

Museum Plans Focus Groups!

This is the fourth season for the Garibaldi Museum. All galleries are complete with story lines and exhibits. The mission is exhibited; the City of Garibaldi's history is shown through historic photos; the gift shop displays a full inventory and the scholarship program is an anticipated event in Tillamook County. Visitation is up, the media recognize the presence of the museum and we are talked about as "a must see museum" on Highway 101.



The Garibaldi Museum

Maritime History

Now its time to review our strategic plan and focus on the next three to five years. Visitors and residents have mentioned opening the museum for six months, schools have asked about field trips and volunteers inquired about a paid director. Its clear that the museum must meet these challenges and look at its resources, including volunteers, staff and funding. It is time to plan for the future. Therefore, the Board has recommended a series of focus groups, open to the public, to discuss the next three years of museum growth. Please plan to come. Dates and times will be announced in July and August in the local media. The future of the Garibaldi Museum is up to you.

INSIDE THIS ISSUE:

Focus Groups Planned	1
Archiving	1
From the Helm	2
New Staff	2
City Helps with TRT	2
Be a Volunteer and	2
Gift Shop Inventory	3
Cutting the anchor	3
Scholarship Program	3
Capital Improvement	3

The museum, founded in 1986 by Charles M. Parkin, Jr., co-author of [Captain Robert Gray in the Pacific Northwest](#), is a public non-profit organization.

Museum Needs Volunteers to Help with the Archiving Process

Do you know where Aunt Sally's Bible is stored. Do you know what's in the pile of stuff in the corner of your garage? Can you find your skill saw when you need it?

Archiving resolves most of those concerns. A room is reserved for the "stuff"; shelves are erected; and "stuff" becomes meaningful once it is placed in it's sacred spot and labeled. Then the label is entered into a data base with all the pertinent information, including donor, date, notes, picture and archive number. The data is printed with pictures and stored in a safe place. Most small museums, like the Garibaldi Museum, have a picture inventory. However that is just a piece of the process. During the past two years, the staff built a room for the archival material. During the winter of 2007, staff ordered shelving units, holding up to 5,000 pound capacity.

Now it's time to sort through the "stuff" in the storage room, label it and put it on shelves in an organized fashion. Then a new inventory will be initiated with museum accredited approved software. The job is just another process that helps move the museum to a national recognized operation.

Some find this an arduous process. However, it is a necessary challenge for museums. Sometimes it takes several years to accomplish. One's best bet is to begin before the inventory grows too large and adhere to the program when new items are added to the inventory.

This summer, museum volunteers will begin the sorting, labeling and stacking process. We'll work each day, before the museum opens and after the museum closes, so we'll have plenty of room to spread out our resources. We invite you to come by, and lend a hand. Our curator, Warren Evans will be leading the process. Call Warren at the museum (503-322-8411) during opening hours and he'll sign you up for the challenge.

From the Helm



Cheryl & Warren with crew of the "Pride of Baltimore II" during a five day adventure on the Mid Atlantic.

July 2007 begins our 4th season. We anticipate increased visitation due to the wonderful press release from *Senior News* and the coastal media ads. News is spreading about the beautiful interior and unique displays.

Several events are on schedule this season with emphasis on focus groups to discuss a strategic plan for the next three years. Local residents and visitors have asked that the museum be open six months of the year. This idea brings challenges and opportunities that need to be discussed.

In September we're planning a dinner for museum volunteers. Our volunteers have brought enthusiasm, skills, ideas and energy that are essential to completing the museum experience. In the truest sense, our volunteers have made the museum a gem on Highway 101.

We look to the Summer of 2007 for another record breaking year and an opportunity to be with friends once again.

Cheryl & Warren Evans

Be a Volunteer and ...

Volunteer 12 hours per season at the Garibaldi Museum and you will be eligible for the following:

- One day free rental of the multi-purpose room
- 10% discount on gift shop purchases
- 3 free guest passes to the museum

New Museum Staff

Over the past three years, the museum has been very fortunate to have the consistency and dedication of Linda Churchley as greeter and giftshop manager. Linda kept us on course and never missed a day of her watch. This summer, Linda is enjoying retirement. We will miss Linda. Pete Churchley, the museum site manager, has been ever vigilant throughout the year, keeping watch over the museum. You may have seen him cutting the grass or inspecting the museum in the off season. Both Linda and Pete have been a great asset to the museum.

Dawn Stetler joins our staff Thursdays thru Mondays. Dawn is a resident of Tillamook County for 17 years and holds a Master of Museum Studies from Oregon State University. She has experience in archiving, exhibits and school field trips.

You'll see Dawn on the second floor lobby spinning tales of 18th century sailor's life. We are pleased to have Dawn join our museum. Please stop by and welcome her to our museum community.



Dawn Stetler

Multi-Purpose Room

The meeting room with kitchen and restrooms is available to the public for a fee of \$100 per day. Local non-profit organizations may rent the room for \$50 per day. Interested parties may call Pete Churchley at (503) 842-8740. The application to rent the room is available on the web, at www.GaribaldiMuseum.com.

City Helps Support Advertising Campaign

Advertising is critical to the survival of a small town and to a museum. For the past three years, the museum has pursued an aggressive advertising campaign to encourage museum visitation, as well as, bring business to Garibaldi. We networked with local, regional and national media, reaching out as far as AAA Magazine.

In Spring 2006, Garibaldi City Council passed an ordinance to support advertising that benefited the City. The museum staff submitted the advertising plan and budget for 2007 with tear sheets from past ads.

In April 2007, the City notified the museum staff of an award of \$3,227.20 from the Transit Rental Tax dollars (TRT). The funds represent approximately half of the museum expenditures for advertising in fiscal year 2007. Receipts and documentation for the advertising were submitted to the City staff.

The museum is grateful for the City of Garibaldi's support. We look forward to networking with the media and gaining increased exposure for the museum and city in 2007.

From the Editor

We are pleased to present the sixth semi-annual Garibaldi Museum newsletters. The purpose of the summer newsletter is to update our readers of the summer programs and plans. Please mail your comments, questions, suggestions or articles to Cheryl Evans, General Delivery, Garibaldi, Oregon 97118 or email cherylevans@comcast.net.

www.GaribaldiMuseum.com

Have you seen our web site? Take a peek and give us your comments.

Gift Shop Inventory Grows

Funding is a constant challenge for non-profits, especially museums. Most museums depend on private donations, municipal support, and grants. Admissions alone do not generate enough money for any museum to defray operating expenses including utilities, insurance, advertising, exhibits, much less staff. Even with a mostly volunteer staff, the Garibaldi Museum admission meets only a small fraction of the budget.

To help generate additional revenue, the Garibaldi Museum expanded the gift shop in 2006. The shop now includes pirate lore, puppet sea otters, plastic sea creatures, napkins, children's books on colonial wear, as well as replicas of 18th century nautical equipment. There is something for all ages, with price ranging from 25 cents to 25 dollars.

We hope that the 2006 gift shop inventory outlay may see some return by summer 2007. Stop by, look and shop. There are great Christmas and event gifts to be purchased. If you are looking for something not on our shelves, give us your suggestions and we'll try to accommodate you.



Reproduction of an eighteenth century campaign desk on sale in the gift shop



Sea otter puppets for sale in Gift shop

Special Events Planned

- Welcome Reception for Volunteers
- Scholarship Reception
- Focus Group I
- Focus Group II
- Planting the Slope
- Volunteer Dinner w/Program

Museum Expands Scholarship Program

Charles M. Parkin, Jr. founder of the museum, initiated a scholarship program for rising seniors in Tillamook County in 1998. One to five youngsters have received a scholarship from the Captain Robert Gray Memorial Scholarship Fund annually since the inception of the program. Now, at the recommendation of the gifting families, the board is initiating an additional scholarship program to the fourth grade classrooms in Tillamook County. A \$300 grant will be offered to three of the fourth grade classes in Tillamook County that exhibit the best essays of the adventures of Captain Robert Gray or Captain John Kendrick in the Pacific Northwest. Details will be transmitted to each principal in Tillamook grade schools in September.

Capital Project Planned

A grass area, approximately 20 feet wide by 75 feet long, is situated behind the museum second floor. The area serves as a delivery and handicap access to the museum. Often the area is filled with ruts from delivery trucks and is a constant source of irritation. In order to improve the access to the rear of the building and to provide a summer gathering spot, the grass will be replaced with a concrete patio. The slope at the end of the patio will be terraced and planted with local perennials. The contract was awarded to Mr. Bill Howard of Sandy's Nursery in Bay City, Oregon. Mr. Howard will oversee the excavation, concrete pour and terracing with landscape block. Volunteers will finish the project with plantings on the slope from Sandy's Nursery.

Catting the Anchor

A cathead is the apparatus that enables the crew to hoist the anchor to the rail. On the end grain is a decorative carving to protect the grain from weathering. A decorative cathead, on display in the



Cathead on an 18th century schooner

Garibaldi Museum, is shown on the back page of the newsletter.

Other parts of the cathead are:

- Cat fall (line)
- Cat block
- Cat hook

Two samples of decorative, carved catheads are on display in the museum. This season we added a smaller cathead to the "Traveling Sea Chest".

Garibaldi Museum
Maritime History
112 HWY 101
Garibaldi, Oregon 97118



Decorative cathead on display in the "Traveling Sea Chest."

GaribaldiMuseum.com