



**CITY OF BIRMINGHAM  
MUSEUM BOARD AGENDA  
556 W MAPLE  
Thursday, September 3, 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 August 6, 2015

**4. Unfinished Business**

- A. Museum Mission Statement Revision

**5. Communication and Reports**

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

**6. 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](http://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).*

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CITY OF BIRMINGHAM  
MUSEUM BOARD  
MEETING MINUTES  
THURSDAY, August 6, 2015  
6:30 PM

Members Present: Russ Dixon, Gretchen Maricak, Marty Logue, Kate Montgomery

Student Members Present: Maria Graham

Members Absent: Tina Krizanic, Shawn O'Rourke, Jeff Wilmot

Administration: Museum Director Leslie Pielack

Guests: Caitlin Rosso

Mr. Dixon called the meeting to order at 6:35 PM.

**Approval of the Minutes  
Minutes of June 4, 2015**

**MOTION:** by Logue, seconded by Montgomery:

To approve the minutes of June 4, 2015.

**VOTE:** Yeas, 4  
Nays, 0

**Unfinished Business**

A. The museum Mission Statement was reviewed and suggestions for revision were discussed. The board agreed to continue the discussion in the next meeting.

**New Business**

A. Election of chair.

**MOTION:** by Logue, seconded by Maricak:

To appoint Russ Dixon to serve as chair for the Museum Board, effective until June 30, 2016.

**VOTE:** Yeas, 4  
Nays, 0

**Communication and Reports**

- A. Ms. Logue reviewed the Joint Fundraising Committee Report and provided additional information. Approximately \$4,000 remains to be raised for the Hill School Bell campaign. The school board will consider making a contribution to the project at their August 18 meeting. The committee will be planning a business mailing, to take place in September, and crowd funding is still being considered
- B. Museum Director Pielack reviewed the Director's Report.

Mr. Dixon adjourned the meeting at 7:52 p.m.

**DATE:** September 3, 2015  
**TO:** Museum Board  
**FROM:** Leslie Pielack, Museum Director  
**SUBJECT:** Mission Statement Revision

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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.

Members of the Museum Board and Friends board members have provided suggestions regarding the revision of the Mission Statement. (See attachment)

**SUGGESTED RESOLUTION:**

To approve a revision of the existing Mission Statement at the September 3, 2015 meeting, with final wording to be determined.

## SUGGESTED BHM&P MISSION STATEMENTS, in order of length

- (1) Preserving the Past, Promoting the Present, Imagining the Future<sup>1</sup>
  
- (2) Using the story of Birmingham to preserve, share, connect and enjoy the past, present and future of our community.<sup>2</sup>
  
- (3) Bringing Birmingham's story to life through:
  - Heritage Exhibits
  - Interactive Cultural Events
  - Educational Outreach
  - In Person and Online Research & Support<sup>3</sup>
  
- (4) We join with the community in creating a place of historical preservation and education. By celebrating the past we provide a threshold to the future.<sup>4</sup>
  
- (5) (Who) The Birmingham community  
(What) Birmingham's unique story  
(How) like the sound of enrichment  
(Why) Promote understanding/insight -- of B'ham's past & future  
Enrich Community understanding<sup>5</sup>
  
- (6) The preservation and exhibition of Birmingham's evolving cultural resources for current and future generations to connect to our (Birmingham's) rich heritage and artifacts.<sup>6</sup>
  
- (7) The BHMP invites the public to explore Birmingham's unique story. Our exhibits, programs and interactives bring history alive through our collections or (artifacts) (tours) in a celebration of Birmingham's rich heritage.<sup>7</sup>

(8) The BHM&P will explore Birmingham's character and legacy (*what*) to develop the community's historical and cultural understanding (*why*) through its collections and archives (*how*) for the enrichment of our community (*who*).<sup>8</sup>

(9) The BHMP seeks to share Birmingham's unique story in engaging and meaningful ways. Our experiences and educational programs interpret, exhibit, and present our historical collections to enrich understanding and engage cultural curiosity to create a lasting impact on our community (Audience) (Visitors) (Public).<sup>9</sup>

(10) - tying the past to the present  
- making the past more relatable  
- bringing Birmingham's past to life through engaging programs and experiences  
- connecting Birmingham's past, present and future through the community's collection of cultural and historical artifacts at the museum.<sup>10</sup>

(11) The Birmingham Historical Museum & Park seeks to inspire our community to learn about Birmingham's unique heritage through engaging and entertaining educational programming, and to celebrate the past and build a stronger *tomorrow* through collecting, preserving, cataloguing, and exhibiting cultural material relevant to Birmingham's history.<sup>11</sup>

(12) Our museum strives to preserve the story of Birmingham and share it with the community in order to foster a sense of place and an opportunity for meaningful and informed engagement by its citizens. This is accomplished through programs, activities, exhibits and multimedia materials and in collaboration with other local institutions.<sup>12</sup>

(13) The BHM&P seeks to share Birmingham's unique story in engaging and meaningful ways through experiences and programs that interpret, exhibit, and present our collection of cultural and historical artifacts. Collecting, preserving, and celebrating Birmingham's heritage enriches understanding and strengthens meaningful connections with our past and future, enhancing our sense of place and context, and promoting community sustainability.<sup>13</sup>

(14) The BHMP seeks to (share or connect) the city of Birmingham's (fascinating past or Unique story) for the education and enjoyment of the public. Through the use of our programs, interactives, exhibits and collections we celebrate and connect our community to Birmingham's rich heritage, conserve and safeguard our artifacts, (strengthen) or (foster) (contribute) meaningful connections within the community (at large).<sup>14</sup>

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<sup>1</sup> Karen Battersby

<sup>2</sup> Caitlin Rosso

<sup>3</sup> Karen Battersby

<sup>4</sup> Karen Battersby

<sup>5</sup> Marty Logue

<sup>6</sup> Jeff Wilmot

<sup>7</sup> Caitlin Rosso

<sup>8</sup> Russ Dixon

<sup>9</sup> Caitlin Rosso

<sup>10</sup> Jennifer O'Hare

<sup>11</sup> Tina Krizanic

<sup>12</sup> Pam DeWeese

<sup>13</sup> Holly Izbicki

<sup>14</sup> Caitlin Rosso



## Joint Fundraising Committee Report

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

**DATE:** September 3, 2015  
**TO:** Museum Board  
**FROM:** Marty Logue

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Current status of funds raised: Approximately \$6,000 remains to be raised to meet the \$40,000 goal.

Plan for mailing to businesses: The committee will be mailing a letter to local businesses during the third week of September to appeal for the remaining funds.



**DATE:** September 3, 2015  
**TO:** Museum Board  
**FROM:** Leslie Pielack, Museum Director  
**SUBJECT:** Director Report

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Museum Board Opening—Shawn O'Rourke has resigned from his position on the Museum Board. The City is accepting applications for the Museum Board opening, due September 16. The commission plans to make an appointment at their meeting on September 21.

Elm Tree Removal—Both affected trees have now been removed. They were 150-175 years old. The Parks Department plans to replant disease-resistant elms this fall.

Grant request for Wi-Fi improvements in the park--The IT request for cable board funding was approved on August 17, for \$31,488.18. A request for additional extension to the north of the pond area will be made when the cost estimate is available, possibly at the September meeting.

Archives room—Awaiting completion of paint and floor.

Friends of Museum—The Friends have a new board roster and their new President is Jennifer O'Hare. Their monthly meetings will resume September 10.

New Reading Group to Meet at Hunter House—The Hunter House Book Group, a collaborative effort with the Baldwin Library, will begin meeting bi-monthly from November through May, taking a summer recess. The group will focus on history-related non-fiction and memoir books, and will be co-promoted by the BPL and museum.

Sponsorship and special tour--Oakland County Planning's annual Heritage Conference will take place on September 18. 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.

Greenwood Cemetery Tour—Annual Fall tour presented by the Friends will feature Birmingham's pioneers, and held on September 26 at 1 PM.

Michigan Museum Association Conference—This year's conference will be held October 1 and 2 in Ann Arbor. Museum Director Pielack will be presenting on a panel regarding creating cost-effective exhibits.