**Sample Agenda for Museums Meeting in a Hub City**

*A Museums for All Hub City is a community where at least three museums participate in the initiative. Many Hub City museums find it beneficial to meet regularly (monthly, bimonthly, or quarterly) to discuss the implementation of Museums for All at their museums, as well as ways to leverage and promote their participation to potential visitors and local stakeholders. This sample agenda outlines potential discussion topics for these meetings.*

**Current and Potential Museums for All Participants**

**Hub City Meeting**

**Introductions**

* Name
* Name of institution and core mission
* Number of annual visitors
* Are you a Museums for All participant? If yes, for how long?
* How do you “offer” the program? Free? Fee? Do you offer additional benefits beyond admission?

**Talking Points: What is the core benefit to the museum, guests, and community?**

* Offers a welcoming opportunity to share your mission, lets folks try the museum in a low-risk way
* Know that the reduced admission goes directly to those who experience a financial barrier
* Provides access to historically less welcoming venues
* Families can take advantage together since the fee is small
* Funders feel good about a verified financial access program
* Press likes to tell this story

**Discussion Question: What is the benefit of all the cultural institutions in a community participating?**

* How might current participants connect and encourage other cultural partners to offer Museums for All?
* What is the benefit of a big museum participating? A small museum?

**Spotlight on one museum:**

* What was your path to participate in Museums for All?
* What barriers did you encounter? How did you tackle these issues? What are your results so far?
  + Benefits to institution
  + Financial impact
  + Approvals
  + Marketing and getting the word out
    - Onsite signage and website advertising
* What surprising things happened?
  + Too many visitors?
  + No one taking advantage?
  + Training team to make it “no big deal”

**Planning Question: What tools are available to ensure success of the program in our city?**

* Branded collateral
* Sample press release
* Training recommendations
* One pager for SNAP administrators
* Webinars, hangouts, and Groupsite
* List of current participants

**Planning Question: Who are potential community partners for hub city museums?**

* Press
* City officials
* Social service organizations (homeless shelters, food banks)
* Education partners (schools, park district)
* Board members
* Donors/Corporate partners

**Next Steps: Road Map**

* What are the action items and deliverables your city needs to implement Museums for All as a collective?