



DATE: August 12, 2020

MEMO TO: Nels Leutwiler, Chair
Preservation Foundation Board

FROM: Nan Buckardt
Director of Education

RECOMMENDATION: Recommend reallocation of \$6,750 in approved grant funding to defray startup costs associated with a new YouTube channel: DunnTV.

FINANCIAL DATA: \$6,750 will be reallocated from two Dunn Museum exhibitions that were curtailed or cancelled by the pandemic. Matching funding of \$3,250 will be provided from the Museum exhibitions budget.

BACKGROUND: At the November 2019 and February 2020 meetings, the Preservation Foundation Board approved grants to support scheduled Dunn Museum exhibitions: \$3,158 for *Reima Ratti: Life and Art in the Great Depression* and \$5,000 for *Science + You*. The former was curtailed and the latter was cancelled by the COVID-19 closure of the Dunn Museum in March. As a result, most of the approved funds cannot be used as intended.

In response to the closure, Dunn Museum staff shifted its outreach and engagement strategies in order to continue serving the public. Even with a projected opening date of August 29, operations will be restricted to 25% capacity, which will continue to limit the Museum's reach.

With the expectation of a long and slow recovery to normal visitation, Dunn Museum staff are committed to delivering content virtually to remain connected with audiences and deliver on the Museum's education mission. One new strategy is to start a Dunn Museum YouTube channel.

All museum programs and field trips have been transitioned to virtual platforms through the end of 2020, and this is likely to extend into 2021. A dedicated YouTube channel will be an important tool for regular content delivery, and it has the capacity to expand our audience significantly beyond our capacity for onsite visitation.

Museum staff worked with audio-visual and social media industry specialists to understand the process and cost of establishing a dedicated Dunn Museum YouTube channel. The estimated cost is \$10,000, and final project approval is pending review by other District departments. Preservation Foundation funding previously allocated to the *Reima Ratti* and *Science + You* exhibitions will be redirected to this project, and the remainder will be funded through the Museum's exhibition budget.

As a sponsor of DunnTV, the Preservation Foundation will be credited on the home page of the channel with a link to the Foundation's website. In addition, logos will be featured on all videos posted to the channel.

REVIEW BY OTHERS: Chief Development Officer/Executive Director of the Preservation Foundation, Director of Finance, and Corporate Counsel.

PRESERVATION FOUNDATION BOARD:

Date: _____ Roll Call Vote: Ayes: ____ Nays: _____

Voice Vote Majority Ayes; Nays: _____