

RWAM MEMBERSHIP & MARKETING MEETING NOTES
Monday, April 27, 2026

ATTENDING: Matt Schliesman, Greg Vadney, Sonia Vasquez

MEMBERSHIP

1. Greg reported that the member video testimonials have been shot and are now in the editing process.
2. Research into corporate memberships & sponsorships is ongoing.

MARKETING

1. The David Roberts installation is now open. Marketing exposure will pick up momentum in May. A full-size poster has not been produced, but there are 8 X 11.5" flyers available for distribution.
2. The Eric Wind "Art of Conversation" is scheduled for Sunday, June 7. The museum is trying to line up TV interviews. Greg noted that Eric was recently featured on 60 MINUTES. General press materials will go out to all the usual media outlets.
3. Greg stated that the museum is exploring greater investment in Door County summer marketing, as the Door tourist population is our prime demographic, and most of those visitors will be heading south, past Manitowoc, on their way home.
4. We have a general advertisement running in ART DOSE all summer.

OTHER

1. "The O'Keefe" is on temporary loan to the Museum of Wisconsin Art (MOWA) in West Bend. Greg is curious how many of our visitors will ask about it during the months that it is gone.
2. There is agreement that the website needs some reworking in general and in regard to how the site appears on mobile devices. Most of this can be handled in-house, but it will be a time-consuming process.
3. The Manitowoc-Two Rivers "Museum Member Swap" dates for 2026 are May 15-17.
4. This committee will not meet in May.

THE NEXT M&M MEETING is scheduled for Monday, June 22, 2026 @ Noon.

Notes by Schliesman