



**CITY OF BIRMINGHAM
MUSEUM BOARD AGENDA
556 W MAPLE
Thursday, November 5, 2015
6:30 PM**

***Mission Statement:** The Birmingham Historical Museum & Park will explore meaningful connections with our past, in order to enrich our community and enhance its character and sustainability. Our mission is to promote understanding of Birmingham's historical and cultural legacy through preservation and interpretation of its ongoing story.*

1. Roll Call

2. Introduction of Guests

3. Approval of the Minutes

- A. Minutes of October 8, 2015

4. Unfinished Business

- A. Museum Name Change Exploration

5. Communication and Reports

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

6. Adjournment

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CITY OF BIRMINGHAM
MUSEUM BOARD
MEETING MINUTES
THURSDAY, October 8, 2015
6:30 PM

Members Present: Russ Dixon, Tina Krizanic, Marty Logue, Gretchen Maricak, Kate Montgomery, Caitlin Rosso, Jeff Wilmot

Student Members Present: Maria Graham

Members Absent: none

Administration: Museum Director Leslie Pielack

Guests: none

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

**Approval of the Minutes
Minutes of September 3, 2015**

MOTION: by Krizanic, seconded by Maricak:

To approve the minutes of September 3, 2015, as amended.

VOTE: Yeas, 7
Nays, 0

New Business

A. The Museum Board 2016 Meeting Schedule was reviewed.

MOTION: by Maricak, seconded by Wilmot:

To approve the proposed 2016 Museum Board Meeting Schedule.

VOTE: Yeas, 7
Nays, 0

Communication and Reports

A. Ms. Logue reviewed the Joint Fundraising Committee Report and updated the funds yet remaining to be raised to \$5032.00. Four donations have been received from the business mailing. Mr. Wilmot offered to personally hand out

- the business appeal letter to business owners on the south end of Birmingham that were not on the mailing list.
- B. Museum Director Pielack reviewed the Director's Report.
 - C. Mr. Dixon suggested that in lieu of a verbal report and video clips of the Board of Ethics Informational Seminar of September 24, Museum Board members can watch the seminar online and bring questions or concerns to the next Museum Board meeting. Members received a handout with the link to the city website.
 - D. Mr. Wilmot offered a copy of the 75th Anniversary issue of the Eccentric to the museum if it was needed. Ms. Montgomery mentioned that she is chair for the Junior League of Birmingham, and they will be having a Pumpkin Patch event on Sunday, October 18, from 1:00 to 4:00. Mr. Dixon read a letter to the editor that he has sent to the Eccentric regarding the upcoming commission election and the importance of understanding the candidates' positions regarding supporting historic preservation and the museum.

Unfinished Business

A. The board agreed to proceed with the possible name change of the museum by gathering suggestions from board members and key stakeholders from the Friends and submitting them to Museum Director Pielack before the next Museum Board meeting. Director Pielack will prepare a list in advance, and the Museum Board will review the list and settle on several viable names, after which additional input from the public and other stakeholders would be sought. A few suggestions were offered to begin the list.

Mr. Dixon adjourned the meeting at 7:15 p.m.



Joint Fundraising Committee Report

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

DATE: November 5, 2015
TO: Museum Board
FROM: Marty Logue

Business Mailing Response: Letters went out to almost 700 recipients in the business community over a month ago. We have received four responses, and do not expect any more to come in from that effort. The revised total of funds needed is now approximately \$5,032.

Next Steps: The committee has raised a total of \$14,968 in the last year and a half. At this time, it would be helpful for the Museum Board to take up the matter of next steps in the Hill School Bell Project to address the remaining \$5,032 needed.

DATE: November 5, 2015
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Director Report

Wi-Fi Improvements/Cable Board Grant Update— The final portion of the WiFi wireless improvement area was approved with a grant from the cable board. The work is being coordinated through the IT department and should commence in the next few weeks. A trench will be dug from the Allen House to the bottom of the hill, where a decorative pole with light will be installed with an access point. A second pole (without light) will be installed on the north side of the pond area..

Invasive Plant Removal— The top priorities for removal (buckthorn and oriental bittersweet) are expected to be treated before mid-December. The Parks project will include the border area along the Rouge trail as well as several other parks.

Archives room— The Archives Room has now been completed. Staff are working to re-organize materials before they are re-housed in the room. The Archives Room has sprinkler protection, non-off-gassing, archivally-safe surfaces, and safe lighting (reduced UV light exposure) to minimize environmental deterioration.

Grant Application to Oakland County Historical Resources—a grant was submitted to the Oakland County Historical Resources to acquire a specialty scanner to scan and upload our historic postcards for public use. The OCHR's mission is to make digital historic resources available to the public. The application will be reviewed in mid-November and, if awarded, would begin January 1.

Security System Upgrade—both buildings now have updated security systems with revised technology applications.

Group Tours & Programs—several successful group tours have taken place this month, including a bus tour for residents of the Baldwin House and a tour of the exhibit by a group from Next. We are collaborating on some joint programming projects with the Baldwin Public Library, including lectures and children's story time at the museum.

Collection Policy Update—The Finance Director has determined that only higher value (market value) items in the collection need to be capitalized. The vast majority of our collection does not fall in that category. A revised listing of items to be capitalized is being completed, and a review of the insurance will be part of this update. Following this step, the Collections Policy can be drafted for review by the City Manager/City Attorney before coming back to the Museum Board for its review.

DATE: November 5, 2015
TO: Museum Board
FROM: Leslie Pielack, Museum Director
SUBJECT: Museum Name Alternatives

As part of the process of reviewing the museum's brand, the Museum Board has revised the mission statement and is now considering possible name changes.

Currently, the museum name is lengthy and may not convey the mission as successfully as an alternative name. Also, research has shown that the term 'historical' has negative connotations for some of the audiences we would like to reach. Other museums are dropping that term and re-branding to appeal to modern audiences.

Therefore, members of the Museum Board and Friends board members have provided suggestions regarding alternatives for the museum's name. The Museum Board has determined that a short list of name alternatives drawn from these suggestions can be used to seek public input before a final name is identified by the Museum Board.

SUGGESTED RESOLUTION:

To approve a list of at least four and no more than six alternative museum names to be used to seek public input to consider a name change for the museum that is better aligned with the museum's mission and audience.

MUSEUM NAME SUGGESTIONS for MUSEUM BOARD REVIEW 11/5/2015

Mission Statement: *The Birmingham Historical Museum & Park will explore meaningful connections with our past, in order to enrich our community and enhance its character and sustainability. Our mission is to promote understanding of Birmingham's historical and cultural legacy through preservation and interpretation of its ongoing story.*

Submitted suggestions appear below in order of length. Please note that the name need not include a slogan, but a slogan can be added to follow the name. This is commonly done. (An incomplete list of slogans is attached for comparison purposes, but slogans should be addressed as a separate discussion.)

- _____ The Museum
- _____ Piety Hill
- _____ Museum @ Maple (*M@M*)
- _____ Museum at Maple
- _____ The Birmingham
- _____ Birmingham Museum (*no abbreviation*)
- _____ History Birmingham
- _____ Heritage Birmingham
- _____ Clizbe-Allen Museum
- _____ Birmingham Narrative
- _____ The Birmingham Museum (*abbreviation B'haM*)
- _____ Birmingham Legacy House
- _____ Birmingham Story Center
- _____ The Allen/Hunter Museum
- _____ The Museum of Birmingham
- _____ The Rouge History Center
- _____ Birmingham Museum Portal
- _____ Birmingham History Museum
- _____ The Birmingham Experience
- _____ The Birmingham History Center
- _____ Birmingham Community Museum
- _____ Birmingham Museum & Archives
- _____ The Birmingham Cultural Museum
- _____ The Birmingham Heritage Center
- _____ The Birmingham Museum & Archives
- _____ Birmingham Museum @ Southfield & Maple

Slogan ideas:

It's an experience.

Sharing our heritage.

Start the conversation.

Discover. Experience. Connect.

Celebrating the past; enlightening the future.

Preserving the past, celebrating the present, imagining the future.

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