



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, August 6, 2015
6:30 PM**

***Mission Statement:** The Birmingham Historical Museum & Park seeks to foster a greater appreciation and understanding of the City of Birmingham's unique heritage by collecting, preserving, cataloguing, exhibiting cultural material relevant to Birmingham's story, and by providing engaging and entertaining educational programs that promote this story to a diverse audience.*

1. Roll Call

2. Introduction of Guests

3. Approval of the Minutes

- A. Minutes of June 4, 2015

4. Unfinished Business

- A. Museum Mission Statement Review

5. New Business

- A. Election of Chair

6. Communication and Reports

- A. Committee Reports
 - Joint Fundraising Committee -Logue
- B. Director Report
- C. Board Member comments
- D. Public comments

7. Adjournment

NOTICE: Individuals with disabilities requiring accommodations for effective participation in this meeting should contact the city clerk's office at (248) 530-1880 (voice), or (248) 644-5115 (TDD) at least one day in advance to request mobility, visual, hearing or other assistance. *APPROVED MINUTES OF THE MUSEUM BOARD MEETINGS ARE AVAILABLE IN THE CITY CLERK'S OFFICE AND ON THE CITY WEBSITE AT www.bhamgov.org.* City of Birmingham, 151 Martin, Birmingham, MI 48009; 248.530.1800. Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance. *Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias.* (Title VI of the Civil Rights Act of 1964).

Draft



**CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, June 4, 2015
6:30 PM**

Members Present: Russ Dixon, Tina Krizanic, Gretchen Maricak, Shawn O'Rourke,
Jeff Wilmot

Student Members Present: Ellie Benson

Members Absent: Marty Logue, Kate Montgomery

Administration: Museum Director Leslie Pielack

Guests: George Stern

Mr. Dixon called the meeting to order at 6:30 PM.

**Approval of the Minutes
Minutes of May 7, 2015**

MOTION: by Krizanic, seconded by Maricak:

To approve the minutes of May 7, 2015, as amended.

VOTE: Yeas, 5
Nays, 0

Unfinished Business

A. Museum Director Pielack presented a summary of museum re-branding efforts in the field generally and in local historical museums specifically. The larger culture is changing and impacting audiences, driven largely by millennials and the need for a higher level of interactivity and use of technology. Millennials are more social-network oriented and want a personal cultural experience. Museums are rebranding to better address these audiences, and the museum's brand needs to communicate these values readily. Recommended steps to follow for evaluating the Birmingham Historical Museum & Park's brand include looking at its mission statement and revising as needed before considering how to present its name and brand. The board agreed to re-evaluate the mission statement at its next meeting to ensure it is aligned with the museum's vision and potential re-branding.

B. The CREEM commemorative sign was finalized. The sign will be installed on an existing Principal Shopping District parking deck signage bracket outside the original CREEM offices at 187 S. Woodward.

New Business

A. The siding on the Allen House will need replacement and city staff are investigating both cedar and cedar shake fiber cement options, but cost proposals are not yet available.

Communication and Reports

- A. Mr. Dixon summarized that the bell campaign was good community exposure for the museum.
- B. Museum Director Pielack shared that the annual school tours were successful, with 560 students and 140 adults in attendance. The multi-modal plan recommendations that were adopted by the City Commission will mean traffic changes on Maple during the six month study. A plan for reducing invasive plants is now available for the park. Funds for public Wi-Fi for the park will be requested at the June 17 meeting of the cable board. Oakland County's annual heritage conference (September 18) will be focusing on Woodward Avenue and including our museum exhibit as one of only two stops for its attendees. The endowment distribution for June is \$19,205.50. An article on CREEM written by Director Pielack will be appearing in the July/August issue of Michigan History, due out late June. The City will be holding a workshop for all its board members Thursday, September 24 and Thursday, December 1. All board members are encouraged to attend. There will be no Museum Board meeting in July. The Museum Board needs to elect a chair at its August meeting.
- C. Mr. Wilnot reported that ml Spirits has agreed to donate wine to a future reception sponsored by the Museum Board.

Mr. Dixon adjourned the meeting at 8:28 p.m.

DATE: August 6, 2015
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Mission Statement Review

The Museum Board decided at its June 4, 2015 meeting to review the current Mission Statement as a first step in exploring re-branding for the museum.

In its current form, the Mission Statement emphasizes the collection over the audience, whereas recent findings suggest that successful museums are doing the reverse.

***Mission Statement:** The Birmingham Historical Museum & Park seeks to foster a greater appreciation and understanding of the City of Birmingham's unique heritage by collecting, preserving, cataloguing, and exhibiting cultural material relevant to Birmingham's story, and by providing engaging and entertaining educational programs that promote this story to a diverse audience.*

SUGGESTED RESOLUTION:

To approve a revision of the existing mission statement to the following:

The Birmingham Historical Museum & Park seeks to foster a greater appreciation and understanding of the City of Birmingham's unique heritage by providing engaging and educational programs to a diverse audience through collecting, preserving, cataloguing, interpreting, and exhibiting cultural material relevant to Birmingham's story.

DATE: August 6, 2015
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Election of Chair

Per ordinance requirements, the Museum Board elects an annual chair at the first meeting following July 1. The chair person begins and ends the meetings and facilitates the agenda at each meeting.

SUGGESTED RESOLUTION:

To nominate and approve a chair person for the Museum Board, effective for the remaining of fiscal year 2015-2016.



Joint Fundraising Committee Report

Committee members: Karen Battersby,
Russ Dixon, Marty Logue, Gretchen Maricak

DATE: August 6, 2015
TO: Museum Board
FROM: Marty Logue

Current status of funds raised: Approximately \$9,000 remains to be raised to meet the \$40,000 goal.

School contribution: A request will be made by Geri Rinschler to the school board to make a donation of an unspecified amount to the project.

Plan for mailing to businesses: The committee has discussed mailing a letter to local businesses before the beginning of September.

Crowd funding: A crowd funding opportunity through the Michigan Economic Development Corporation and Patronicity is being explored.

DATE: August 6, 2015
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Director Report

Pond Invasives Program—The museum's phragmites will be treated this September in conjunction with some other parks using a certified/licensed contractor. The buckthorn will be dealt with separately.

Elm Tree Removal—Update on the removal of the mature elm trees on the museum grounds that are infected with Dutch Elm Disease.

Grant request for Wi-Fi improvements in the park--The request for cable board funding will be presented at the August cable board meeting on the 17th.

CREEM sign installation—The sign was installed and dedicated on June 25 and received press in the Detroit News as well as the Eccentric. Other attention for the museum's CREEM collection came through Director Pielack's recent CREEM article in Michigan History Magazine, and a radio interview for Michigan Public Radio's *Stateside* program, yet to be aired.

Archives room—Preparation of electrical and plumbing for the archives room; awaiting painting and floor.

Recent Native American Marker Tree Presentation and Private Reception—Generated good discussions for further collaboration among professionals in attendance, and strengthened museum ties to two university programs that have internships. Application for recognition award with Historical Society of Michigan for program excellence, in process.

Birmingham Magazine Photo Shoot—Fall Fashion Preview with a large photo spread, all models shot at the museum, inside, outside, and the Hunter House; great exposure for the museum.

Sponsorship and special tour--Oakland County Planning's annual Heritage Conference will take place on September 22. The theme is Woodward Avenue. The conference will include approximately 60 participants who will visit our museum to see the *"History's Highway: The Story of Woodward Avenue"* exhibit.