ahead with this project.

2b(6) The Los Alamos Historical Society’s September newsletter/annual report was delivered to about 400 households in September. About 85 percent of those are in the 875xx zip code area.

Postcards were mailed to Historical Society members for the September lecture, and the speaker was featured on KRSN.

The Smithsonian publicized the History Museum’s participation in Museum Day.

The Historical Society continues to write a weekly article for the Los Alamos Daily Post. Topics this quarter included Los Alamos History Award winner Judy Machen, the 2018-19 lecture series, and articles by both of our summer interns about their experiences working in the museum and archives.

The Society and Museum remain active on Facebook, continuing to gain followers through “Throw Back Thursday” and “Friday Fun Facts” about local history. We started an Instagram account this quarter, as well.

Other information you want to share:

Thank you to the quick responses to work orders. We appreciate Los Alamos County’s efforts to preserve and protect its historic buildings.

Annual Financial Review Attached? (Check one)	Yes Date of Report: Sept. 27, 2018, sent in a separate e-mail to Los Alamos County Community Services Department on Oct. 29.	No
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Financial Information:

AGR17-707 Report on LAC Direct Funding Only – \$ 154,844	1 st Quarter FY2018 (July – Sept) \$38,711	2 nd Quarter FY2018 (October – Dec)	3 rd Quarter FY2018 (January – March)	4 th Quarter FY2018 (April – June)
Type of Expense				
Personnel	\$23,076			
Supplies	\$ 4,461			
Event / Program	\$ 2,550			
Media/Marketing	\$ 2,040			
Misc. Expense (phone, insurance, etc.)	\$ 6,584			
Less Admission Payment to LAC	\$5,207.55			
Total Expenses	\$33,503.45			

Performance Metrics:

Qtr 4 (Apr – Jun)

- # Participants served through Historical Society Programs Per Quarter:
- # Paid Staff Hours Per Quarter:
- # Volunteer Hours Per Quarter:
- # Participants Providing Feedback Per Quarter:
- # Participants Rating their Experience Good or Excellent Per Quarter:

Qtr 3 (Jan – Mar)

- # Participants served through Historical Society Programs Per Quarter: 8,305
- # Paid Staff Hours Per Quarter:
- # Volunteer Hours Per Quarter:
- # Participants Providing Feedback Per Quarter:
- # Participants Rating their Experience Good or Excellent Per Quarter:

Qtr 2 (Oct – Dec.)

- # Participants served through Historical Society Programs Per Quarter:
- # Paid Staff Hours Per Quarter:
- # Volunteer Hours Per Quarter:
- # Participants Providing Feedback Per Quarter:
- # Participants Rating their Experience Good or Excellent Per Quarter:

Qtr 1 (July – Sep)

- # Participants served through Historical Society Programs Per Quarter: 8,305
- # Paid Staff Hours Per Quarter: 5,140
- # Volunteer Hours Per Quarter: 1,676
- # Participants Providing Feedback Per Quarter: 125
- # Participants Rating their Experience Good or Excellent Per Quarter: 98 percent

Addendum #1 Museum Education Program

Total Participation Numbers (from Museum Educator):

- 56 students reached with classroom lessons
- 719 adults took specially scheduled tours or museum visits
- 12 students took field trips to the museum or a historic district tour

First Quarter

General tasks/projects (Museum Educator):

- Weekly museum staff meetings
- Regular Thursday tours
- Tour coordination for special groups
- Organizing Lab History 11 academic meeting
- History Adventures organizing
- Lead, *Pierotti's Clowns: Creating Community* Municipal Building exhibit
- Museum Day planning
- Help with planning for fall volunteer training
- Creating new outreach lessons for classrooms
- Scheduling and presenting classroom outreach lessons
- Planning Wednesday afternoon field trip program for elementary students

Participation numbers (from Museum Educator):

- 56 students reached with classroom lessons
- 719 adults took specially scheduled tours or museum visits
- 12 students took field trips to the museum or a historic district tour
- 33 people attended History on Tap
- Between 3–13 1st–3rd graders and between 4–19 4th–6th graders attended History Adventures weekly

Details:

- 7/3: History Adventures (7 students in 1st–3rd grade, 15 in 4th–6th)
- 7/5: private tour, 8 visitors
- 7/10 History Adventures (12 students in 1st–3rd grade, 14 in 4th–6th)
- 7/11: staff meeting
- 7/12: Secret & Scenic planning meeting
- 7/14–7/16: Lab History 11 academic meeting (20 attendees)
- 7/17: History Adventures (3 students in 1st–3rd grade, 10 in 4th–6th)
- 7/18: facilitated tour for state legislative finance committee
- 7/24: History Adventures (10 students in 1st–3rd grade, 4 in 4th–6th)
- 7/28: History Museum's 50th birthday celebration
- 7/31: History Adventures (13 students in 1st–3rd grade, 19 in 4th–6th)
- 8/2: field trip, 12 children ages 6–11 with Los Alamos School of Gymnastics
- 8/2: Secret & Scenic event
- 8/6: private tour, 4 visitors
- 8/7: Los Alamos Public Schools welcome breakfast
- 8/7: assisted with Los Alamos Goes to the Opera event
- 8/8: Museum Day brainstorming meeting

- 8/9: planning meeting for *Pierotti's Clowns: Creating Community* event
- 8/11: Fuller Lodge memory event
- 8/15: exhibit maintenance
- 8/16: private tour, 5 visitors
- 8/22: Connecting to Collections Care Community webinar, "Whose Heritage? Objects, Politics and Collections Care"
- 8/24: Museum Day planning meeting
- 8/28: AASLH webinar, "Why History Matters"
- 9/1: tour, students from SMU in Dallas
- 9/5: History on Tap, 33 attendees
- 9/6: Charity HowTo webinar, "How to Run a Nonprofit Auction Checkout"
- 9/11: regular 11 am tour
- 9/11: Barranca 4th grade classroom lesson, 24 students
- 9/15: Gala
- 9/19: Barranca 1st grade classroom lesson, 32 students
- 9/27 and 9/28: AASLH online conference

Addendum #2 Archives Services

Research Requests:

26 requests since July 1 included these topics and resources: Manhattan Project veterans; Manhattan Project oral histories; Los Alamos Fire Department history; Los Alamos United Way; 1970s LA High School students; Duchess Castle; Dorothy McKibbin; Project Y SEDs; Fermi descendants; National History Day projects; Jemez Pueblo churches; Main Gate Blues lyrics; Pajarito Plateau residents Jessie and Rosa Mather; General Groves and the supply of uranium 235; Project Y women; Los Alamos Opera Guild history; military housing at Project Y; High School yearbooks; Hilltop House remodeling plans.

Photo Cataloging Completed:

- Betty Lilienthal Collection: set of 92 images documenting the renovation of Fuller Lodge and redistribution of its spaces to local arts, literary and public organizations, 1977-78
- Nereson Collection: Los Alamos Boy Scout activities in the 1950s
- Baird Collection: H.H. Brook's Alamos Ranch
- Zia Company Collection: scenes, people and activities from AEC-era Los Alamos

Artifact Cataloging Completed:

- Vernon Kerr Collection: Boy Scouting textiles and artifacts from Troop 326 in White Rock
- Strickfaden Collection: original set of Zia Company rental dining table chairs, late 1940s
- Porto Collection: a Bell & Howell camera with accessories used to photograph Pierotti's Clowns in 1957
- Emigh Collection: 1950s Boy Scouting handbooks and Explorer Post scrapbook
- Smith Collection: Secundino Sandoval painting of Camp May
- Wilson Collection: Webster's Dictionary originally owned by the Ranch School and then by the Waring School

Library Book Digital Cataloging Project:

1454 volumes cataloged to date.

Donations to the Collections:

27 donor entries between July 1 and September 30, 2018 with accompanying correspondence, gift agreements and donor files.

Oral History Interviews Conducted:

Elizabeth Allred (Manhattan Project and Early Los Alamos)

Volunteer & Intern 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)

Exhibit Installation and Curatorial Support:

- Oppenheimer Memorial Committee Oppenheimer exhibit, Summer 2018
- Pierotti Clowns exhibit installed in the Municipal Building

Committee Participation:

- Registrar and Curator: LAHS Museum Committee: museum-related programming and policies
- Archivist, Registrar, Curator: LAHS Collections Committee: evaluating donations to the collections from the public guided by the Historical Society's mission statement and collecting guidelines

Training:

Registrar: Introduction to Digital Preservation (Webinar)