

FRIENDS OF THE STORY MANSION (FOSM)
Quarterly Report First Qtr. 2021
April 1, 2021

Greetings from your Friends of the Story Mansion Board: this is our first quarterly report for 2021! Let me introduce you to our board members: myself as the current President, Felix Spinelli; Secretary and Treasurer, Michele Soldner; long-standing board members Jane Klockman, Elizabeth Darrow, and Lee Wagner; and recently inducted board members, Laurie Neil and Paula Power. Bozeman City Parks and Recreation (BCPR) program manager, Jaime Saitta regularly attends our board meetings and provides valuable insights and ideas. This report is intended to inform you of the Board's activity over the last quarter and to create a dialogue between you and the FOSM Board. Always feel free to contact any of the Board of your concerns and suggestions in moving forward.

As has been the case with many non-profits in our area, the FOSM has had to change "gears" in many respects over the last twelve months. We have had to cancel our "First Friday" discussion sessions at the Mansion since last March. All tours have been halted, although requests for tours continue to be received. Still, our board has met virtually using various programs and we look forward to a great 2021!

Despite the hiatus on "live" activities and events facilitated by the FOSM, the board has focused on three major themes over the last three months. These three themes are: what future directions do we need to make in marketing and promotion; what efforts should we pursue in community outreach; and how to better define the Mansion's niche in our community. These three themes are discussed below, mainly inspired by last Fall's MSU Integrated Marketing Communication Plan (IMC) and earlier board discussions.

Marketing and Promotion: The board has known for some time that our webpage and social media communication presence needs to be updated. Board member, Laurie Neil, has pointed this out as well as the need for our webpage to better interface with the BCPR meeting scheduling and information on the Story Mansion. The FOSM would like to have the City's calendar for the Mansion appear on our website as well and have a questionnaire for future renters of the Mansion about their time at the Mansion and desire to become a FOSM member. Laurie and others have decided to work with the City on a better interface, but await further discussions spurred on by the MSU report. Some ideas under consideration include hiring a web designer; designing a logo for the FOSM; producing a special license plate with the new logo of the FOSM; creating and posting a small sign about the FOSM outside the Mansion (near the current Story Mansion Park signage). Other ideas also discussed were creating a virtual tour of the Mansion and Carriage House for future promotional efforts and having Jamie and Felix work with the MSU professor, Dr. Eric Van Steenburg on the IMC Plan.

Outreach to the community: There were four groups identified in the IMC Plan as possible community members to engage in the FOSM: The General Engager; The Story Socializer; The Story Household; and, The Average Neighbor. These groups could form the core of future possible FOSM members and board members. More importantly, they will be the ultimate decision makers (along with the City) of the actual direction that future action will take. In the coming months, the FOSM hopes to reach out to neighborhood groups and associations to inform them about proposals for the Mansion and solicit their ideas. The board also registered for the GiveBig donation campaign again this year and that will “get our word” out to some extent. Also, Felix is planning two Saturday “clean-up days” for April or early May which will go on the website and in the Bozeman Daily Chronicle.

Re-Use Concepts for the Mansion: The Board, through an initial effort lead by Paula, created a working paper addressing this issue. Main ideas revolve around either seeking out possible tenants to establish a “permanent” presence in the Mansion and Carriage House OR creating a more open “event space” for groups related to education, history, and other pursuits, such as the arts including writing, music, and painting, etc. We are awaiting comments from Eric, but we realize that the proposal needs more specificity. Board members are urged to reach out, informally, to contact various groups that might have an interest in the “Mansion of the Future”. Felix has already reached out to the Emerson, MSU Doig Center, and others for their opinions, etc.