

FY-2022 Quarter 1 Report

GENERAL MANGER / BIG BEAR MEDIA (PRINT/MAIL/TOURISM/KALI)

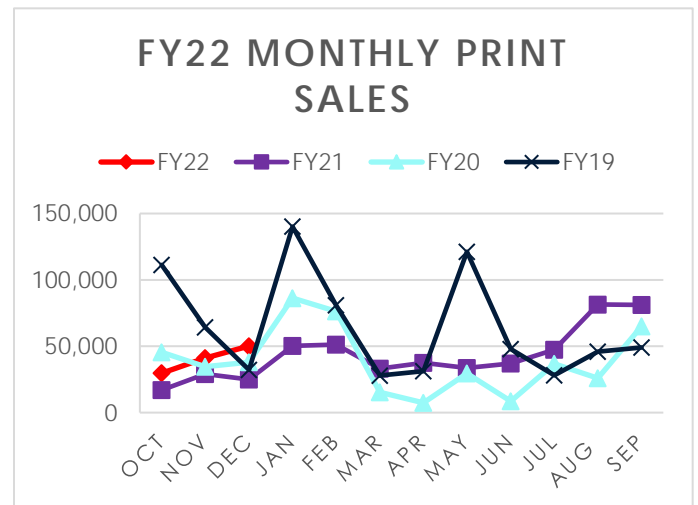
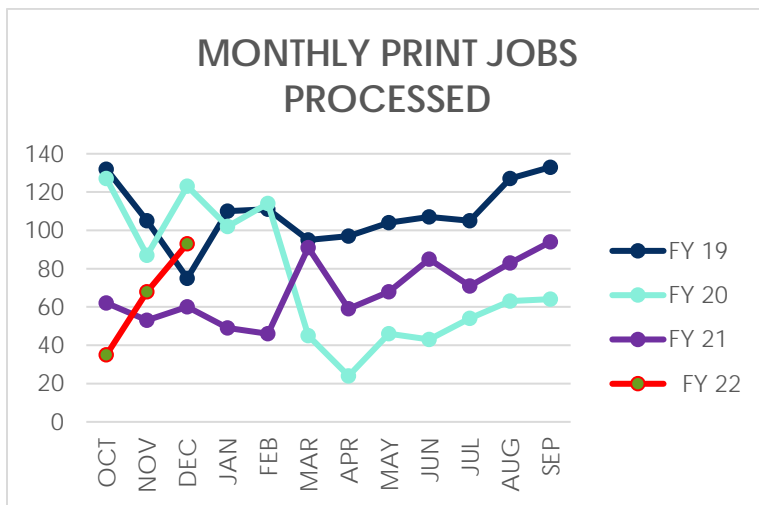
Status report of Outcomes/Goals

1. This report will focus on the operational sustainability for Big Bear Media/Print Operations. Printing has been an in-plant service that seeks outside customers and funding.
2. The top accomplishment: Average Print jobs 65. Exceeded FY Q1 Print jobs processed.
3. Currently working on hiring a graduate program graphics position.

Outcome/Goal # 1

Operational Sustainability BBM: Print Operation, Mail Center, Tourism & Kalihwisaks

MEASUREMENT: Quarter 4 Statistics



ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Quarter1 FY22 Print Sales projection was \$160,000, actual 119,914. TC need for FY22 62,772 – not \$26,564 variance to Print software to Power 8 Revenue totals. This is due to timing and setting up new FY22 Print POs. Tourism Room Tax surplus after expenses \$84,140. Paper stock continues to be allocated through our supplier. BBM has additional stock in the event there are further issues. Completed ARPA request for digital store front and additional equipment. Received \$8K grant from the Wisconsin Humanities Council to create educational template.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Completed ARPA request for digital store front and additional equipment. The additional equipment will allow Big Bear Media to create door and wall graphics, decals, stickers and more.

HOW HAS THE COVID-19 PANDEMIC IMPACTED THE OUTCOME/GOAL:

Managing with limited staff.

Outcome/Goal # 2

Advancing On^yote?a.ka Principles

MEASUREMENT:

Video Transfer Oneida Elder Interviews	Total Tapes	Completed Transfer/YouTube	% Completed
Mini DV Tapes Phase I	294	294	100% YouTube
Beta Tapes Phase II	387	350	50
REEL to REEL Phase III	TBD @ cottage		0
Gordy McLester Collection	Current Box	Total pieces scanned	Total pieces Uploaded to web
12/30/21 – Student worker reduced hours due to covid. (hold until March)	17 of 32 boxes have been numbered and indexed	1,244 On hold until boxes completely organized	1,149 (some items not for public)
Social Media FB (limited)	Total Posts	Reached	Engaged Users
Oct – Dec 2021	46	67,818	5,347 – highest Finding CJ Virtual Film
Oct – Dec 2020	27	12,698	1,278
Oneida Tours (ON HOLD)	# of Tours 0	Total Persons 0	2 – 2022 booked

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

New Amelia Cornelius Culture Park draft plans received. Includes; accessible trails, ramps to the log homes, trails, pavilion, visitor center/bathrooms, parking lot, resurface vets parking lot, move DPW shed. Big Bear Media supported time of need campaign for the Oneida community by hosting a virtual film: Finding CJ and time of need post card.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

6 Months – Complete ARPA fund request to make the ACCP accessible with trails etc. See above. Complete an EDA Tourism Grant – pitch visitor center for ACCP. Rework ExploreOneida.com website, Work with the Wildlife Sanctuary advertisement/panel project, and complete Creation Story Book.

HOW HAS THE COVID-19 PANDEMIC IMPACTED THE OUTCOME/GOAL:

(Continues) - Greatest impact is not having enough time to focus on creating digital humanities media.

Outcome/Goal # 3

Advance Forward using Technology

MEASUREMENT:

Project #1 – 3D Design phase of creating white corn for the long house.

Project #2 – Oneida Talking Paintings – Adding additional panel for log home/Rosa Minoka Hill & Josiah Powless (10% complete) – on hold until the winter due to covid.

