

# Four and a Half Years of Reinvention – How are we doing?



# History

## 1913

- MVC founded as Pioneer Museum, a County department
- Located in County Courthouse
- Director employed by County

## 1970s

- MVC became a 501(c)3 non-profit
- County provided about 20% of budget

## 1980s - 2017

- County provided between \$20,000 - \$60,000 annually (in 2017, 3.1% of MVC budget)
- In 2017, MVC in imminent danger of closing





# History

## July 2017 – March 2018

- CEO staff researched and explored history and assessed state of collections and programs
- MVC launched phase one of its survival plan:
  - Appointed new board of directors
  - Raised \$1.8 million in endowment
  - Served over 1,500 people between December 6 and 24 2017, post-Thomas Fire
  - Created new vision
  - Held community conversations

## June 2018

- BOS approved 5-year funding plan, management agreement, and lease: \$200,000 annually operating grant; \$300,000 one-time archives support; in-kind lease of \$375,000 for 77 N. California St.



Arcade

Nordhoff Calif.

# Relevant Programs

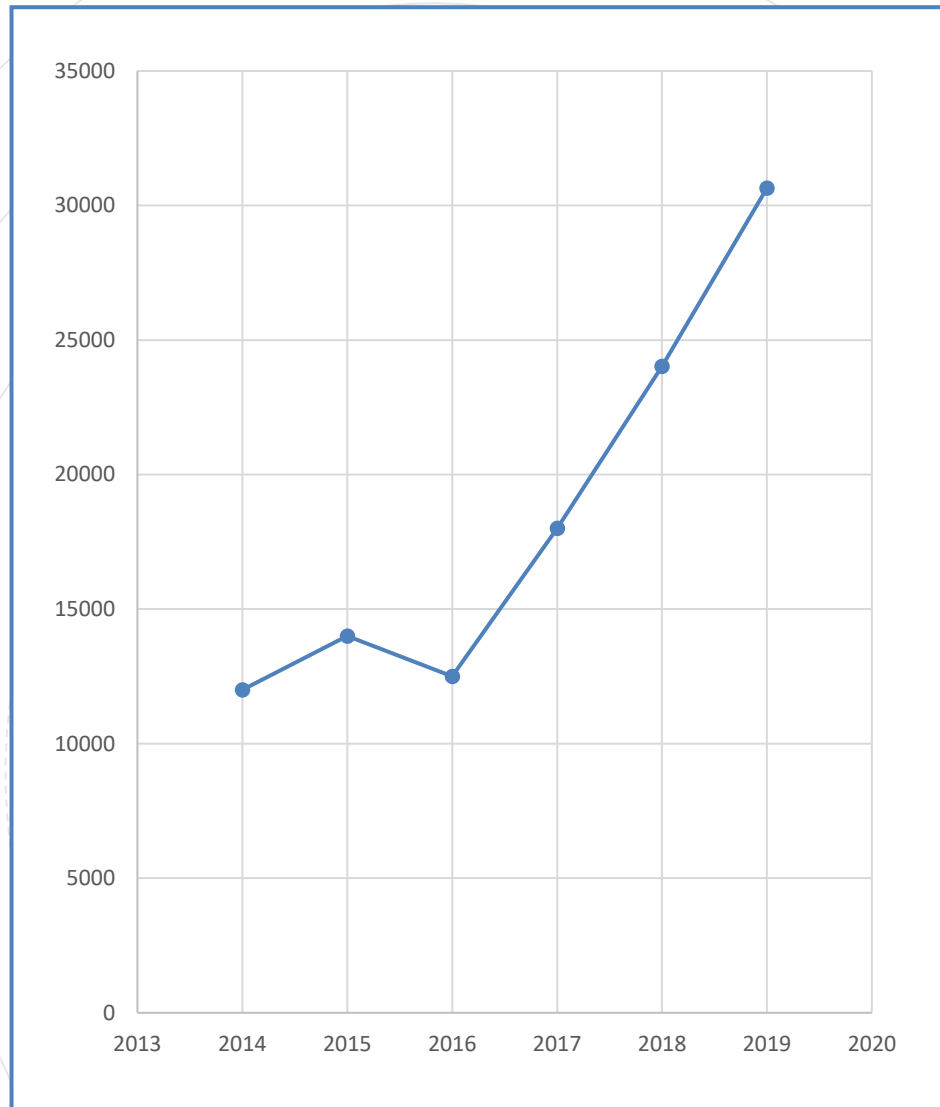
## Long-Term Goals (2018-2023)

- Increase attendance
- Expand audiences throughout the County
- Bring in diverse audiences



## 2018-2022 Achievements

- Changed Vta and SP museum from passive places to participative and experiential sites
- Create online "third campus"
- Rapid response collecting
- Full translation in all galleries



**Attendance,  
2014-2019**



# Sustainable Funding



## Long-Term Goals (2018-2023)

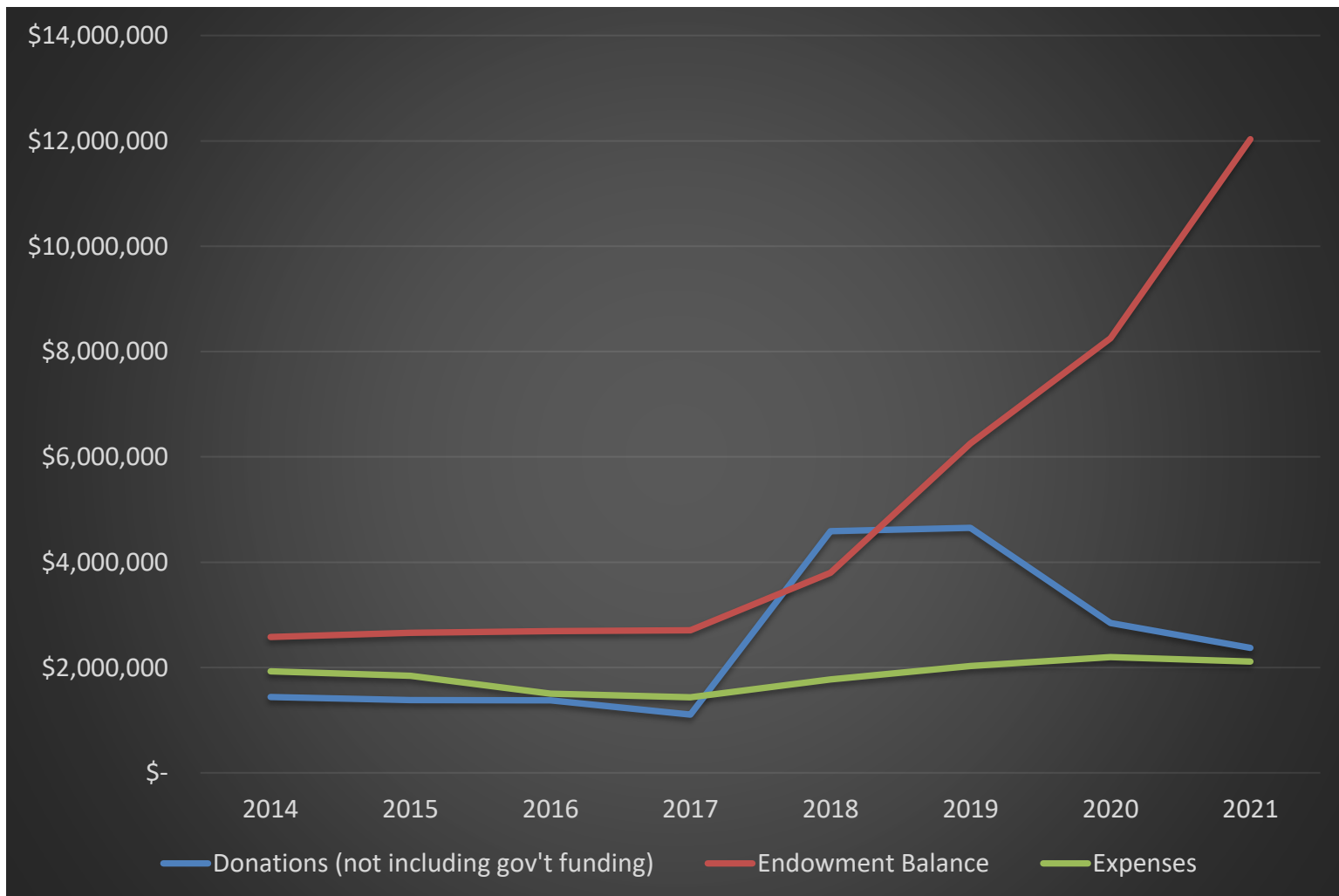
- Secure \$10 million endowment
- Bolster individual and business support
- Expand foundation support
- Increase earned revenue

## 2018-2022 Achievements

- Increased endowment to \$13,528,000
- Over 250 new donors annually (open years)
- Increased grants by over 50%
- Increased visitor onsite spending by over 600%



# Funding 2014-2021



# WE VALUE

## INCLUSIVITY

Inclusivity is the foundation of all our values. We stay true to our mission by ensuring that our Museum can be everyone's Museum. We recognize that we are not all the same and we draw on those differences to equitably and collaboratively create a more complete understanding and interpretation of the diverse community we serve.



*Dolores Huerta*

## BOLDNESS

We fearlessly engage in telling all stories, including controversial and difficult ones, telling the truth without fear of retribution. We welcome controversy that allows our community to engage in meaningful conversations.



*Lucy Hicks Anderson*

## EMPATHY

Relationships are indispensable to the work of a museum. We work to practice empathy in all our relationships, with coworkers, donors, committee members, volunteers, stakeholders, and the public, and we work to apply empathy in all our collecting, exhibiting, and programming.



*Barbara Barnard Smith*

## INTEGRITY

We value integrity and therefore practice transparency in all our efforts. We set institutional values and follow them. We do not promise what we cannot deliver. We are honest about what we know and don't know and therefore welcome feedback.



*Bill Soo Hoo*



MUSEUM OF VENTURA COUNTY

# Vision

## Long-Term Goals (2018-2023)

- Articulate vision for the museum
- Involve diverse communities in vision development
- Increase awareness of the Museum

## 2018-2022 Achievements

- Adopted new vision statement
- Developed and adopted Value Statements – Inclusivity, Boldness, Empathy, and Integrity
- Aligned exhibits and programming with new vision statement



# Transparent Governance

**Agriculture Museum**  
Published by Jonathon McGee [?] · July 22 · 🌐

After our Facebook post on June 16th, titled "The Fillmore Citrus Association Mexican Band," we received an email that asked us to consider the policies and attitudes that led to the formation of the group. Specifically, a community member asked us to remember the segregation that existed in the community, including in schools, and asked the pointed and poignant question: "How many kids lost opportunities based on being in the 'Mexican' programs?"

We provide this expanded sto...  
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2,528  
People Reached

1,129  
Engagements

[Boost Post](#)

👍❤️ 56

20 Comments 19 Shares

👍 Like    💬 Comment    ➦ Share    📷

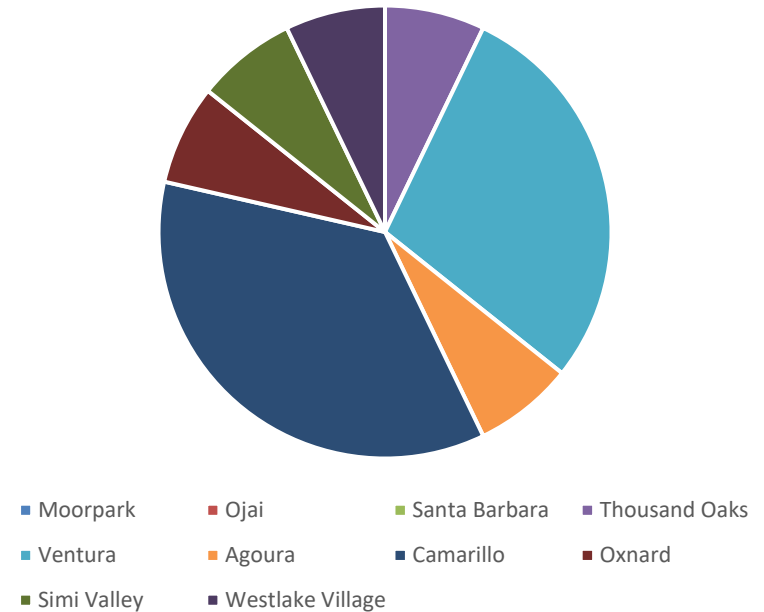
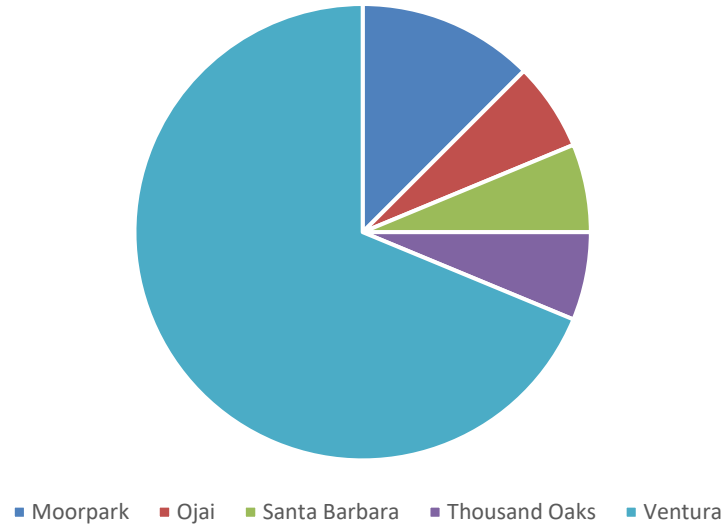
## Long-Term Goals (2018-2023)

- Be governed by a well-informed policymaking board
- Develop active and involved committee structure, leading to board service

## 2018-2022 Achievements

- Established over 40 new policies
- New board of directors
- New committee structure and authorities
- Created new committees' communications

# Board Geography: 2016 vs 2022



# MUSEUM OF VENTURA COUNTY

YOUR MUSEUM'S OUTSTANDING

## Board Members

UPDATED JUNE 13TH, 2022



William Kearney, Chair



Richard Rush, Vice Chair



Mike Sedell, Treasurer



Jessica Arciniega, Secretary



Al Lowe



Betsy Chess



David Fukutomi



Gabriella Navarro-Busch



Greg Monterrosa



Jim Scanlon



Kate McLean



Leslie Leavens



Patrick Hylton



Tom Pecht





JOURNAL FLASHBACK, BILL SOO HOO: MAYOR OF OXNARD



PETRA PICO

MUSEUM OF VENTURA COUNTY

# Accessible Collections

## Long-Term Goals (2018-2023)

- Conserve and store all collections
- Make collections accessible to the public
- Ensure compliant and safe space for on-site collections

## 2018-2022 Achievements

- Adopted new collections policies and plans
- Digitized over 4,600 archive items
- Deaccessioned 1,259 items
- Accessioned 156 items

*"By the way, I was just telling someone today about the wonderful online photos and readings on the museum website during COVID. I especially enjoyed reading about Chinese history of Ventura County and look at the accompanying photos. Fascinating! It sustained me, thanks."*



MUSEUM OF VENTURA COUNTY

# Archives Project

## 2019-2022 Achievements

- Consolidated all offsite storage to one site (77 N. California St.) for cataloging and processing
- Hired Cataloger, Collections Manager, Project Archivist
- Inventoried collection
- Completed space analysis, fire suppression plan, disaster response plan, collections risk assessments
- Processed 929 cubic feet of backlogged materials

**Costs: \$791,000**

### Revenue Sources:

- County: \$300K
- MVC: \$491K (includes grants and donations)



MUSEUM OF VENTURA COUNTY

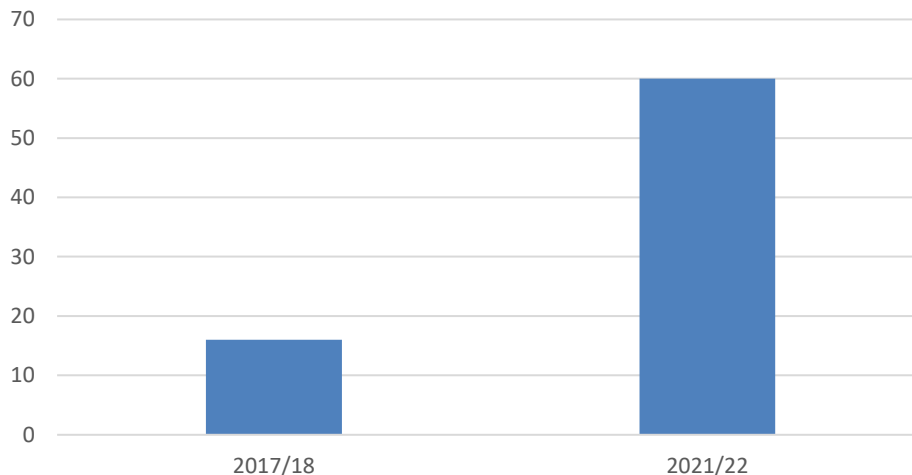
# Robust Partnerships

## Long-Term Goals (2018-2023)

- Develop robust partnerships throughout the County

## 2018-2022 Achievements

- Created a partners' program to encourage use of both museum sites, enabling over 5 programs monthly
- Developed and implemented a paid internship program
- Held community conversations to solicit input from residents throughout the county







MUSEUM OF VENTURA COUNTY:

# Selected Goals

## 2023-2028

- Supplement collections with the diverse stories of today (post-1960s)
- Be a visionary and inclusive museum
- Accessible and relevant programs
- Keep museums free and open to all
- Ensure the long-term safety and preservation of our collections; will need state of the art collections space, either through adaptive re-use of an existing building or a new building on our Ventura campus
- Expand education programs
- Continue with existing goals
  - Build endowment
  - Digitize photos
  - Process and catalog archives backlog
  - Build mutually beneficial partnerships
- *Currently in the midst of strategic planning*



MUSEUM *OF* VENTURA COUNTY:

# Thank You!

