



City of Platteville

Museum Department

2010 Annual Report

MUSEUM DEPARTMENT

2010 ANNUAL REPORT

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**CITY OF PLATTEVILLE, MUSEUM DEPARTMENT
2010 ANNUAL REPORT**

INTRODUCTION

The museum continues to be a popular educational tour for area schools, with 3,381 people visiting as part of school tours in 2010. The twenty third annual month-long Christmas exhibit was the biggest event of the year with an attendance of 1,729. The museum continues to receive many positive comments about Heritage Day and the quality of the Christmas exhibit which helps staff and volunteers gauge the popularity of these events. Attendance at all museum programs on and off site last year came to a total of 14,549.

The Jamison Museum Association continues to be an integral part of the Rollo Jamison Museum by providing volunteer time and program ideas. The JMA spent \$4,737 on exhibits, collection care, special events, and related items in 2010. The JMA's support has totaled \$67,213 in the past six years.

Projects in the last year included the installation of new exhibits as outlined in the Rollo Jamison Museum Long-Range Exhibit Plan that had been updated in the fall of 2009. With the support of the city manager and \$5,000 in funding from room tax monies, the museum staff and the Jamison Museum Association have increased their involvement in the Platteville Historic Re-enactment. The Mining Museum exterior maintenance project was started in May and wrapped up in November.

EXHIBITS

In February the fifteenth annual Winter Toy Train Exhibit was a successful event for the museum. Thanks to the effort of several volunteers, visitors viewed nine exhibit areas with over 25 operating trains and static exhibits.

New exhibits in the Rollo Jamison Museum for 2010 included Platteville cigar factories, a brief history of two of Platteville's service clubs, and Platteville wheelwrights (wagon builders).

From May through October, the exhibit in East Display was *Don't Fence Me In: Fences Real and Implied*. This exhibit examined the ways that real fences are constructed, as well as

some of the "fences" that geography, money, and government build.

The special Heritage Day exhibit was *Trade Cards: Colorful Freebies*. A selection of cards from the museum collections showed the many ways that manufacturers and merchants advertised their products to the public.

Students and families who visited Platteville's 13th annual Historic Re-enactment September 10, 11, and 12 viewed the exhibit *Formula for Riches: Galena, Native Americans, and European Explorers*. Using reproduction 17th century maps, journal excerpts, and mineral and lead product samples, visitors learned how Native Americans and Europeans first began to interact in the lead region.

The museum's annual Christmas exhibit, *Deck the Halls*, highlighted different ways that homes have been decorated for Christmas over the years. The 14-foot Christmas tree was a noticeable feature of the exhibit, as was the layout of pre-WWII standard gauge electric toy trains. The barn highlighted cutting ice on Horn's Pond in Platteville and showed a sleigh.

MUSEUM COLLECTIONS

Just over 200 items were added to the museum collections. These included children's books and toys, men's, women's and children's clothing and accessories, and household items. Several pieces of Platteville business memorabilia, photographs, a Turkish-style set of parlor furniture, framed prints, and a collection of barbed wire were also added to the collections.

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 the 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 for, such as mining and the history of the museum buildings.

The museum also handles on a regular basis requests for information from the public on specific mines, old mining companies, mining technology, and Platteville history.

EDUCATIONAL PROGRAMS

Schools which toured the museum received packets with pre- and post-visit activities. Some of the groups visiting the museum had special topics they wished covered. Whenever it was possible, the museum staff accommodated their requests. School groups receive a guided tour of both the mine and the Rollo Jamison Museum. The teachers find this best serves their educational needs.

While the majority of the group tours were formally organized school tours, many organizations, both youth and adult, also visited the museum. These included scouts, campers, summer recreation programs and special interest clubs. A total of 3,910 people visited the museum as part of a group.

For the eighteenth year, the museum offered a summer program called Young Pioneers for students in grades 2-5, and seventeen students participated. 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.

The Platteville Main Street Program organized Sweet Treats, a Halloween activity for younger children. As a participant the museum offered train rides. Over 220 costumed visitors toured the East Display and took a train ride.

Off-site program participation totaled 4,036 people this past year. The museum continued to offer visits to schools, with the most common theme being lead and zinc mining. Teachers requested classroom presentations on such topics as the Little House books, pioneer life, winter activities, Fourth of July, Native Americans, and the fur trade era. Younger students tried on a range of occupational, club, and stylish hats when studying the letter H and learned about spinning wool into yarn while learning about the letter Y. For these presentations artifacts and reproduction items from the education collection were brought to local classrooms. Sometimes these visits allowed the students to participate in an activity such as dipping candles or churning butter. Museum staff participated in a community

event, the 4th grade mural walk, which covered the five downtown murals and images. Stationed at the mining and farming murals, the curator and education coordinator discussed the images with five classes.

Staff made a presentation on mining at the Grant River Recreation Area campground.

The website provides information for people doing research on mining or local history. The museum added primary documents for teachers and students: John Rountree's Memoirs from 1870 and two newspaper accounts of the opening of the Bevans Mine in 1845. Other additions to the website included photographs and labels from the 2009 Christmas exhibit and photographs of the 2010 toy train exhibit.

The museum joined with other groups to inform people about the past. This year's collaborative efforts included the Platteville Chamber of Commerce for the Platteville Historic Re-enactment, the Fort Crawford Museum and Prairie du Chien Historical Society for Cannons at the Fort and the Grant County Historical Society on a program for the Winter Lyceum.

At the request of staff from the UW-Platteville Pioneer Student Center, a display of military uniforms from WWI, WWII and Vietnam was put up at the center for their Veteran's Day commemoration.

The Rollo Jamison Museum hosted three presentations for its Winter Lyceum. Musician and singer Bob Welch and Laura Hess on the fiddle presented *Johnny Reb and Billy Yank: Songs of the Civil War*. This program was co-sponsored by the Grant County Historical Society. In first person, actor and historian Jessica Michna performed *An Evening with First Lady Eleanor Roosevelt*. John Broihahn, Wisconsin State Archaeologist, reported on the results of a local project in *A Smelter's Life: Archaeological Investigations at the British Hollow Lead Smelter*. Donors provided \$837 in funding for the Lyceum programs.

The Platteville Historic Re-Enactment continues to be very popular with area educators. The re-enactment was held on September 10, 11, and 12. During the first day of this year's re-enactment at Mound View Park, 1,972 students came from area schools. 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 another 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.

The museum had a greater role in the organization of the 2010 re-enactment. The director and curator and Museum Board president and secretary served on the 2010 Platteville Historic Re-enactment Committee.

On September 17 and 18 the museum participated in the Cannons at the Fort encampment. This event is held at Fort Crawford in Prairie du Chien. The education coordinator used sample materials and tools to discuss lighting in the first part of the 19th century and demonstrated candle dipping. Five hundred fifteen students stopped at the candle site on the school day, and 155 visitors attended the event on the following day.

Special Events

At the Winter Toy Train Exhibit held on February 6, 7, 13 and 14 museum staff and volunteers provided a number of running displays of model trains, both antique and modern. Museum volunteer Bill Schilling built a G scale a 10' by 30' North American freight layout, along with 3 smaller layouts. George Olthafer provided a layout with Marx trains and filled two display cases with Marx tin-type train sets.

The museum expanded the standard gauge layout from Christmas to 8' by 35' and built a 10' by 10' O gauge layout. Besides classic equipment provided by the volunteers, visitors were encouraged to bring their own trains to run.

Children played with wooden toy trains on the floor in the play area. As engineers they hooked up cars and loaded and unloaded freight and passengers. Thanks to volunteer John Urness, youngsters could push the button and watch Thomas the Tank Engine run. A total of 1,419 people came to see the trains during the days it was open to the public.

The Jamison Museum Association sponsored Heritage Day, held on July 4. This year's attendance was 768. The special Heritage Day exhibit, *Trade Cards: Colorful Freebies* showed examples of advertising cards given away by merchants and manufacturers around the turn of the last century. Members of the Southwest Wisconsin Auto Club exhibited their cars on the museum grounds during the day. The Wundo Band gave three performances in the tent set up in the backyard. Bob Welch played guitar and banjo and sang songs from the Civil War era

for morning and afternoon performances inside the museum. Besides playing outdoor games, children decorated fans for the hot summer days. Volunteers helped people of all ages create a corn husk doll. The JMA, as in the past, provided guides and demonstrators. Volunteers demonstrated the treadle sewing machine, gramophones, music boxes, and the player piano. Others demonstrated the pedal jigsaw and helped the children with laundry. Local collectors exhibited antique tractors and several different hit and miss engines. The Platteville Schools Music Boosters provided refreshments.

The JMA Annual Meeting was held on November 10. Board member Eileen Engelke with the help of her husband, Gary, organized and prepared a pasty dinner as a fundraiser. Because the Engelkes donated the ingredients, profits for the dinner ticket sales came to \$1970. The program and dinner were held at the First English Lutheran Church hall. Gary Tuescher planned the program and acted as moderator for *War and Remembrance*. Jack Teidemann spoke about his experiences as a soldier in Europe during World War II. Roy Shaver talked about his life on the Home Front with a brother overseas during World War II. Charles Horne reminisced about his work as a cook during the Korean action and Dave Kies talked about his experiences during the Vietnam War.

Deck The Halls was the theme of the Christmas exhibit. The exhibit opened December 4 and ran through the month of December. In the play area children built a marble maze or piled blocks depending on their age. A wooden puzzle copied from an 1860s book involved putting odd shaped pieces together until they made a square. With another puzzle, the six sided blocks made six pictures from the 1920s. Children could play an early board game available during the 1860s, *Cottage of Contentment*. These toys were selected because they matched the years shown in the exhibit areas. Pictures showing different Christmas decorations over the years and samples of gift wrap from the 1930s hung on the walls.

Children made ornaments using directions and ideas from 19th and 20th century sources. They played Christmas songs on the player piano and looked for hidden treats in the bran pie. Staff ran the Lionel standard gauge toy trains. Children who were part of a school group played the party game of tossing crepe paper snowballs through a wreath.

Several groups provided seasonal music programs. One Sunday afternoon, the Platteville Chorale gave a concert. The Blue Notes, a Platteville High School group, sang another night. Groups from the Platteville Children's Choir performed on three

evenings. Out of the total attendance of 1,729 people who visited the Christmas exhibit, 608 attended the five performances and 697 people came as part of a school group and received guided tours.

Using the Christmas exhibit as its setting, the Museum Board and JMA Board had a joint meeting and supper on December 15. City Council members were invited to attend. Two other groups, P.E.O. and the Main Street Program also hosted events at the exhibit.

PERSONNEL

The staff consists of three permanent, full-time positions: museum director, curator, and education coordinator. City money also funded 15 limited term employees as tour guides, weekend supervisor, museum technician, brochure distribution and promotion, custodian, and laborers. One student was hired through UW-Platteville work-study program.

Volunteers worked 1,121 hours, making a very significant contribution to the museum. They worked in a variety of areas, including tour guiding, exhibit set up, maintenance, program assistance, computer assistance, promotion, and demonstrations for special events. Two volunteer tour guides worked during the busy spring season. These dedicated volunteers allowed the museum to accept group tour reservations knowing that guides were available. One volunteer organized the spring flower project. Under her leadership seven Girl Scout troops planted 276 flowers in the terraces and planters. On Heritage Day, over 153 hours were donated by volunteer demonstrators and guides. Volunteers spent 270 hours working on the toy train exhibits. Four volunteers took care of membership, the newsletter, fundraising, and the website in 2010, and their contributions totaled 65 hours.

Training

In 2010, one new mine tour guide was trained. Returning guides were familiarized with the new and changed exhibits in the Rollo Jamison Museum. The volunteer guides gave school tours of the Rollo Jamison Museum. The new mine tour guide received one week of formal training with the training sessions conducted by the education coordinator. The coordinator discussed the principles of tour guiding and the museum's policies and purpose and assigned reading material on the

specifics of the museum as well as background information on 19th century life and tour-giving techniques. The trainee observed other tours and gave a sample tour to the education coordinator. Additional information was necessary for the special events, and this was given verbally and in writing to the guides prior to the events. The guides also received additional training enabling them to work as store clerks.

Permanent Staff Development

The education coordinator completed an on-line continuing education course in teaching earth science. The curator and education coordinator attended the annual meeting of the Wisconsin Federation of Museums, *Museums Matter*, in Oshkosh. The Wisconsin Federation of Museums sponsored two workshops that were attended by museum staff. The education coordinator went to the EAA AirVenture Museum in Oshkosh for *Building Relationships to Build School Audience* and the curator attended *Wisconsin Archeology in Your Collections* at the Villa Louis in Prairie du Chien.

SUPPORT

The 2010 Museum Department city budget appropriation was \$279,499. Revenue from ticket sales was \$28,694. Gift shop gross sales totaled \$12,375.

The museum used volunteers as tour guides, performers, laborers, and workers on exhibits and promotion for a total of 1,121 hours valued at \$10,239.

Using money they raised, the JMA spent \$4,737 for exhibit materials and equipment, supplies for the Christmas exhibit, promotion of special events, programming, newsletters, postage, and landscape materials.

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 through the city's portion of the room tax, the museum staff wrote grants and solicited personal donations which provided an additional \$3,800.

ADMINISTRATION

The Museum Board in 2010 consisted of: Dave Allen, Museum Board president; Anne Tennies, at-large; Clyde Holverson, at-large; Marilyn Gottschalk, at-large; Clay Shaffer, at-large; John Urness, secretary, Superintendent of Public Schools representative; Barb Daus, Council representative; James Hibbard, JMA representative; and Deb Weigel, Jamison Trustee representative, ex-officio. The board meetings were well attended, with the members providing useful suggestions and much lively discussion.

The Museum Board, using its 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 that day 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.

The Jamison Museum Association board of directors administrates the activities of the JMA such as fund raising, membership, volunteer coordination, and special events. The board in 2010 consisted of: James Hibbard, president; Peg Burkard, vice-president; Eileen Engelke, treasurer; Mary Turner, secretary; Gary Tuescher, and Gary Pothour, with Dave Allen, Museum Board representative and Steve Kleefisch, museum director, as non-voting members. The JMA Board's monthly meetings were well-attended, with the members working closely with museum staff on the planning and financial support of Heritage Day, the annual meeting, and the Christmas exhibit.

The Exhibit Committee continued its work in 2010. Current committee members are Dave Allen and Marilyn Gottschalk, Museum Board, Peg Burkard and Gary Tuescher, JMA Board, and Clyde Holverson, at-large member. The committee met to review and approve the long-range exhibit plan for 2011-2015. The long-range exhibit plan includes regularly scheduled changes which will encourage repeat visits by area residents. Please turn to the Appendix for an overview of the current plan.

The museum and staff have been members of the Wisconsin Federation of Museums since 1985. The curator has served as the secretary of the Wisconsin Federation of Museums since 1993. 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 Association of Museums, and the Midwest Art Conservation Center.

BUILDINGS AND GROUNDS

Ihm Builders started work on exterior repairs to the Mining Museum in May and wrapped up in the first week in November. The exterior work included repair or replacement of deteriorated wood moldings, tuck pointing around windows, caulking, scraping and painting. The metal roof was repaired and recoated. Museum staff used steel and concrete to jack up and support a broken stone lintel over a window opening. Work will continue in January 2011 on the Mining Museum window sashes in the museum shop. Funding for this project (approximately \$27,500) came from transfers from previous years' budgets and the 2010 budget.

PROMOTION

The museum was actively promoted in a number of ways. Approximately 30,000 brochures were distributed: in person throughout southern Wisconsin, northwestern Illinois and eastern Iowa; by mail; and locally through Platteville businesses, the Platteville Chamber of Commerce Visitor Information Center, and the University. Brochures were also distributed through Ad-Lit along its Southwestern Wisconsin Highway route and the southern route of RecRak Distribution. Debi Sigwarth, who promoted the museum by distributing brochures, attended the Tri-State Tourism Conference and the Governor's Conference on Tourism.

Information about the museum was also available via the Internet at its website at www.mining.jamison.museum and at the museum's page on the city website. The sites provide information about upcoming events as well as details about the museum. The museum information was also available through links at such sites as the Platteville Chamber of Commerce, Wisconsin Federation of Museums, Tri-State Tourism Council, the Galena Jo Daviess CVB, Grant County Tourism, 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.

The education coordinator attended the Southern Wisconsin Educational In-service Organization (SWEIO) conference in Madison where the museum was promoted as a potential field trip

for schools. It also served as promotion to the attendees as a personal trip with their families.

The museum staff worked with the Chamber of Commerce and Fourth of July committee to promote the museum. The museum is also a member of several other promotional organizations: Galena Jo Daviess County Convention and Visitors Bureau, Tri-State Tourism Council, Hidden Valleys, and Uplands. Because of these memberships, the museum is represented in several travel shows.

The museum's events are promoted in the JMA's newsletter which is printed four to five times a year.

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.

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

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 reviewed this report and approved it at its February 16, 2011 meeting.

Respectfully submitted,

David Allen
Museum Board President

Overview of Rollo Jamison Museum Long-Range Exhibit Plan 2011-2015

Five broad themes have been developed that most future exhibits on the first floor of the Rollo Jamison Museum will come under. ***Making A Living*** highlights the many ways that men and women have earned a living in the past. ***Daily Life*** shows many of the activities that go on inside the family home. ***Learning A Lesson*** focuses on the school room and education. ***Having Fun*** looks at the many kinds of recreational activities that have been available over the years. ***Those Who Serve*** highlights those who serve the community. These seem to cover most of the existing exhibits and the ideas currently on our list. Having themes like these makes it easier to plan new exhibits both intellectually and spatially. They will also help visitors make more sense of the exhibits by having broad ideas that smaller, more specific pieces of information can fit into.

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 exhibits for the themes discussed above will be found.

2011 New Exhibits

Ground Floor: Scenes from Childhood

First Floor:

Making a Living: Russell Mfg. Co.

Learning a Lesson: rural schools

Those Who Serve: change uniforms/services represented

2012 New Exhibits

Ground Floor: Platteville's Fraternal Societies

First Floor:

Making a Living: SW Wisconsin breweries

Daily Life: kitchen, laundry, sewing, to reflect the effects of rural electrification

Having Fun: City Band

2013 New Exhibits

Ground Floor: Ethnic Communities of SW WI

First Floor:

Making a Living: Platteville doctors

Learning a Lesson: Teaching Teachers to Teach

2014 New Exhibits

Ground Floor: Platteville's History in Architecture

First Floor:

Making a Living: Platteville authors

Having Fun: Platteville arts groups

Those Who Serve: Public Servants

2015 New Exhibits

Making a Living: Platteville lumber/building companies

Daily Life: kitchen, laundry, parlor to pre-electricity

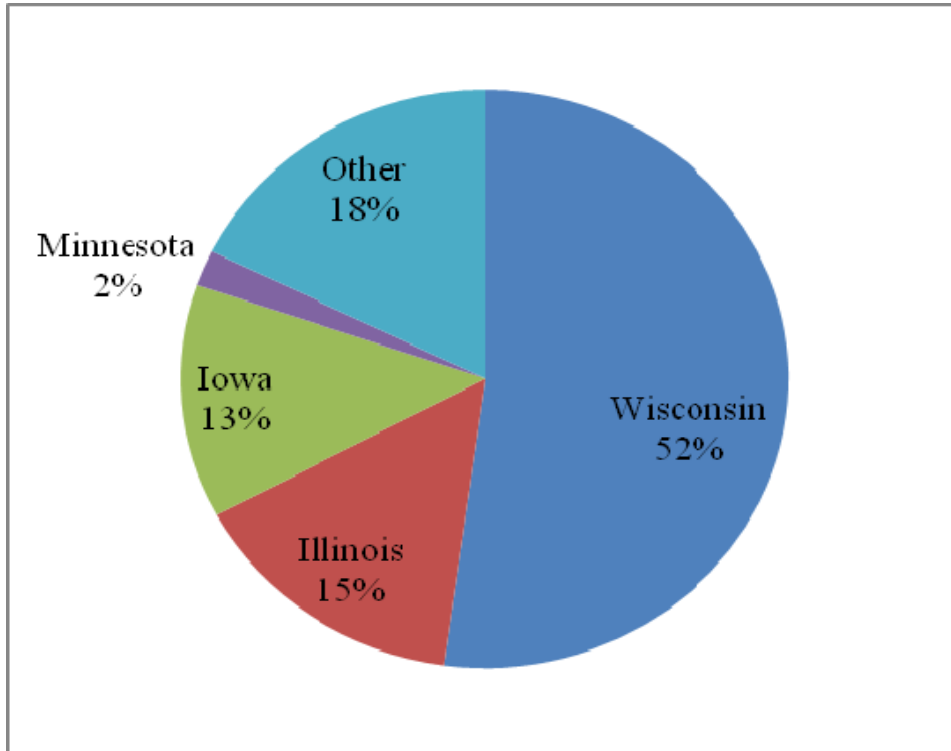
2011 Projects - Mining Museum

Clean and maintain existing exhibits

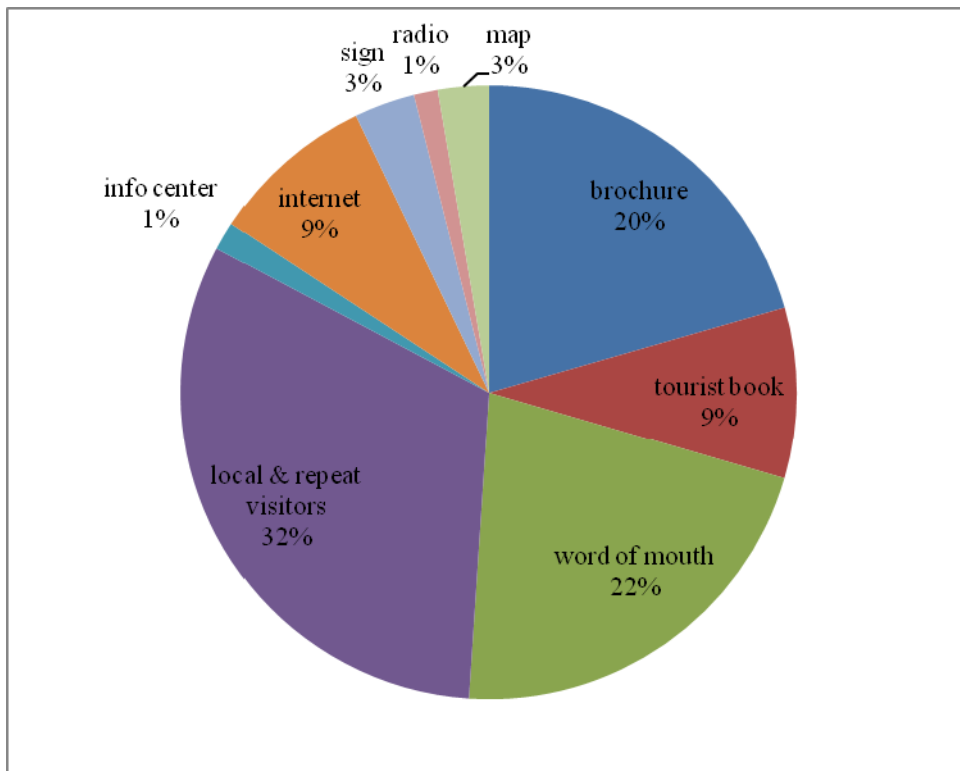
Re-do exhibit on Lorenzo Bevans

2010 Visitors Survey
Total Surveyed (ticketed walk-in) 1,760

Visitors by State



Guests who purchased tickets were asked how they heard about the museum. Some gave more than one answer.



2010 ATTENDANCE

**TOTAL PARTICIPATION IN ALL MUSEUM
PROGRAMS AND EXHIBITS** **14,549**

BREAKDOWN OF ON-SITE MUSEUM ATTENDANCE

- AGE -
Adult 5,668

Children (through age 15 or students) 4,845

TOTAL ON-SITE ATTENDANCE **10,513**

Tickets for general public - 71% adult
- 29% child
Prearranged group tours - 28% adult
- 72% child

- TYPE -

Walk-in 6,603
Prearranged group tour 3,910

TOTAL ON-SITE ATTENDANCE **10,513**

- GROUP TYPE -

School (K-12) - 81 tours 3,280
Education (adult) - 4 tours 101
Organization - 6 adult tours 157
Organization - 7 youth/family tours 295
Business - 2 tour 72
Promotion - 1 tour 5

TOTAL GROUP TOUR ATTENDANCE **3,910**

BREAKDOWN OF OFF-SITE ATTENDANCE

School visits/youth organizations (K-8) 671
Historic Re-enactment 2,542
Cannons & Redcoats, Fort Crawford 670
Adult organizations 153
TOTAL OFF-SITE ATTENDANCE **4,036**

COMPARISON BY YEAR OF MUSEUM ATTENDANCE

	TOTAL	ON-SITE	OFF-SITE
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
2002	16,624	11,643	4,981
2001	14,506	11,126	3,380
2000	15,313	10,950	4,363

**THE
MINING
MUSEUM**



**ROLLO
JAMISON
MUSEUM**

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HOME MINING MUSEUM ROLLO JAMISON SUPPORTING THE MUSEUM EVENTS EDUCATIONAL PROGRAMS



Check out the museum site at www.mining.jamison.museum

Here are some of the pages seen on the site

HOME

MINING MUSEUM

**MINING HISTORY
MINE LIGHTING
MINE TRAIN
EARLY MEMOIRS
NEWSPAPER ACCOUNTS**

ROLLO JAMISON

**ROLLO BIO
QUILTS AND COVERLETS**

SUPPORTING THE MUSEUM

EVENTS

**Current events of 2010
Toy Train Exhibit, 2010, 2008
Christmas exhibits, 2009, 2008, 2007, 2006**

EDUCATIONAL PROGRAMS