Hawai‘i Museums Association 2014 Conference
“Museums 20/20: Vision & Visitors”

April 25-26, 2014
Mānoa Ballroom, 5th Floor
Japanese Cultural Center
2454 Beretania Street
Honolulu, Hawai‘i

Please join us for our annual conference! The Hawai‘i Museums Association Conference serves museum professionals working in Hawai‘i whose research and practice span more than 100 museums in Hawai‘i.

Continental breakfast and luncheon buffet are included in the registration fee. Guest Parking is available in the parking structure of the Cultural Center. A flat rate will be charged to guests with validation.

Conference Sessions
Understanding & Engaging Museum Visitors
Keynote Speaker Wendy Meluch, Visitor Studies/Satisfaction Evaluator
An overview of what we know about museum visitors and how we know those things. A growing body of research on a variety of topics can provide information about how visitors behave, and how to engage and support them. Are we succeeding in engaging visitor and achieving our goals with them? Successful visitor experiences are at the core of our missions and a basis of institutional survival.

What’s New & Changing: Digital Initiatives at Home and Abroad
Moderator: Karen Kosasa, Director, Museum Studies Graduate Certificate Program at U.H. Mānoa
Panel discussion with graduate students from the University of Hawai‘i present a review of new and ongoing digital projects in Hawai‘i and the continental U.S. A glimpse of exciting initiatives in collections care, preservation, exhibition design, education, community outreach, and website design are changing the ways we engage with museums, visitor centers, historic homes, and related places. The Q&A session will provide an opportunity for audience members to ask questions, share information about their institutions’ digital initiatives, and voice excitement, concern, and skepticism about where these projects may be taking us.

Cultural Heritage Tourism & the Visitor Industry
Kiersten Faulkner, Executive Director, Historic Hawai‘i Foundation will explore the benefits, opportunities, challenges, and barriers related to heritage tourism.

Roundtable Discussion Topics
- Public Programs,
- Volunteers/Docents,
- Social Media,
- Visitor Satisfaction, and
- Education.

Online Registration:
https://events.r20.constantcontact.com/register/eventReg?llr=unuq9dab&oeidk=a07e8k62wkr8f089bb6

Map showing location of HMA Conference site.

President’s Report
Thanks to the generosity of the following co-sponsors, we were able to offer a 2nd Exhibition Critique to our members and others in the museum community: Hawai‘i Council for the Humanities and The Friends of ‘Iolani Palace. A special thanks goes out to Stacy Hoshino of the Hawai‘i Council for the Humanities for organizing the critique and to Kippen de Alba Chu of ‘Iolani Palace for once again providing a venue. Based on the excellent turnout and favorable comments, we will soon be planning the 3rd Exhibition Critique.

Please join us for our Annual Meeting and Conference, Museums 20/20: Vision & Visitors on April 25th and learn more about museum visitor studies, advances in digital initiatives, and heritage travelers. Online registration has begun and registration for fieldtrips is limited. Register soon if you plan to attend the tours offered at Bishop Museum on Thursday, April 24th or Honolulu Museum of Art on Saturday, April 26th.

I look forward to seeing you in April,
Jane Hoffman

Inside this issue of Nūhou—
- Statewide Cultural Heritage Emergency Network
- 2nd HMA Exhibition Critique
- Maui Loses Its Commission on Culture and the Arts
- Keynote Speaker Profile - Wendy Meluch

VOLUME 45
NUMBER 4
WINTER 2014

Quarterly Membership Newsletter of the Hawai‘i Museums Association
The Heritage Emergency Partnership – Developing a Coordinated Statewide Cultural Heritage Emergency Network

On June 19 & 20, 2013, four representatives from Hawai‘i: Lorinda Wong-Lau, State Civil Defense; Susan Shaner, Hawai‘i State Archives; Jane Hoffman, Hawai‘i Museums Association; and Malia Van Heukelem, University of Hawai‘i Library participated in one of three national Heritage Emergency Partnership forums in Portland Oregon held by the Chief Officers of State Library Agencies (COSLA).

COSLA is addressing the roles and responsibilities of state, territorial, and tribal libraries, archives, museums, and emergency management agencies to protect our cultural heritage in the face of major disasters. This project aims to promote the development of statewide cultural heritage emergency networks with the long-term goal of incorporating cultural heritage into state emergency management plans and programs."

The Hawai‘i State Civil Defense Disaster Assistance Branch Chief, Lorinda Wong-Lau, has offered to connect us with Pacific Disaster Center training on web-based mapping overlay to add locations for historic sites, archives, libraries, and museums. There are also outreach opportunities where a Civil Defense representative can inform agencies what is eligible for FEMA funding and offer a courtesy walk-through of cultural heritage institutions.

Many of us working in Hawaii’s libraries, archives, and museums are familiar with and have participated in meetings related to the Connecting to Collections statewide planning grant that was funded by the Institute of Museums and Library Services in 2010-2011. The resulting document titled Preserving Cultural Heritage Collections of Hawai‘i: A Statewide Preservation Plan identified three common needs: preservation information; education & training; and building a statewide preservation network. One of the goals for the statewide collection preservation network is to develop disaster response plans for collections.

Want to get involved? Email Malia Van Heukelem (maliavh@hawaii.edu) to be added to Hawaii’s Connecting to Collections listserv. In the event of a local collections emergency or disaster, the listserv will be utilized as a community resource for response and information.

IMLS Announces Effort to Strengthen State Museum Associations

Washington, DC — The American Alliance of Museums (AAM), working in cooperation with the Institute for Museum and Library Studies (IMLS), explores capacity-building strategies for state museum associations to better serve local museums. State museum associations operate with a variety of governance structures. Typically they have small budgets and limited opportunities for networking and information sharing as a group. IMLS and AAM hosted a national meeting for state museum associations March 28 and 29 in Crystal Bridges Museum of American Art, Bentonville, Arkansas to assess their needs and develop capacity-building strategies. The purpose of the initiative is to share, explore, and identify the characteristics of a successful, sustainable state museum association and the barriers to success and substantiality.

Throughout the United States, 45 museum associations help museums in their states provide lifelong learning experiences as well as preserve and interpret cultural, artistic, and scientific heritage. For many museums, especially small museums and museums in remote areas, these state museum associations play a significant role in providing technical assistance, professional development opportunities, and more.

This convening of state museum association leaders is an important forum for the museum field to determine how it can work collaboratively to reach – and serve – all museums. Jane Hoffman, HMA President and Heather Diamond, HMA Vice President represented Hawai‘i at this first national convening of state museums associations.

Wendy Meluch - HMA Conference Keynote Speaker

Wendy Meluch began consulting in evaluation in 1997 and established Visitor Studies Services shortly after that. As Principal of VSS, she enjoys working with a wide variety of educational leisure centers including zoos, parks, gardens, science centers and museums. Experience as a museum director, professional fundraiser, and educational tour operator informs her work as a program and exhibit evaluator. Wendy has spoken internationally about visitor studies and evaluation. She holds an MA in Museum Studies from San Francisco State University, and BA’s in Anthropology and Tourism Management, and a Certificate of Latin American Studies from Michigan State University. Wendy and her associates always appreciate being part of the solution, doing valuable work that is enjoyable as well.

Co-Sponsorship of the keynote speaker is provided by the Museum Studies Graduate Certificate Program, University of Hawai‘i at Mānoa.
2nd HMA Exhibition Critique

By Stacy Hoshino

In order to fulfill HMA's mission to provide professional development for its membership and to "be a catalyst for the exchange of information and ideas among museums and related institutions in Hawai'i," the 2nd HMA Exhibition Critique, co-sponsored by Hawai'i Council for the Humanities and The Friends of 'Iolani Palace, took place on February 28, 2014, from 6:00 to 7:30 pm, in the 'Iolani Palace Kanaina Building.

The European and American Art Galleries of the Honolulu Museum of Art were the featured exhibition to be critiqued.

The evening's format was made up of two sets of panelists: Field Professionals, Jaimey Hamilton Faris, Associate Professor of Art History at the University of Hawai'i at Mānoa, and Neida Bangerter, Gallery Director of the Schaefer International Gallery, at Maui Arts & Cultural Center; and the second set of panelists was the Honolulu Museum of Art Exhibition Team, consisting of Theresa Papanikolas, Curator of European and American Art, Larry Maruya, Installation Designer, and Jared Stone, Art Director. The discussion was moderated by Karen Kosasa, Director of the Museum Studies Graduate Certificate Program at the University of Hawai'i at Mānoa.

With over 50 people in attendance, they listened to thoughtful and provocative critiques on curatorial choices and ways of seeing and learning by the Field Professionals, and the Museum staff responded to their comments. Some questions posed were, "What is the responsibility of the museum to address diversity and public engagement and to take risks to meet the needs of diverse communities?" "How are museums providing other ways of engaging with their displays by offering more than the usual looking and reading experience?" "Can new technologies, such as QR codes, and cell phones, offer a richer visitors experience?" Relevant "nuts and bolts" questions were asked such as, "How did staff choose wall colors?" "Why deep cases were used to display prints and drawings which made it difficult to view the artwork?" Towards the end, the critique was open to the audience for questions while the evening's discussion continued.

As with the first, the goal of the second HMA Exhibition Critique was to investigate best practices, objectives, and the choices made in creating exhibitions; cultivate critical thinking and engagement of the work we do; allow for a professional critique of an exhibition in a public forum; and encourage attendees to think about the comments and issues raised.
Maui Loses Its Commission on Culture and the Arts

By E. Tory Laitila

Without much fanfare or notice, and with no objections, the County of Maui repealed its Commission on Culture and the Arts. After decades of existence, this county level board with geographical representation was dissolved via Bill No. 83, proposed by Mayor Alan Arakawa. “A BILL FOR AN ORDNANCE REPEALING CHAPTER 2.37, MAUI COUNTY CODE, RELATING TO COMMISSION ON CULTURE AND THE ARTS” unanimously passed final reading at the November 1, 2013 meeting of the Maui County Council; it was signed by Mayor Arakawa the same day. Effective upon signing, Ordinance 4079 quietly and completely eliminated the Maui Commission on Culture and the Arts.

Was this dissolution of the Commission simply an effort to save money? A 2011 report from the Cost of Government Commission recommended dissolving the Commission. Or was it a lack of professional staff or even a lack of interest in culture and the arts? At the first reading of the Bill in the Policy and Intergovernmental Affairs Committee on September 30, 2013, the Economic Development Director stated that the Commission is no longer essential to the purpose it was formed, even with the County spending close to $1 million a year on arts, culture, arts facilities, festivals, and events. The public can read the transcript of the meeting to determine for themselves (http://www.co.maui.hi.us/ArchiveCenter/ViewFile/Item/18480, starting on page 22). Whatever the reason was, the voice of the arts and culture in local government has been silenced on Maui.

Request for Images of Member Organizations For HMA Conference

A power point presentation of HMA’s member organizations will be created by Margo Vitarelli and shown during the HMA Conference in April. Any photo that portrays your organization can be used such as: objects and artifacts, exhibitions, festivals, demonstrations, historical images, buildings and grounds, visitors, docents and staff, curatorial and behind the scenes activities, and living collections of plants and animals.

Please send your 5 favorite photos and include a brief caption stating the place and/or event, and date for historical images – no long descriptions. Photos must be high resolution and emailed to: margomhc@hawaiiantel.net by Friday, April 11th.

Websites for Grants & Resources

Institute of Museum & Library Services www.imls.gov
Heritage Preservation www.heritagepreservation.org
National Endowment for the Humanities www.neh.gov
National Endowment for the Arts www.nea.gov
American Assn. for State & Local History www.aaslh
Western Museum Association www.westmuse.org
American Alliance of Museums www.aam-us.org
Hawai‘i Museums Association www.hawaiimuseums.org
Hawai‘i Council for the Humanities www.hihumanities.org
Historic Hawai‘i Foundation www.historichawaii.org

Nāhou is the quarterly newsletter of the Hawai‘i Museums Association which carries articles of professional interest to HMA members. Submissions to Nāhou are welcome, subject to editing, and should be received c/o HMA at the above address by January 20, April 20, July 20, and October 20. Photos and artwork are welcome and encouraged. HMA reserves the right to accept, reject and edit all submissions.

HMA Board of Directors 2013-2014

President: Jane Hoffman, Kilaeua Point Natural History Assn
Vice President: Heather Diamond, ‘Iolani Palace
Secretary: Malia Baron, Bishop Museum
Treasurer: Kelly Ota, Daughters of Hawai‘i / Queen Emma Summer Palace
Hawai‘i Director: Barbara Moir, Lyman Museum & Mission House
O‘ahu Director: Malia Baron, Bishop Museum
Kaua‘i Director: Jane Hoffman, Kilaeua Point Natural History Assn

Directors-at-Large:
Suzette Scotti, Leeward Community College
Christy Takamune, Japanese Cultural Center of Hawai‘i
Shari Tamashiro, Kap‘olani Community College Library
Michael Thomas, Joseph F. Rock Herbarium, U.H. Mānoa
Christopher Wong, Hawai‘i Commission for National & Community Service

Past President: Stacy Hoshino, Hawai‘i Council for the Humanities

HMA Communications

Membership Officer: E. Tory Laitila,
Mayor’s Office on Culture & the Arts
Nāhou Newsletter Editor: Chris Faye, Kaua‘i Museum
HMA Webmaster: Rich Tully, Websites Hawai‘i

The Hawai‘i Museums Association is a nonprofit corporation dedicated to communication and cooperation among the staffs and supporters of Hawai‘i’s museums. Membership, subject to approval by the HMA Board, is open to all individuals, educational institutions, historical organizations and museums interested in the growth and development of the museum professionals and its activities in the State of Hawai‘i. Individual memberships: Students $15, Out-of-State $20, Single $35 per year, Dual $65. For institutional rates and applications please refer to the website at www.hawaiimuseums.org. Complete and mail with payment to: Hawai‘i Museums Association, P.O. Box 4125, Honolulu, Hawai‘i 96812-4125.