The Mining & Rollo Jamison Museums

PLATTEVILLE

WISCONSIN

2015 Annual Report

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Introduction

The Mining & Rollo Jamison Museums are a multi-building museum complex and historic mine site on the east end of Main Street in Platteville, Wisconsin. Administered by the City of Platteville, they are dedicated to preserving, interpreting, and displaying the artifacts of Southwest Wisconsin.

Vision Statement

As a premiere Midwest destination for mining and regional history education that enriches the quality of life for residents and visitors, we envision a community where adults and children are inspired by history to view themselves and their world from multiple perspectives.

Mission Statement

Our mission is to continue in the pursuit of excellence in the areas of regional and mining history. To achieve that purpose, the museums are commissioned to be custodians of the past; to interpret the rich lead and zinc mining heritage of the region, as well as to preserve, interpret, and display the artifacts which help define Southwest Wisconsin.

2015 Highlights

- Attendance at all museum programs on and off site last year came to a total of 13,923.
- A three year strategic plan was created with the input of the Museum Board, City Council Members, Museum Staff, and the Jamison Museum Association, and adopted by the Museum Board.
- The museum continues to be a popular educational tour for area schools, with 2,848 students visiting as part of 70 school tours in 2015.
- The twenty-ninth annual month-long Christmas exhibit was the biggest event of the year with an attendance of 1,770.

Exhibits

Permanent Installation Maintenance

The Mine, Hoist House, Mining Museum, and Rollo Jamison permanent installations were cleaned and regular maintenance was done as necessary.

Classic Toy Train Exhibit

In February, the twentieth annual Classic Toy Train Exhibit was a successful event for the museum. Thanks to the effort of several volunteers, visitors viewed nine exhibit areas with eleven operating trains.

Civil War Soldiers

Because this year's Winter Lyceum featured two programs about the Civil War, the museum collaborated with local collectors for *Civil War Soldiers*, a temporary exhibit of military arms and equipment used by soldiers of both sides. Included were firearms, swords, broadsides, photographs, uniforms, and personal gear. Platteville High School history students came to the museum for a tour of this exhibit.

Platteville at War

Platteville at War was the title of the 6-month exhibit in the East Display gallery. Residents of Platteville have participated in and been impacted by wars from the earliest days of its founding. This exhibit looked at how

these wars affected both soldiers and those left at home, using newspapers, posters, military arms and equipment, photographs, and letters.

This exhibit provided an opportunity for collaboration with local military history collectors and history students at UW-Platteville. An offer was made to students who might have an interest in military history to research and design parts of the exhibit. One student, Trevor Bohn (junior, Education) accepted the opportunity. His area of interest was the Black Hawk War. Working with Professor Dr. Eugene Tesdahl and museum curator Stephanie Saager-Bourret, Trevor researched the war and the role that Platteville played in it. He created a map showing Black Hawk's trek through Illinois and Wisconsin and where battles occurred. Bohn also selected images to be used, and obtained facsimile copies of original documents from the period. Dr. Tesdahl facilitated getting a grant from the Pioneer Academic Center for Community Engagement at UW-Platteville to fund printing and image reproduction costs.

The hands-on activity for children allowed them to arrange pictures of soldiers from different wars on a timeline. They also could try out popular, portable games carried by soldiers such as dominoes from the Civil War and card games including the hidden map deck from World War II.

Mine Train

The museum's operating mine train exhibit is a registered amusement ride with the State of Wisconsin. In 2015 one brake shoe was replaced and general maintenance performed as needed.

Keeping in Stitches

This special, Heritage Day exhibit featured examples of handwork such as embroidery, crochet trims on clothing, punchwork, lace, and knitted goods.

Formula for Riches: Galena, Native Americans, and European Explorers

A special exhibit at Platteville's 18th annual Historic Re-enactment, this exhibit displayed reproduction 17th century maps, journal excerpts, and mineral and lead product samples. In addition, the exhibit demonstrated how Native Americans, Europeans, and Americans first began to interact in the lead region.

Coming Home for Christmas

The theme of "coming home" is a common one in the Christmas literature of the 19th and early 20th centuries. This year's exhibit looked at four of these stories in conjunction with period room settings from the 1860s, 1880s, 1910s, and 1950s. A 12-foot Christmas tree was a noticeable feature of the exhibit, as was the layout of pre-WWII type standard gauge electric toy trains. The barn highlighted winter transportation with a sleigh and the wagon on bobsled runners.

As an extension of the Christmas exhibit, the museum displayed toys from the 1910s and 1950s at the Platteville Public Library in December.

Museum Collections

Improved access to collections for both staff and the public is a continuing goal.

One hundred and seventy-three objects were added to the museum collections in 2015. These included the desk built for Milton Melcher during his tenure as President of the Mining School, Howdy Doody, Clarabelle, and Flub-a-Dub marionettes, movie star paper dolls from the 1950s, a set of automobile trading cards from the 1950s, and business records from the New Jersey Zinc Company, Elmo-Wisconsin operations, from the 1960s.

Part of the Rollo Jamison Collection consists of the oral history recordings made by Rollo using his wire recorder. These recordings were transferred to magnetic tape in the early 1980s. To improve access to these recordings, the JMA paid an LTE to copy the tapes to compact discs and create a finding aid listing the interview subjects.

Research

Research is an on-going activity at the museum. Each new exhibit that is installed in the Rollo Jamison Museum requires research to write informative, accurate labels and select the artifacts and photographs that are used. This research is done by the museum staff and volunteers using in-house resources, UW-Platteville's library and staff, the Southwest Wisconsin Room, on-line resources, and other area history organizations and libraries. Research on specific topics has also provided leads for other subjects that the museum is always looking into, such as mining and the history of the museum buildings.

On a regular basis, the museum also handles requests for information from the public on specific mines, old mining companies, mining technology, and Platteville history. The museum's collection of bound original newspapers have been used by the current editor of the *Platteville Journal* in the "I See by the Journal" feature.

Through the UW-Platteville History Department, museum staff worked with student Amy Jelle. Her project was to research the origin and organization of The Mining Museum in the 1960s, using city records, newspapers, and oral history interviews.

Educational Programs & Special Events

Program	Date(s)	Attendance	Features & Notes
Group Tours		3,394	• Public and Private school tours • Home School Groups • Campers • Boy and Girl scouts • The UW-Platteville History Club • Jo Daviess Conservation Foundation • Gamers in a UW-P Extension Minecraft program.
Classic Toy Train Exhibit	February 7, 8, 14 & 15, 2015	815	**Static Layouts** • 1940s electric trains, 1930s windup trains, and Marx trains and accessories were on loan from local collector George Olthafer • 1920s standard gauge trains from the Museum collection **Running Layouts** • 11 Running Trains total • An 8 x 35' raised layout with standard gauge trains • An 8 x 28' O Gauge layout • Visitors were encouraged to bring their own trains to run on the layouts **Hands-on Areas** • Lincoln Logs, wooden toy trains, design a wooden track and Thomas the Tank Engine electric train
Lyceum Lecture Program	March 2015	285	• Donors contributed $1578 for the Lyceum programs. • Peter Grady played General Grant in the program *Unconditional Surrender: A Visit with Ulysses S. Grant.* • Gary Jones presented *Ordinary Soldiers: The Civil War Letters of John Clark Davis.* This program included a reader's theater using four volunteers who played the solder. • Dr. Eugene Tesdahl told the story of re-enacting a route of the fur trade in *Birchbark Canoes, Rapids and Research: Adventures on the Yellow and St. Croix Rivers 1805/2013.*

Heritage Day	July 4, 2015	753	• **Sponsored by the Jamison Museum Association** • **Special exhibit: *Keeping in Stitches,* examples of fancy work such as embroidery, crochet and knitting. The Wundo Band performed in East Display** • **Scavenger Hunt** • **Demonstrations included gramophones, music boxes, the player piano, pedal jigsaw, and scrubbing and wringing laundry.** • **Partners:** ○ **The Rountree Gallery provided a paper sculpture activity for children.** ○ **Members of the Southwest Wisconsin Auto Club exhibited their cars on the museum grounds during the day.** ○ **Local collectors exhibited antique tractors and several different "hit and miss" engines.** ○ **The Platteville Schools Music Boosters provided refreshments.**
Young Pioneers Summer Camp	July 2015	23	• The children met in the museum's marquee tent, an 18th century design. • They studied Native American stone tools and made a beaded leather bag, dug and searched for lead ore, cooked over an open fire, and experimented with 19th century toys.
Platteville Historic Re-Enactment	September 11-13, 2015	School Day Attendance: 2,201 Total Attendance: 3,383	• The museum set up a camp that showed the role of lead mining in the fur trade era. The curator melted lead in a pot over an open fire and cast bullets. • At the second museum camp, students played hoops and graces. On Saturday and Sunday, the education coordinator added more games, including games played by adults, to show the variety available in the 17th and 18th centuries. • Children on Saturday and Sunday participated in a scavenger hunt organized and staffed by a museum volunteer.
Jamison Museum Association Annual Meeting	November 5, 2015	65	• Past board member Eileen Engelke with the help of her husband, Gary, organized and prepared a pasty dinner and donated it as a fundraiser. • Profits for the dinner ticket sales came to $1,210. • The program and dinner were held at the First English Lutheran Church hall. • Author Terese Allen presented *The Flavor of Wisconsin: History through Recipes.*
Sweet Treats	October 24, 2015	345	• The Platteville Main Street Program organizes Sweet Treats, a Halloween celebration sponsored by Main Street businesses for children. • As a participant the museum offered free train rides and early 20th century Halloween games and party activities in the East Display.

Haunted Mine Tour	October 30, 2015	208	• Museum guides Trevor Bohn and Jennifer Smith developed this completely new program based on research of local lore. • Over 20 volunteers led tours and acted as ghosts or characters. • We partnered with the Platteville Public Schools' High School and Middle School Choirs, who worked on a choral work based on the local Nodolf Story, *A Strange Night*
Coming Home for Christmas	December 4-31, 2015	1,770	• The children's play area featured a table and tea set, marionette, dolls, a carom board, and Fisher Price's popular pull toy, Snoopy Sniffer. • Literary references included Louisa May Alcott and *Little Women* for the 1860s, Margaret Sydney and *Five Little Peppers* during the 1880s, Zona Gale and *To Springvale for Christmas* and excerpts from a Platteville girl's diary for the 1910s, and Dr. Seuss and *How the Grinch Stole Christmas* for the 1950s. • Activities included ornament making, toy trains, and 19th century parlor games. • Musical performances by the Platteville Chorale, the Platteville High School Blue Notes, and the Platteville Children's Choir brought in 574 attendees. • School tours brought in 642 people • The Museum Board and JMA Board had a joint meeting and supper on December 10. • Boy Scout Troop 84 held their winter Court of Honor. • The Senior Center Christmas lights tour also attended.

Outreach (off-site programming)		4,057	• Staff visits to schools and home school groups to present on lead and zinc mining, the Little House books, winter activities, Native Americans, and the fur trade era. For these presentations artifacts and reproduction items from the education collection were brought to local classrooms. Some visits incorporated activities such as dipping candles or playing 19th century games.
			• Museum staff explained the mining mural as part of the 4th graders mural walk.
			• The Platteville Historic Re-enactment.
			• Presentations to adult groups this year included presentations at:
			  ○ The Grant River Recreation Campground.
			  ○ The UW-Platteville History Club.
			  ○ PEO (Philanthropic Educational Organization).

Personnel

Staff

The staff consists of three permanent, full-time positions: museum director, curator, and education coordinator. City money also funded 12 limited term employees as tour guides, weekend supervisor, museum technician, and laborers.

- Long-time Museum Director Steve Kleefisch retired in May after over 40 years of service to the Museum.
- Museum Director Diana Bolander was brought on in June.
- Museum Curator Stephanie Saager-Bourret celebrated her 30th anniversary of employment with the Museums in September.
- The Museum Curator and Education Coordinator attended the annual meeting of the Wisconsin Federation of Museums in November.
- Museum Director Bolander presented at the Wisconsin Council of Local History Regional Meeting in August.

Volunteers

Volunteers worked 1,167 hours, making a very significant contribution to the museum in the areas of:

- Education
- Exhibit set up
- Maintenance
- Program assistance
- Marketing and promotion
- Demonstrations for special events
- Planting flowers/Landscaping
- Research

Support

City of Platteville

- The 2015 Museum Department city budget appropriation was $298,196.
- The museum accepts credit and debit cards using Payment Service Network, a company used by the city. The customer pays a service fee. The museum purchased an updated reader for chip cards and pays a monthly fee of $5.95.

Jamison Museum Association

Using money they raised, the JMA spent $6,006 for exhibit materials and equipment, supplies for the Christmas exhibit and Halloween program, promotion of the Classic Toy Train Exhibit and Heritage Day, newsletters, postage, software, and landscape materials.

Earned Income

- Revenue from ticket sales was $29,173.
- Gift shop gross sales totaled $12,401.
- Program fees for the Young Pioneers and the Haunted Mine tours were $1,638.

Grants

- The UW-Platteville PAACE program awarded $327.60 for exhibit related materials.
- A grant of $1,500 for new events seating was awarded in 2015 from the Elinore Loveland Trust, administered through the Platteville Community Fund, a component of the Community Foundation of Southern Wisconsin
- The Carmen & Eva Beining Community Endowment, administered through the Platteville Community Fund, a component of the Community Foundation of Southern Wisconsin, awarded a $1,825 grant for collections management software, to be purchased in 2016.
- The Wisconsin Chapter of the Society of Mining, Metallurgy and Exploration awarded $3,600 for costs related to a new exhibit for 2016 in the Mining Museum building.
- The Museums applied for a $24,000 IMLS grant for collections management projects. We will learn if we are awarded the grant in October 2016.

Monetary Donations

- The Museum received $7,855 in donations from individuals.
- The Jamison Museum Association provided over $6,000 in support.
- The Cindy Tang Charitable Fund donated $1,000 for museum events seating.
- $5,983 was donated by individuals
- $847 was placed in the donation box at the front desk.

In-kind Donations

- Several donations of materials were made for the Haunted Mine tours, including a fog machine, Styrofoam and a carving kit, and decorations.
- Volunteers donated materials for the demonstrations for Heritage Day, including wood for the pedal operated jigsaw
- Catering was donated for the Jamison Museum Association Meeting, for the Lyceum Program, and for other special events.

Volunteer Hours

The museum used volunteers as tour guides, performers, laborers, and workers on exhibits and promotion for a total of 1,167 hours valued at $10,268.

Historic Re-enactment

The museum was actively involved in the Historic Re-enactment. The museum administered the money budgeted by the city for the Platteville Historic Re-enactment. The Jamison Museum Association provided assistance as the financial conduit for grant writing and donations. Museum staff provided record keeping and reporting support to the Re-enactment committee. In addition to the $5,000 provided by the museum, the museum staff wrote grants through the JMA which raised $2,200 for the Historic Re-enactment. Additional funding of $4,967 came from individuals, organizations, businesses and the silent auction.

Administration

Museum Board

The Museum Board at the end of 2015 consisted of:

- Dave Allen, Museum Board president
- Marilyn Gottschalk, at-large
- Tracey Roberts, at-large
- Suzanne Buchert, at-large
- John Urness, secretary and Superintendent of Public Schools representative
- Barb Stockhausen, Council representative
- Eric Fatzinger, JMA representative
- Deb McWilliams, Jamison Trustee representative, ex-officio

The board meetings were well attended, with the members providing useful suggestions.

The Museum Board, using the collection policy as a guide, approved all donations to the museum's permanent collection. The board was active in the planning of Heritage Day, and many of the members participated by helping with the various activities. Reports on the activities of the Jamison Museum Association were made to the board each month by the JMA representative. Both the staff and the board were appreciative of the JMA's efforts throughout the year.

Rollo Jamison Museum Trust

The Rollo Jamison Museum Trust has three trustees:

- A member of the City Council, Barb Stockhausen
- A representative from Clare Bank, Deb McWilliams
- A member of the Board of Education of the Platteville School District, Eric Fatzinger

Jamison Museum Association Board

The Jamison Museum Association's purpose is to provide volunteer and monetary support for the Mining & Rollo Jamison Museums. The Jamison Museum Association board of directors administers the activities of the JMA such as fund raising, membership, volunteer coordination, and special events. The Jamison Museum Association spent $6,006 on exhibits, collection care, special events, and related items in 2015. Their support has totaled $31,777 in the past six years.

The Jamison Museum Association Board in 2015 consisted of:

- Eric Fatzinger, president
- Frank Evans, vice-president
- Richard Doeringsfeld, treasurer
- Jeff Schave, secretary
- Kathy Kopp
- Dee Woolf
- Dave Allen, Museum Board representative (non-voting)
- Diana Bolander, museum director (non-voting)

Membership Work Group

An ad-hoc committee consisting of Diana Bolander, Museum Director; Eric Fatzinger, JMA Board President; Dave Allen, Museum Board President; Bill Van Deest, former Museum Board President; and Tracey Roberts, Museum Board Member, met several times to make recommendations to the membership program. The rates for museum membership hadn't changed since 1992. These changes were presented to both boards and approved. Price changes went into effect as of January 1, 2016. This group will meet again in 2016 to initiate a membership drive.

Level	**Former Price**	**2016 Price**	**Benefits**
Individual	10	35	Free museum admission 10% discount in the store Receives Museum email newsletter Receives JMA Newsletter Invitations to member-only events and openings (lectures, preview events, etc.) Discounts on special programs and workshops (Young Pioneers, etc.) Annual Recognition in Newsletter
Student (with student ID)		25	All Individual members benefits
Senior (ages 62 and older)		25	All Individual members benefits
Household	25	50	All Individual members benefits for the members of one household
Grandparent		50	All benefits of an individual membership for a Grandparent and their grandchildren
Lifetime*	100	300	All benefits of individual membership for an individual's lifetime Recognition in the museum entrance area Supporter of the Endowment Fund
Support Levels			
Rountree's Circle		150 – 249	All benefits of a Household membership plus: 4 tickets to share with family and friends Recognition in the museum entrance area
Bevans' Band		250-499	All benefits of a Household membership plus: 8 tickets to share with family and friends Recognition in the museum entrance area
Rollo's Friends		500+	All benefits of a Household membership plus: 8 tickets to share with family and friends A private tour of the museum with a staff member for up to 20 friends and family members Recognition in the museum entrance area

Discontinued membership levels:

- Family (replaced with Household Membership)
- Junior (replaced with Student membership)
- Non-Profit, Business, and Corporate Memberships (replaced with Rountree's Circle, Bevans' Band, Rollo's Friends and forthcoming Sponsorship/Support opportunities)

Exhibits Committee

The Exhibit Committee continued its work in 2015. Current committee members from the Museum Board are Dave Allen and Marilyn Gottschalk, and Eric Fatzinger and Jeff Schave from the JMA Board. The committee met to review and approve the long-range exhibit plan for 2016-2020. It was decided to scale back the number of new exhibits in 2016 to allow staff time for new collection management projects. The plan was approved by both boards, and includes regularly scheduled changes which will help encourage repeat visits by area residents. Please see the Appendix for an overview of the current plan.

Professional Organizations

The museum and staff have been members of the Wisconsin Federation of Museums since 1985. The museums are also members of the Grant County Historical Society, the Wisconsin Historical Society, the Association of Midwest Museums, the American Association for State and Local History, the American Alliance of Museums, and the Midwest Art Conservation Center.

Buildings & Grounds

Progress was made on the mine track this year. One section along a corner had work done that included gauging the track using metal ties, re-spiking some ties, and tightening the splice bars.

The original mine entrance windows were replaced with custom made vinyl clad windows. The deck at the base of the belfry had blistered. The blisters were patched and the entire section of deck was recoated. The air conditioner that serviced the Rountree Gallery failed and was replaced. The director's office was painted and carpeting installed.

One of the discontinued bathrooms on the second floor of the Rollo Jamison Museum building was converted to storage for special collections. The planning and construction was carried out and funded by a museum volunteer.

The Mining Museum sign was moved from the corner of Virgin St. and Main St. to the museum's main entrance in an effort to get visitors to all enter where museum staff are present.

Marketing & Promotion

The museum was promoted in a number of ways. Approximately 20,000 brochures were distributed: in person throughout southern Wisconsin, northwestern Illinois and eastern Iowa; by mail; and locally through Platteville businesses, the Platteville Regional Chamber Visitor Information Center, and the University of Wisconsin-Platteville. Brochures were also distributed through Ad-Lit along its Southwestern Wisconsin Highway route.

Branding

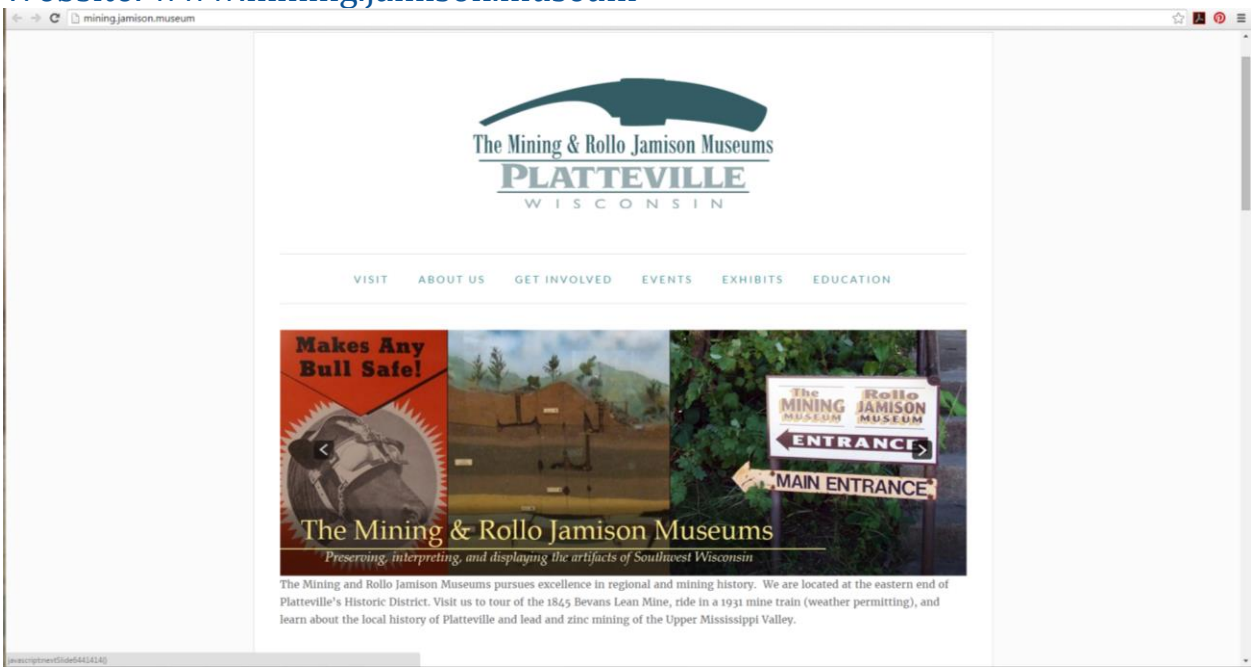
The Museum Board and the Jamison Museum Association Boards both approved a new logo to be used on all museum marketing materials. This new logo accomplishes several things:

- It includes visual reference to both the mining (pick ax) and local history (landscape).
- It has a clear, visual reference to the City of Platteville's logo.
- Sleek and simple design incorporated easily into advertising, wayfinding, and exhibit design.

- It unifies our marketing message: we are **one** organization, we have **one** membership program, **one** mission, **one** staff and **one** admission staff, however, we offer **multiple** experiences. We are the Mining & Rollo Jamison Museums.
- Builds on the strength of the uniqueness of the mine as an attraction.

The Mining & Rollo Jamison Museums
PLATTEVILLE
WISCONSIN

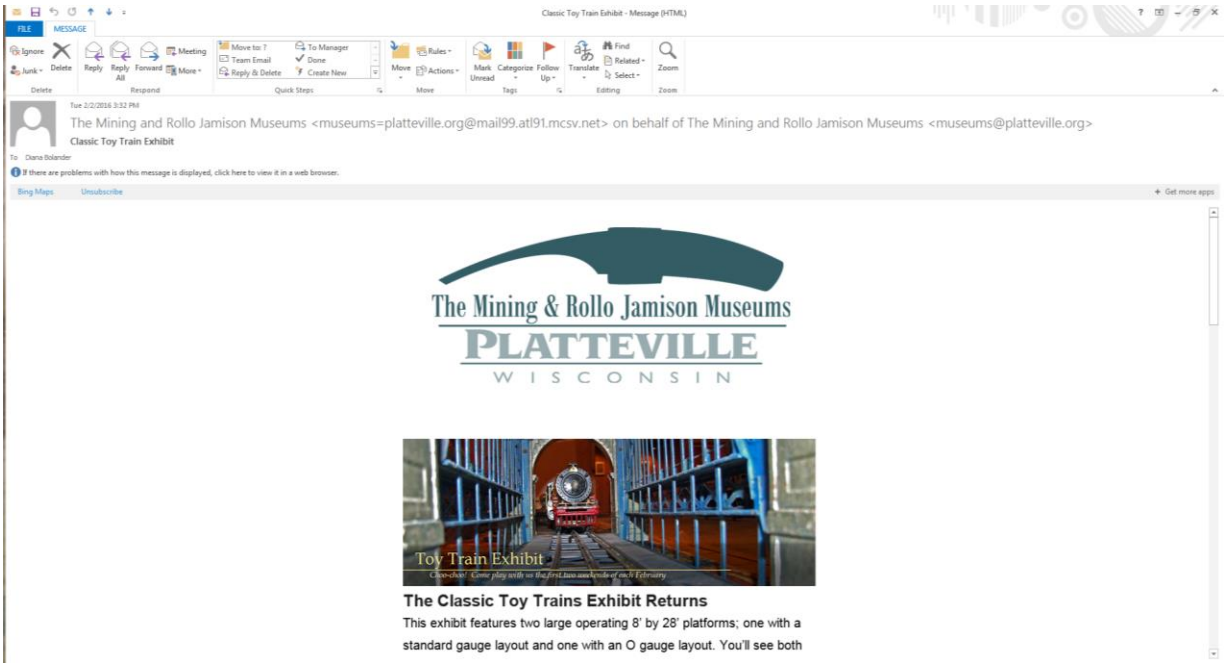
Website: www.mining.jamison.museum



The Museums' website was fully redesigned and reformatted using a content management system in 2015. The initial and ongoing costs associated with the content management system are generously covered by the Jamison Museum Association. Using this system allows us access to WYSWYG (what-you-see-is-what-you-get) editors in the cloud to maintain a complicated site with an automated events list, reoccurring content, image slideshows, and multiple blogs in a simple, convenient way. The final product is a clean, professional site that is fully accessible and is user-friendly across web browsers and devices. Links to our social media accounts are conveniently built into the template.

The city website, www.platteville.org, has a page dedicated to the Museum Board with posts of agendas, minutes, and a link to the museums website. The museum information was also available on sites such as the Platteville Regional Chamber of Commerce, Wisconsin Federation of Museums, Tri-State Tourism Council, Grant County Tourism, Mining History Association, and the Wisconsin Department of Tourism. The museum's website allows the museum to keep information current and provide more information to those using the internet for upcoming events, tourism purposes, or research.

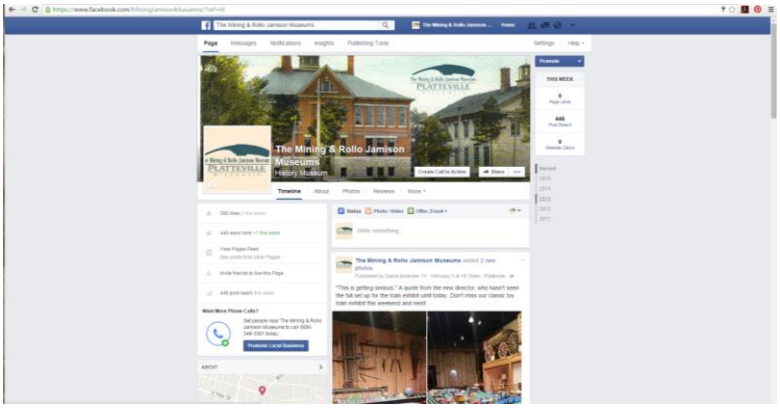
Bulk Email

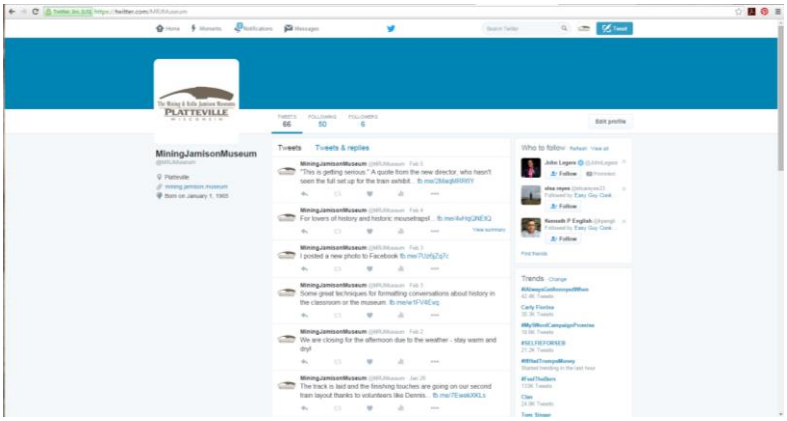


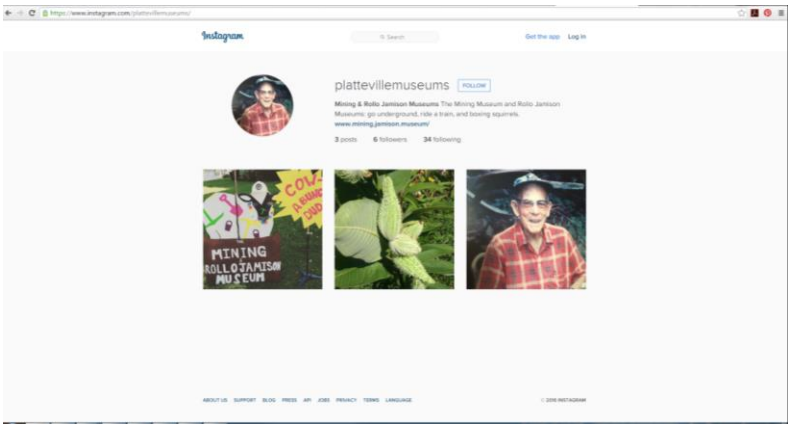
The Museums transitioned from using a Gmail account for email marketing to using a professional email service, Mail Chimp, in 2015. Given the number of emails we send and the number of people on our list, we are able to use this service to send professional emails that are compatible and attractive across devices for free. We are also able to track open rates and clicks, giving us a way to measure our email campaign's effectiveness.

Social Media

The museum maintains a presence on Facebook (www.facebook.com/MiningJamisonMusuems), Twitter (twitter.com/MRJMuseum), and Instagram (www.instagram.com/plattevillemuseums).







Blue Star Museums

The museum participated in the Blue Star Museums program this year. This is a national program in partnership with Blue Star Families that offers free admission to families with a parent or spouse on active military duty.

Newsletters

- The museum's events are promoted in the JMA's newsletter which is printed four to five times a year and direct mailed to Museum Members.
- The museum events were listed in the city's newsletters.

Highway Signage

Mining Museum and Rollo Jamison Museum attraction signs are installed on Highway 151 interchanges. The museum has nine State of Wisconsin Heritage Tourism signs that name and direct drivers to the museums. Six of the city's blue directional signs list the museum.

Paid Advertisements

The museum had paid advertisements in travel publications and guides that cover Southwestern Wisconsin such as *Telegraph Herald Vacationland, Wisconsin Travel Guide, Exploring the Tri-States, Grant County Travel Planner, Galenian,* and the Shopping News' *Day Tripper* in Platteville and Prairie du Chien. Ads were also included in such guides as the Tri-State Tourism map and brochure, the Tri-State Tourism specialized brochure on museums, *Along the River* which covers the Mississippi River's parks and campgrounds in the Rock Island District, and Platteville hotel directories and kiosk. For special events, advertising was purchased through local newspapers and radio stations, and posters were distributed.

Strategic Planning

A group of people including museum staff, Museum Board members, Jamison Museum Association board members, City Council Members, donors, and community members were invited to participate in Strategic Planning. The following people participated in the Strategic Planning retreat the weekend of November 20, 2015:

- David Allen, Museum Board President
- John Urness, Museum Board Member
- Barb Stockhausen, Museum Board Member and City Council Member
- Marilyn Gottschalk, Museum Board Member
- Suzanne Buchert, Museum Board Member
- Tracey Roberts, Museum Board Member
- Dr. Richard Doeringsfeld, Jamison Museum Association Board Member
- Jennifer Smith, Museum Tour Guide and Weekend Manager
- Bill Van Deest, Community member and past Museum Board President
- Ken Kilian, City Council Member
- Mary Huck, Museum Education Coordinator
- Stephanie Saager-Bourret, Museum Curator
- Diana Bolander, Museum Director

This dynamic group developed a three-year plan for the Museums, drafted a vision statement, reviewed our mission statement, and identified the priorities listed below.

Vision Statement

As a premiere Midwest destination for mining and regional history education that enriches the quality of life for residents and visitors, we envision a community where adults and children are inspired by history to view themselves and their world from multiple perspectives.

Mission Statement

…our mission is to continue in the pursuit of excellence in the areas of regional and mining history. To achieve that purpose, the museums are commissioned to be custodians of the past; to interpret the rich lead and zinc mining heritage of the region, as well as to preserve, interpret, and display the artifacts which help define Southwest Wisconsin.

Strategic Goals

Highest Priority

- Update the collections storage areas to create safe and accessible spaces for our collections according to museum best practices.
- Acquire and implement Past Perfect Museum software for cataloging and digitizing the collection.
- Create a fundraising committee with representatives of the Museum Board, the Jamison Museum Board, staff, and community members, to develop a fundraising plan for the next three years.
- Develop a marketing plan that emphasizes the uniqueness of the mine as an attraction.

Higher Priority

- Develop local, regional, and state-wide partnership with organizations to broaden our reach and impact.

- Change the name of the Jamison Museum Association to the Friends of the Mining & Rollo Jamison Museums in order to reflect the organization's mission and current practices.
- Develop exhibits throughout the facility that integrate the mining and local history collections to tell stories along a single narrative that includes diverse voices and perspectives.

High Priority

- Develop and implement long-term plan for maintenance and improvements of buildings and grounds
- Promote education and research opportunities for K-12, university, and life-long learners.

Evaluation

The Strategic plan will be referred to by staff and evaluated on an on-going basis. Reports on the status of the Action Plans will be delivered to the Museum Board, the Jamison Museum Association Board, and the City Council on a monthly basis.

This Annual Report from the Museum Board to the Platteville Common Council, as required by municipal ordinance, is prepared by the Museum Department using information and statistics gathered by the museum staff throughout the year and financial information from the Treasurer's office. The Museum Board approved this report at the February 17, 2016 meeting.

Respectfully submitted,

David Allen

Museum Board President

Appendices

Exhibit Plan 2016-2020

Rollo Jamison Exhibits

The Rollo Jamison Museum has two main exhibit areas: Ground floor (East Display) and first floor. The ground floor houses permanent exhibits of wagons, carriages, farm equipment, and the barn. Temporary exhibits can also be found in this area. The first floor has five galleries where the following themes are explored:.

1. ***Making A Living*** highlights the many ways that men and women have earned a living in the past.
2. ***Daily Life*** shows many of the activities that go on inside the family home.
3. ***Learning A Lesson*** focuses on the school room and education.
4. ***Having Fun*** looks at the many kinds of recreational activities that have been available over the years.
5. ***Those Who Serve*** highlights those who serve the community.

2016 New Exhibits

- Ground Floor: *Wedding Belles*
- First Floor: *Cabinet of Curiosities*
- Special Heritage Day Exhibit: *Mining Stock Certificates*

2017 New Exhibits

- Ground Floor: Big Badger Fair/horseracing
- First Floor: *Making a Living:* Platteville lumber/building companies
- Special Heritage Day Exhibit: *Stereographs – The World in 3D*

2018 New Exhibits

- Ground Floor: Platteville: Block by Block
- First Floor: *Daily Life*: kitchen, laundry parlor electrified
- *Having Fun:* Platteville arts groups (theater, Chorale, etc.)

2019 New Exhibits

- First Floor: *Making a Living:* newspapers and printing
- *Learning a Lesson:* Technology in Education

2020 New Exhibits

- *Having Fun:* hobbies
- *Those Who Serve:* Platteville Service Clubs

Mining Museum Exhibits

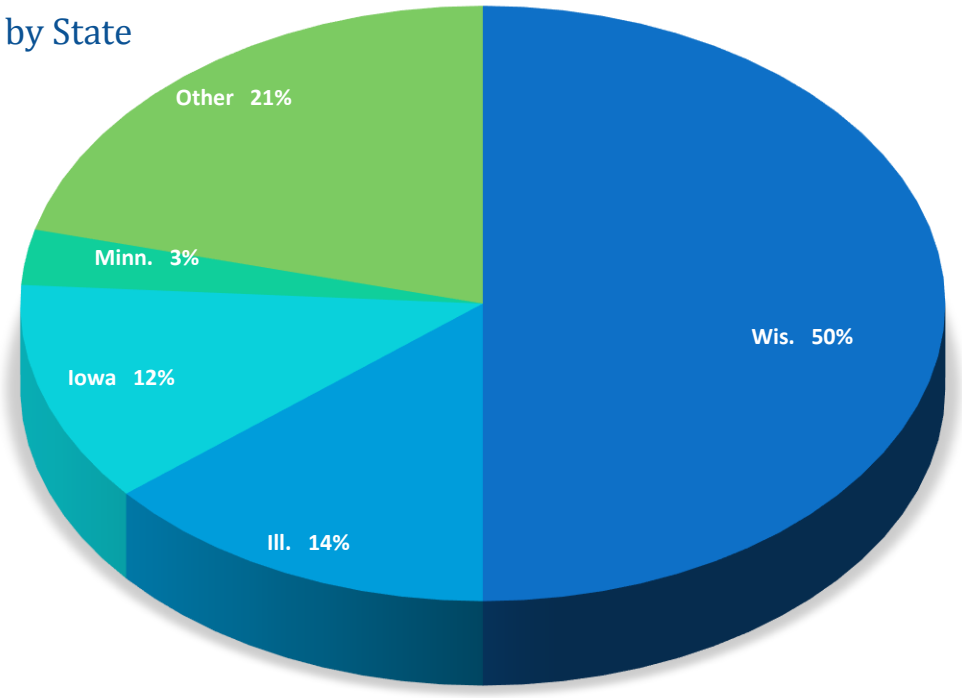
2016 Projects – Mining Museum

- New exhibit: *Survey in an Instant: The Autumn Ramblings of David Dale Owen, 1839* (funded by a grant from the Society for Mining, Metallurgy & Exploration)
- Clean and maintain existing exhibits.

2015 Visitor Survey

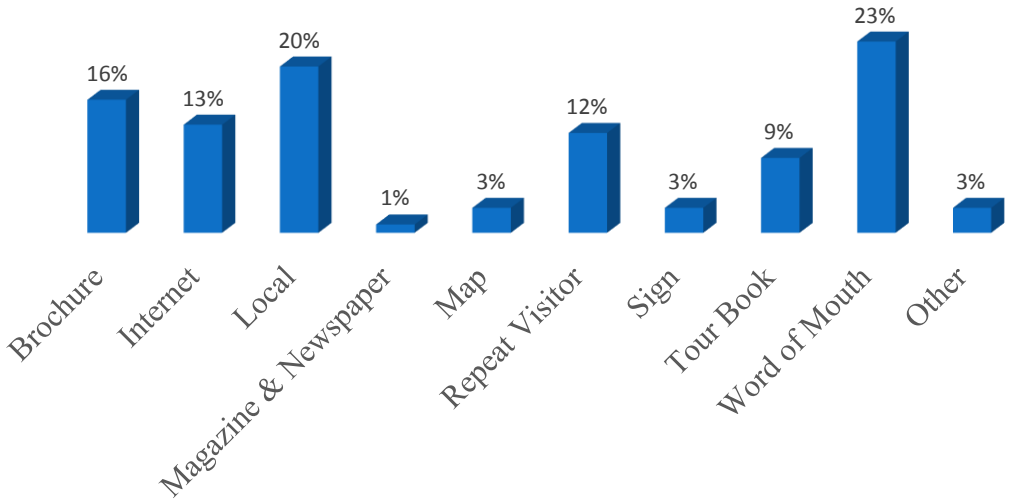
Total surveyed (ticketed walk-in) 1,247

Visitors by State



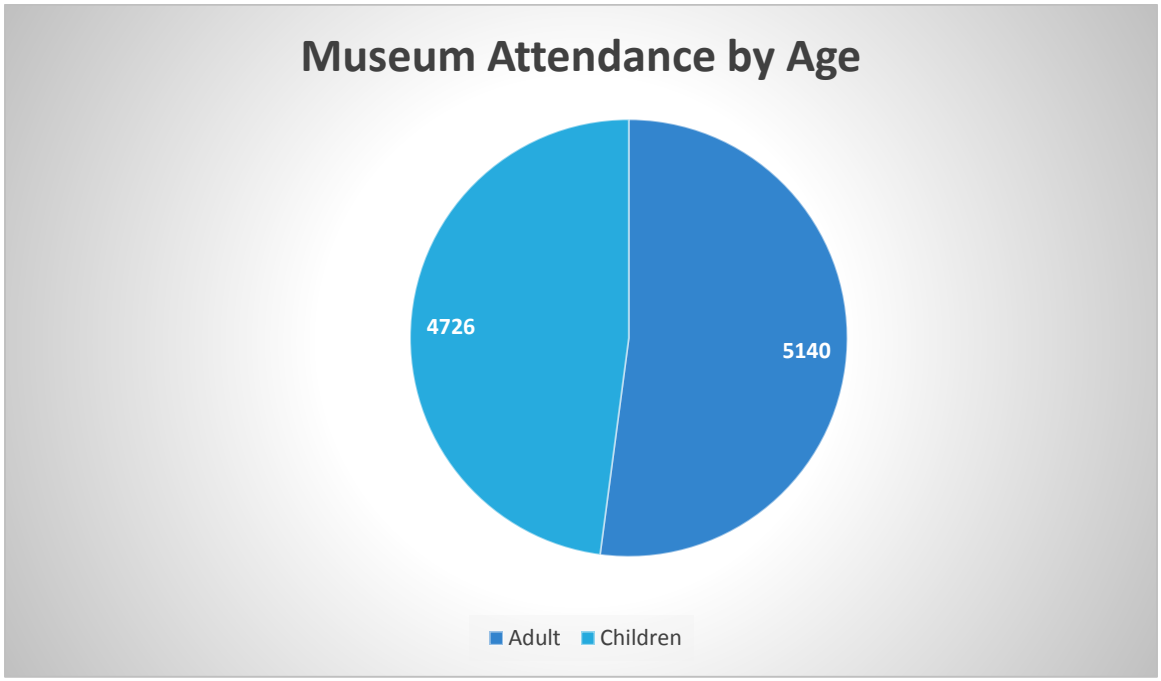
Marketing Awareness

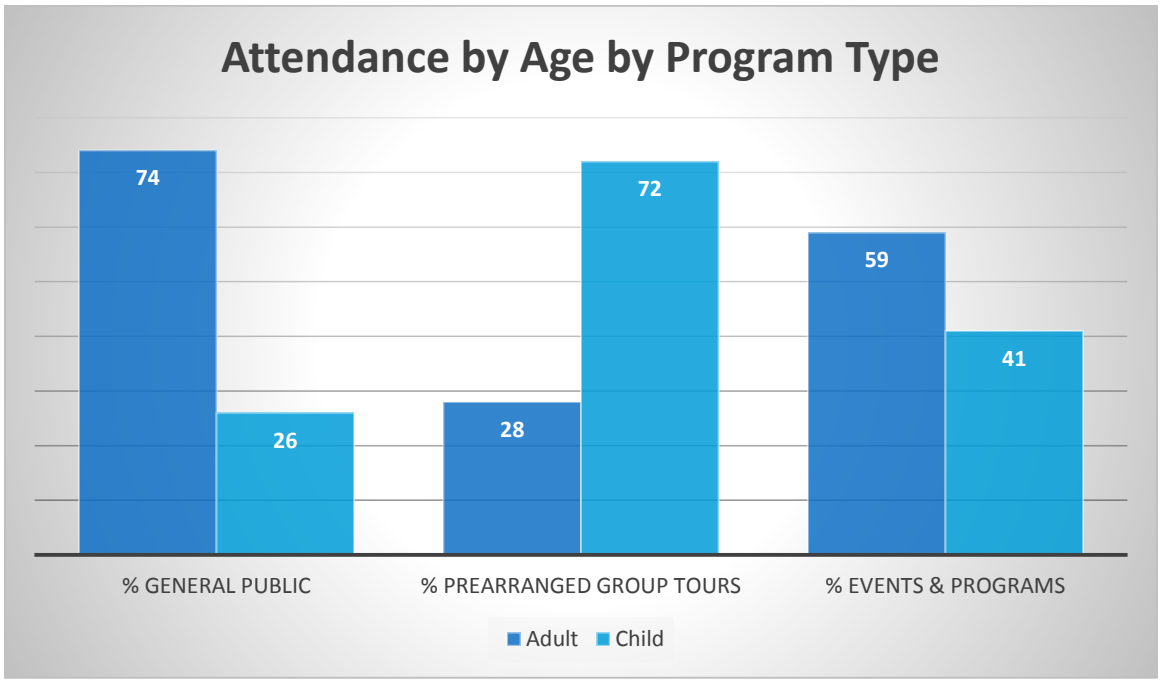
Guests who purchased tickets were asked how they heard about the museum. Some gave more than one answer. "Local" means the person lives or has lived in the area. The term "other" includes info center, book, television and the answer "driving by."

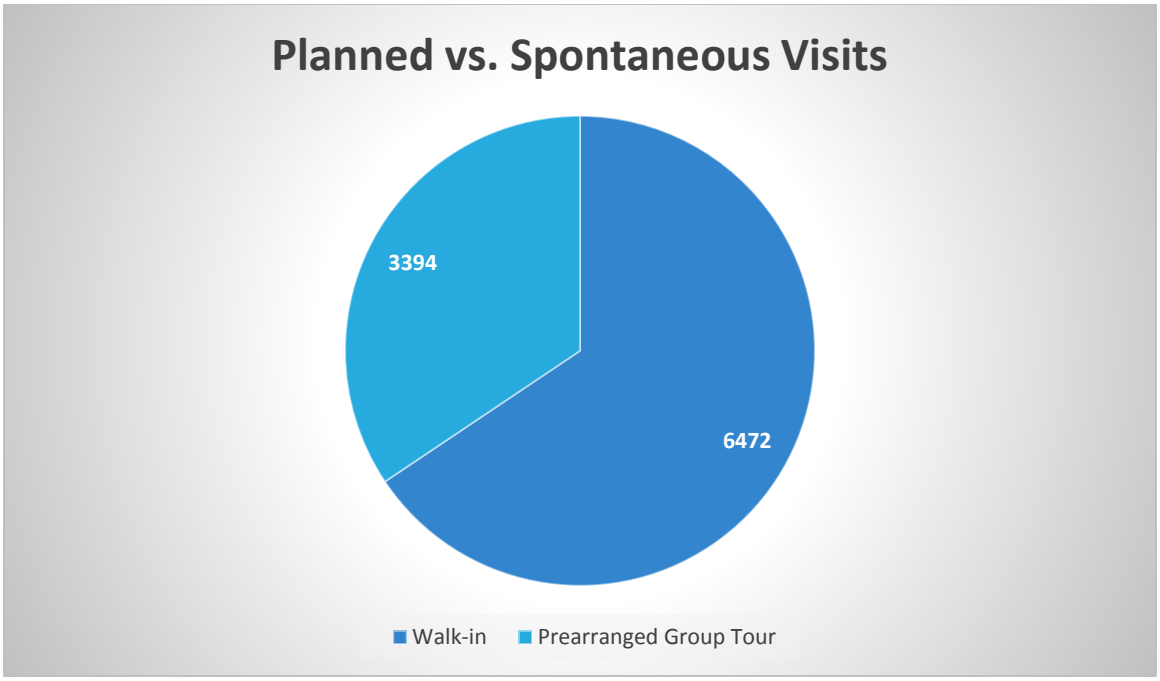


2015 Attendance

Total Participation in all Museum for 2015 Programs and Exhibits 13,923

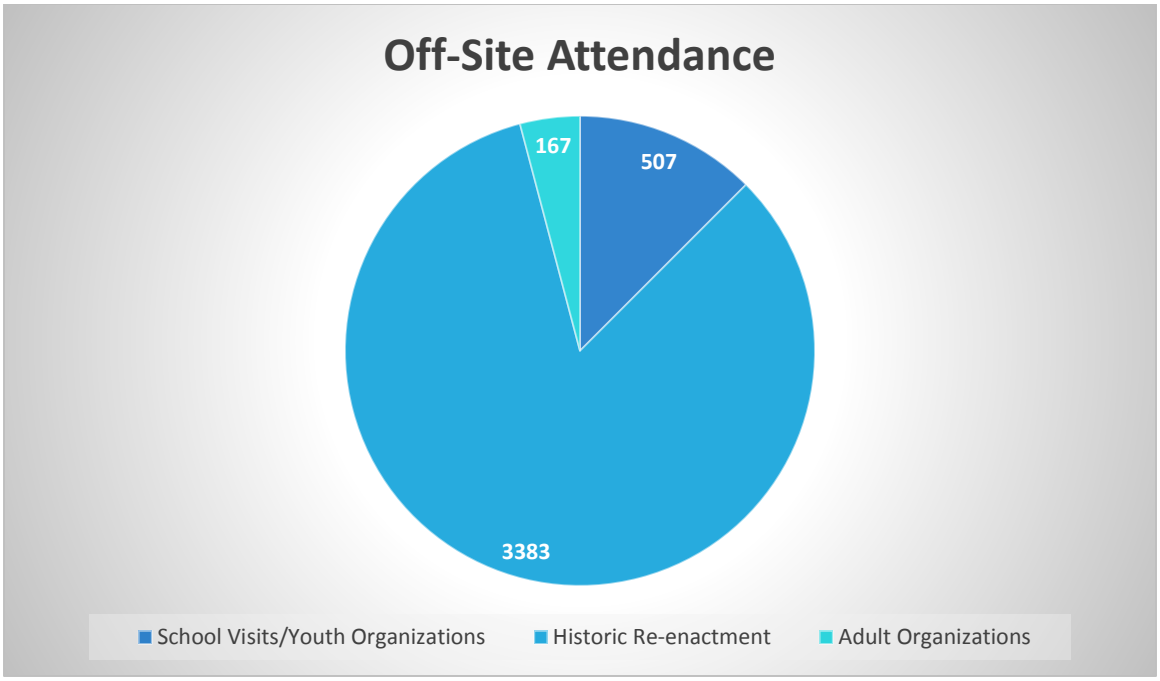






Group Tours by Type

Tour Type	# Tours	Attendance
School Tours (K-12)	70	2,713
Education (Adult Groups)	8	135
Adult Organizations	11	171
Youth/Family Organizations	9	344
Businesses	1	31
Totals	99	3,394



Museum Attendance by Year

Year	Total Attendance	On-Site Attendance	Off-Site Attendance
2015	13,923	9,866	4,057
2014	12,622	9,068	3,554
2013	13,477	9,138	4,339
2012	14,005	9,551	4,454
2011	14,319	10,097	4,222
2010	14,549	10,513	4,036
2009	14,322	10,470	3,852
2008	13,844	9,238	4,606
2007	15,535	10,584	4,951
2006	15,195	10,219	4,976
2005	14,217	9,812	4,405
2004	14,155	9,247	4,908
2003	15,466	10,872	4,594