CHAIRMAN'S CORNER
Boost Your Summer Productivity: Stay Involved!

Glenn Dowd, CPP, Chair, Cultural Properties Community Steering Committee

As we head into the summer months, many of our cultural property security professionals have already decided about their participation in upcoming events like the *Global Security Exchange* (GSX) in Orlando, or the Smithsonian's *National Conference for Cultural Property Protection* (NCCPP) in Los Angeles this September. Whether you choose one of these conferences or opt for another path, the value of engaging with our community cannot be overstated. These two important security conferences offer you the chance to come away with invaluable information to support and improve your security program, and an opportunity to refine your security initiatives.

ASIS INTERNATIONAL® | Cultural Properties Community

For those unable to attend these events, I encourage you to consider deeper involvement within the **Cultural Property Community**. Joining one of our sub-committees or volunteering for collaborative projects can be immensely fulfilling. If you have ideas for presentations, articles, or webinars, know that ASIS and our committee members are ready and prepared to support your endeavors.

Glenn Dowd, CPP
2024 –2025 CPSC Chair

Newsletter Highlights

2024 CULTURAL PROPERTIES COMMUNITY STEERING COMMITTEE

Steering Committee Chair
Glenn Dowd, CPP

Steering Committee Vice Chair
Christopher Singh CPP

Steering Committee Secretary
Stephanie McKenna

COMMUNITY SUB-COMMITTEES

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*Doug Beaver, CPP
Paula Ratliff, Co-Chair

Community Engagement
James MacSkimming, Chair
Ibrahim Bulut, Vice Chair

Museum Subcommittee Chair
*Robert Carotenuto, CPP
Ilan Levine, Vice Chair
John DiPietro, Vice Chair

Library Subcommittee
Chester Price, Chair
Lori Flor, Vice Chair
Adam Raffone, Vice Chair

House of Worship
Russ Simons, Chair
Leonid Kalmanovich, Vice Chair
Robert Graves, Vice Chair

International Chair Subcommittee
Ricardo Sanz Marcos, Chair
Eduardo De Diego, Vice Chair

Zoological Parks Subcommittee
Steve Langton, Chair

*__*Past Council Chair__*

Chairman's Message

GSX
GLOBAL SECURITY EXCHANGE

23 – 25 SEPTEMBER, 2024
ORANGE COUNTY CONVENTION CENTER ORLANDO, FL

As of June 1, we've made strides towards our 2024 goals, with notable achievements including an international security conference presentation and several new submissions to Security Management magazine and our community newsletter. Our efforts also include three compelling presentations being prepared for this years **GSX conference**, on behalf of the cultural property community. Although we're only midway through the year, I remain optimistic about our potential to meet all of our 2024 goals, in the months ahead.

If you haven't already, now is an ideal time to **review critical components of your security management plan**, fire safety protocol, evacuation procedures, and active shooter response training. Changes such as campus expansions or renovations may require you to update these plans to ensure their effectiveness. Most importantly, scheduling life safety training sessions—including active shooter drills and fire safety evacuation drills—can significantly contribute to saving lives.

✷ **Smithsonian**
National Conference®
on Cultural Property Protection

In partnership with the
International Committee for Museum Security (ICMS)

September 23-25, 2024 │ Los Angeles, California

The Impact of Radicalized Demonstrations on Cultural Property

*Submitted by **Glenn Dowd, CPP***

The First Amendment of the United States Constitution guarantees citizens freedom of speech, freedom of religion, and the right to peaceably assemble and protest for a just cause or when their rights have been violated. These three pillars of our first amendment were so important to our forefathers to aid in the establishment of a new nation, they insisted this be written as their first amendment. While our government upholds this right, it also places certain limited restrictions on the time, location, and other factors to protect the greater public and manage civil disorder. Governments are flexible in their enforcement of infractions to these limitations, walking a tightrope while protecting life and property. These rights become even more restricted in private locations where demonstrations can violate the rules of that private property. Here again, private institutions can be flexible regarding the enforcement of rule violators, however there are some lines that protestors should not cross.

Recently, museums, libraries, historical sites, and cultural property collections have become frequent targets for demonstrators. Climate activists, and those advocating for fair treatment of marginalized groups, often choose cultural property venues to gather and express their concerns. Demonstrators see their methods as effective ways to attract attention and garner support for their cause, hoping to influence public opinion and drive change.

Unfortunately, this approach often backfires. While demonstrators aim to raise awareness and gain sympathy, their actions in public gathering places like museums, historical sites, zoos, and libraries tend to have the opposite effect. A family of 4 may be visiting the museum for the first time. After spending upwards of $150 for their visit, being surrounded by noise and chaos, this does not serve to benefit the demonstrators. Instead of fostering understanding and support, these protests can disrupt and alienate the public.

Recently, radicalized activists have called for an escalation in protest methods, including vandalism, damage to public property, including museum collections, and acts of violence. One repeatedly used tactic includes smaller separate activist groups merging with one another, giving the appearance that their cause has gained support, while making it much more difficult for law enforcement to identify which group has resorted to violence.

All too often, the front-line employees bear the brunt of the disruptive confrontation, or they field complaints from other visitors. Having witnessed numerous demonstrations in New York City museums, it's clear that the public often feels bothered and disrupted by such events. These actions have led to arrests and civil fines, further tarnishing the public perception of the demonstrators' causes.

As the number of demonstrations increases, and the variety of causes expands, our cultural sites will see an increase in public assembly demonstrations. It is our responsibility to build a robust security program, develop relationships with local law enforcement, and define and set limits on what behavior your organization will tolerate. The hope is that museums, historical sites, libraries, and zoos will survive these challenges, preserving their art and collections for future generations.

It's crucial that we find ways to balance the right to protest with the need to protect our cultural heritage, ensuring it remains intact for all to learn from and enjoy, for years and years to come.

THIS MONTHS *FEATURE ARTICLE*
Cultural Properties/Houses of Worship Organization
Initial Metrics Program
Submitted by: Jim McConnell, PCI

When I get the honor and privilege to work with cultural properties, there is some baseline definitions (e.g. safety vs. security, all, converged security) and governance (e.g. corporation vs. mission, governance document hierarchy) elements that I always start with. These may be well established, but normally, it is an eye opening conversation even for organizations that have been around a long time.

Around the Cultural Properties 201 class timeline, I introduce metrics, not because I wrote a book on the topic, but because we have a responsibility to the organization's stakeholders to always be improving our security and safety programs. I'm not a fan of 100's of stats or metrics (those are different in my world), but I am a fan of getting the metrics element of the security and safety program at a maturity that a security dashboard on senior leadership's mobile phone, is common place.

A couple of cultural properties organizations have asked me for a simple Top 10 to get them started. This is NOT all the metrics you NEED, but I would rather see some progress. These might not be relevant to your organization, culture, or security options, but adapt them as needed. Obviously a "score" of 100% is the goal. So get out that pie chart, Red=non-compliant, Green=compliant. Measure regularly, publish in real time.

- Percentage of security personnel (staff or volunteers) that have up-to-date CPR, AED, FA, STB, BBP training
- Percentage of software driven electronic devices (servers, cameras, laptops, HVAC, etc.) that support the organization, that are patched with manufacturers latest software
- Percentage of volunteers with up-to-date background checks

- Percentage of organization suppliers/vendors with access to the organization facilities, people or data, that have a current due diligence report on file
- Percentage of security personnel (staff and volunteers) that have current security licenses, where required
- Percentage of financial transactions and cash management activities that have logged two people protection
- Percentage of yearly security and safety training that includes local police and fire department participants
- Percentage of individuals that got group/one-on-one security and safety briefings before going on organization managed missions trip (local, national, or international)
- Percentage of new projects / events on the 2024 calendar that have a security leader "at the table" for planning
- Percentage of incidents (physical, cyber, ethics, fraud, etc.) that are logged into a central reporting system for monthly review by the board.

As the late Carman said this stuff works *"from the Church House to the White House",* just start. Any questions, reach out anytime.

Edge Technology Trends for Museums

*Submitted by **Sanjay Rajashekar, CRO***

Why Museums Should Embrace Edge Technologies?

In an era where technology is rapidly transforming every aspect of our lives, museums stand at a unique crossroads. These venerable institutions, traditionally seen as bastions of history and culture, have an unprecedented opportunity to harness cutting-edge technologies to enhance their mission.

Here's why embracing these technologies is not just beneficial, but essential for museums today:

Museums are evolving…

Seventy-six percent of leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60 percent more money on average than other leisure travelers

(As museums get smarter, the connected IoT devices & sensors is increasing exponentially. Up to 90% of them are not patched, monitored and managed for cybersecurity intrusions and potential breaches)
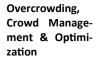
Focus areas & Technology Trends

Museums are increasing their investments in edge technologies. Edge technologies streamline museum operations, from collection management to visitor flow analysis. AI can assist in cataloging and managing collections, while IoT devices can provide insights into visitor behavior, helping museums optimize exhibit layouts and improve overall visitor experience. These investments in edge technologies address common challenges that cultural institutions face.

Enhanced Preservation

IoT (Internet of Things) devices can monitor environmental conditions in real-time, ensuring that artifacts are kept in optimal conditions. Sensors can detect changes in temperature, humidity, and light, alerting staff to potential issues before they cause damage. This proactive approach to preservation can significantly extend the lifespan of valuable collections.

It is important in cultural buildings and galleries with sensitive artifacts to maintain the right humidity, temperature and air quality conditions. Low-cost sensors can track many of the environmental parameters and send alerts and/or file trouble tickets or even automate maintenance of air quality conditioning. It is important to be able to mix and match different kinds of sensors for different rooms and spaces

(Temp, RH, Light Exposure, Pollutants, Dust/Particulate Matter, Pests, Vibration/Shock, Airflow & Ventilation, Microbial growth, Water/ leaks)

Overcrowding, Crowd Management & Optimization

Visitor Analytics:

Employ IoT devices to track visitor movements and gather data to improve exhibit layouts and visitor flow. Using computer vision to track potential violations and avoiding congestion in galleries:

Sanjay Rajashekar, CRO
SmartHub.ai

- A very important factor from a safety and indoor environment maintenance point of view. Tracking how many are entering galleries through a single entryway (for example) and how many are exiting through one or more other doors, hence computing at any time the crowding/congestion capacities in a given space being monitored.

- Notifying the security teams in the galleries to step in to manage and/or trigger lights and other alerting mechanisms – these may already be deployed, so integration is key.

- Many of the artifacts are very fragile, sensitive to touch and/or very valuable, hence a safe distance needs to be maintained. Mounting computer-vision sensitive cameras to monitor potential violations and instant alerts triggered will help secure the artifacts, and premises

Spike in humidity & temperatures due to overcrowding, damages, lack of occupancy management, routing, insights into dwell times & visitor journey. Security & real-time response against vandalism, thefts & other critical incidents.

Enhancing Visitor Engagement and Experience

Creating Immersive Experiences: Edge technologies like Augmented Reality (AR) and Virtual Reality (VR) can transport visitors to different times and places, allowing them to interact with history in ways that were previously unimaginable. Imagine walking through ancient Rome,

Edge Technology Trends for Museums

experiencing a battle scene, or seeing a dinosaur come to life right before your eyes. These immersive experiences captivate audiences, making history and art more accessible and engaging.

Personalized Journeys: Artificial Intelligence (AI) and machine learning can tailor museum experiences to individual preferences. By analyzing visitor data, museums can recommend exhibits, provide personalized tours, and create interactive experiences that resonate with each visitor. This level of personalization can make visits more meaningful and memorable.

Cyber-Security for Connected Assets
As museums get smarter, the connected IoT devices & sensors is increasing exponentially. It is estimated that 87-90% of museum assets are not protected, monitored and managed for cybersecurity intrusions, bad actors and potential breaches.

Ensuring a high level of cyber-hygiene is a must given all the sophisticated digital assets deployed in modern cultural spaces.

- Visibility to all devices and the controls / settings – are they optimal and what they should be.
- Are systems up/down? Protected as per recommendations from the vendor?

Museums that embrace edge technologies not only enhance the visitor experience and preserve cultural heritage but also expand their reach and improve operational efficiency. These advancements ensure that museums remain vibrant, relevant, and accessible institutions in an increasingly digital world. By integrating these technologies, museums can continue to inspire, educate, and engage audiences for generations to come.

About SmartHub.ai

SmartHub.ai was established in 2020 as a spin off from VMware. Their mission is to address the fragmentation in the edge/Internet of Things (IoT) industry, which is plagued by different protocols, platforms and large silos, to deliver unprecedented automation of the edge components for various industries to help with their innovative solutions and cyber-hygiene.

Niranjan Maka,
CEO & Co-Founder
SmartHub.ai

I'm seeking articles NOW for our next newsletter!! (email articles to **dbeaver@nmwa.org**). **The next newsletter is planned for publication in September 2024.** I'd like to thank all of our contributors to our council newsletter. The newsletter IS its contributors! I hope our Cultural Properties Community members continue to enjoy the articles and "getting to know" fellow community participants through this publication. Please let us know if you'd like to see anything new in upcoming newsletters. We're always open to suggestions on how to make it better!